



Australian Government

SITTTSL202 Access and interpret product information

Release 1

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Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.0	E Replaces and is equivalent to SITTTSL002A Access and interpret product information.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to access information on tourism, hospitality or events products to fulfil any sales or operational need. It requires the ability to identify product information sources and to interpret specific details of the products.

Tourism personnel selling travel insurance to a retail client must meet the requirements of the Financial Services Reform Act (2001). Sales personnel must complete a course delivered by the insurance provider in order to interpret provisions of the insurance policy.

Application of the Unit

The product can include any international or domestic product sold by any tourism, hospitality or event organisation. The breadth and depth of product knowledge and its application will vary according to the industry sector, workplace and job role. This unit is not about having an in-depth knowledge of products but focuses on the ability to collect and interpret information.

The unit mainly applies to frontline sales and operations personnel who operate with some level of independence and under limited supervision. It does, however, describe a fundamental tourism industry function and those individuals who work with very little independence under close supervision would also use this skill.

This includes visitor information officers, retail travel consultants, corporate consultants, inbound tour coordinators, account managers for professional conference organisers, event coordinators, tour guides, hotel guest relations officers, tour desk officers, reservations sales agents.

Licensing/Regulatory Information

No occupational licensing requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

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

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|-----------------------------------|---|
| 1. Access product information. | <ul style="list-style-type: none"> 1.1 Identify the <i>sales or operational need</i> for <i>product</i> information. 1.2 Identify and access <i>sources of product information</i>. 1.3 Use a <i>range of methods</i> to obtain information on products. 1.4 Select sources according to commercial agreements and specific needs. 1.5 Source <i>specific product information</i> to meet the sales or operational need. |
| 2. Interpret product information. | <ul style="list-style-type: none"> 2.1 Read and interpret general and <i>specific details about the product</i> and use information to meet the sales or operational need. 2.2 Interpret any <i>special jargon or specifications</i> in product information and accurately apply these to the sales or operational activity. 2.3 Identify and assess any customer, sales or operational <i>risks that relate to the product</i>. 2.4 Record and store information for future use. |
| 3. Update knowledge of products. | <ul style="list-style-type: none"> 3.1 Continuously obtain information to update knowledge of product features. 3.2 Source and access information on current and emerging <i>customer technologies</i>. 3.3 Share new or updated product information with colleagues. |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to discuss products with colleagues and to question suppliers about product details
- learning skills to continuously update knowledge of products
- literacy skills to:
 - read and interpret complex product information, including terms and conditions of their sale
 - research, sort and interpret product information
 - write notes and basic summaries of information
- numeracy skills to interpret product costs and their application to different customers and seasons
- teamwork skills to share product information with colleagues
- technology skills to:
 - use a computer and keyboard
 - use online information systems to search for information.

Required knowledge

- for the specific industry sector and organisation:
 - sources of product information and specific product types
 - major categories of tourism, hospitality or event products and services
 - features and benefits of a diverse range of tourism, hospitality or event products
- where travel insurance is a product:
 - primary components of the Financial Services Reform Act (2001) including organisational responsibility for supplying product disclosure statements and providing accurate information on the provisions of the insurance policy
- industry terminology and common abbreviations for major product categories
- oral and written use of the 24-hour clock.

Evidence Guide

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

Overview of assessment

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

Evidence of the ability to:

- obtain current, relevant and accurate information on tourism, hospitality or event products by accessing a range of information sources and using different research methods
- interpret information on diverse products to meet different sales, operational and customer needs
- interpret industry terminology and common abbreviations for major product categories
- complete activities within commercial time constraints and deadlines determined by the customer or the organisation.

Context of and specific resources for assessment

Assessment must ensure use of:

- computers, printers and information programs currently used by the tourism, hospitality or event industry to store product information
- current product information within sales kits, brochures, timetables, tour schedules, product manuals, supplier information kits, information databases and computerised reservations systems.

Method of assessment

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

- projects and activities that allow assessment of the individual's ability to:
 - obtain current, accurate and relevant product information
 - research product options to meet differing customer needs
- direct observation of the individual delivering an oral presentation on the sourced information
- written or oral questioning to assess knowledge of:
 - the sources of product information
 - various product features
 - use of the 24-hour clock
- review of portfolios of evidence and third-party

workplace reports of on-the-job performance by the individual.

