



Australian Government

Department of Education, Employment and Workplace Relations

SITXCCS001B Provide visitor information

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to provide visitors with general information about a local area.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit

This unit applies to frontline service personnel working in a range of tourism, hospitality, entertainment and cultural sectors who routinely respond to requests for general visitor information.

The unit reflects a context where information provision is fairly general in nature or where it is not the primary job role. For example, this unit might apply to individuals working in restaurants, hotels, wineries, attractions and entertainment venues, or to a volunteer in a visitor information centre who may not be expected to respond to requests for more complex or detailed Australian destination information. It might also include information on the venue in which the person works, e.g. products and services within a large theme park, attraction, cultural venue, winery or resort complex. The unit SITTTSL004A Source and provide Australian destination information and advice, is more relevant to people working in jobs where the provision of destination information is a primary focus, e.g. travel consultants and visitor information officers.

A person undertaking this role works under supervision and guidance from others.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Access and update visitor information.	1.1 Identify and access appropriate <i>sources of visitor information.</i> 1.2 Incorporate information into day-to-day working activities to support quality of service and standards within the organisation. 1.3 Share information with colleagues to support the

ELEMENT	PERFORMANCE CRITERIA
	efficiency and quality of service.
	1.4 Identify and use opportunities to update and maintain local knowledge.
2 Provide information.	2.1 Proactively identify information and assistance needs of different customers, including those with special needs.
	2.2 Provide accurate and unbiased information in a clear, concise, courteous and <i>culturally appropriate manner</i> .
	2.3 Where appropriate, assist or instruct visitors in the use of equipment and facilities or refer to relevant colleagues.
	2.4 Consider health and safety requirements when providing information and assistance.
	2.5 Promote <i>internal products and services</i> using appropriate customer service skills.
3 Seek feedback on services.	3.1 Proactively seek feedback on services from visitors.
	3.2 Observe visitor behaviour to inform future service developments and correctly follow procedures for any formal customer evaluation.
	3.3 Provide information on visitor feedback to relevant colleagues.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- communication and interpersonal skills to interact in a friendly and courteous way with customers
- basic research skills to source information on a predictable range of customer requests
- literacy skills to understand, interpret and orally communicate local information and promotional material.

The following knowledge must be assessed as part of this unit:

- sources of information for organisation and local area knowledge
- general knowledge of organisation, local attractions and events, transport options and general visitor facilities, including shopping, currency exchanges, post offices, banks and emergency services (the focus of this knowledge will vary according to organisational needs)
- understanding of the need to provide advice in an unbiased and ethical manner
- available sources of advice and referral for more complex requests
- safety and emergency procedures for visitors, colleagues and self
- sources of customers in the relevant industry context.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- ability to source accurate and current information on the local area
- general knowledge of the local area sufficient to answer commonly asked customer questions relevant to job role

EVIDENCE GUIDE

- demonstration of skills on multiple occasions or in response to multiple requests reflecting breadth of knowledge and ability to respond to different situations.

Context of and specific resources for assessment

Assessment must ensure:

- interaction with others in the provision of information to demonstrate appropriate interpersonal skills
- use of current local area information.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- project to research visitor information for the organisation or local area
- direct observation of the candidate using local knowledge to answer customer questions
- oral or written questions to assess knowledge of local information and information sources
- role-play to provide information for variety of different customers
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

Sources of visitor information may include:

- brochures
- timetables
- local visitor guides
- library and local council
- local people including local identities with specialised knowledge
- winemakers and other wine experts
- organisation information
- room directories
- maps
- internet.

Visitor information must include:

- organisation-specific information
- local transport options
- local attractions and events
- general visitor facilities, including shopping locations, currency exchanges, post offices, banks and emergency services
- specific shopping details, including local markets
- accommodation options
- restaurants, cafes and other dining venues
- other facilities and services such as hairdressers, dentists and travel agencies
- theatres and entertainment venues
- sporting facilities
- tours, local outings and trips
- travelling routes
- weather conditions.

RANGE STATEMENT

Opportunities to update and maintain local knowledge may include:

- talking and listening to colleagues and customers
- participating in local familiarisation tours
- visiting the local information centre
- personal observation or exploration
- watching television, videos and films
- listening to radio
- reading local newspapers, staff noticeboards, leaflets, brochures and internal newsletters
- attending team meetings.

Culturally appropriate manner may involve:

- using gestures
- using simple words in English or other person's language
- providing written material
- avoiding eye contact
- providing information in different formats to suit the individual.

Internal products and services may include:

- restaurant products
- accommodation
- products made by the organisation (e.g. wine, food)
- tours
- general retail products (e.g. souvenirs).

Unit Sector(s)

Sector

Cross Sector

Competency field

Competency field

Client and Customer Service