Guidance information for assessment

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, workplace and job role, for example:

- SITHFAB305 Provide advice on Australian wines
- SITHFAB309 Provide advice on food
- SITTTSL301 Provide advice on international destinations
- SITTTSL302 Provide advice on Australian destinations
- SITTTSL303 Sell tourism products and services
- SITTTSL304 Prepare quotations
- SITTTSL306 Book supplier services
- SITTTSL307 Process travel-related documentation
- SITTTSL308 Use a computerised reservations or operations system
- SITXCCS201 Provide visitor information
- SITXEVT401 Plan in-house events or functions.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Sales or operational need may include:

- booking a supplier service for the customer
- hiring special equipment
- issuing:
 - air tickets
 - crew documentation, e.g. operational or technical itineraries
 - customer documentation for travel, tourism, hospitality or event products
- planning functions
- preparing quotations
- processing and monitoring event registrations
- processing financial transactions
- providing specific product information and advice for:
 - destinations
 - food and beverage
 - events and functions
- providing advice on customer use of new technologies
- providing specific information and advice about the credentials of the tourism operator in minimising negative environmental, social and cultural impacts
- purchasing promotional products
- processing a reservation from a customer
- selling travel add-ons:
 - flight fuel emissions offset fee ("flying carbon neutral")
 - prepayment of baggage charges
 - prepayment of in-flight meals
 - pre-travel seat selection
 - travel insurance
- selling tourism, hospitality or event products to the customer.

Product offerings within the tourism, hospitality and events industry are diverse and may include:

- accommodation
- activities
- convention facilities
- cruises

- currency and banking services
- entertainment
- entrance to attractions or sites
- event management services
- food, beverage and catering
- functions
- meals
- meeting or event equipment
- speaker services
- special event consumable items
- special events
- special items with customer's corporate branding
- technical equipment and services:
 - audio-visual
 - pyrotechnics
 - rigging
 - sound and lighting
 - special effects
 - stage design and construction
 - venue styling
- tour guiding services
- tours
- transfers
- transportation
- travel insurance
- vehicle rental
- venue facilities.

Sources of product information may include:

- Centralised Reservations System (CRS)
- Global Distribution System (GDS)
- international government tourism authority information systems
- Internet, intranet and extranet
- organisation-designed information systems, e.g. inventory control database
- principal or supplier of the product
- product library
- social media websites
- state and federal government tourism authority information systems.

A range of methods to obtain information may involve:

- accessing and reading promotional information, including travel guide books, and product brochures and updates

- accessing the Internet and intranet
- attending professional development activities including:
 - product launches
 - promotional seminars
 - trade shows
 - workshops
 - conferences
 - familiarisations
- contact with other organisations, including suppliers, principals and tourist information offices
- formal study
- informal discussions with colleagues
- liaising with trade and general media
- listening to radio
- personal on-site observation or exploration
- reading trade and general newspapers, books and other references
- watching television, videos and films.
- manufacturer specifications
- organisation-designed information systems:
 - inventory control database
 - product and service manuals
 - price lists
- supplier:
 - advertising flyers
 - brochures
 - confidential tariffs
 - e-brochures
 - information kits
 - product manuals
 - sales kits
 - social media sites
 - tariff sheets
 - timetables
 - websites.

Specific product information
may be found in:

Specific details about the product
may include:

- booking procedures
- costs, tariffs and rates
- currency applied to the cost
- features and benefits
- point of conclusion or disembarkation

- point of departure
- product codes
- route
- scheduling information
- specifications for products to be branded with corporate details
- taxes and levies imposed
- technical specifications for audiovisual and other meetings and events equipment
- terms, conditions and rules
- touring inclusions and exclusions.

Special jargon or specifications may include:

- common abbreviations used in the tourism, hospitality and event industries
- industry terminology
- technical capacity of equipment
- use of the 24-hour clock.

Risks that relate to the product may include:

- fluctuations in exchange rates
- limitations in participation due to:
 - incapacity, e.g. age, disability
 - special licence requirements, such as driver's licence or SCUBA licence
- non-operation of the product, e.g. cancelled tour departure
- product price increase
- products that cause negative environmental, cultural or social impacts such as:
 - damage to environmentally or culturally sensitive areas or sites
 - damage to roads, tracks and fire trails
 - disturbance or injury to fauna
 - introduction of exotic and feral species
 - noise disturbance to the local community
 - physical damage to flora
 - pollution from vehicle emissions and unmanaged waste
 - trivialisation of culture
- safety risk to customer in participating in touring activities, e.g. adventure activities
- seasonal non-availability of the product
- unclear product provision, deposit, payment and cancellation terms and conditions
- unclear product, tax and levy costs.

Customer technologies may include:

- applications for electronic devices and computers
- automated airport check-ins
- online check-ins.

Unit Sector(s)

Tourism

Competency Field

Tourism Sales and Operations