



Australian Government

SIFXMPR003 Prepare and conduct tours

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to prepare, conduct and evaluate funeral home, cemetery or crematorium tours. It applies to funeral home and cemetery and crematorium staff employed in the marketing and promotion of funeral products and services. The work is performed according to work health and safety, relevant legislation and workplace policies and procedures.

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

Competency Field

Marketing and Public Relations

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Research tour information.	1.1 Access and review information from publications and experts to inform tour knowledge. 1.2 Evaluate information sources for reliability and currency. 1.3 Develop and maintain general knowledge of local region and Australian funeral, burial and cremation practices. 1.4 Develop and maintain knowledge of history and operations of the funeral home, cemetery or crematorium.
2. Plan tours.	2.1 Determine purpose, size, composition and specialised requirements for each tour group. 2.2 Identify and select tour routes according to purpose, size, composition, and specialised requirements. 2.3 Identify and prepare information materials for clients.

- 2.4 Determine and arrange equipment for presentation requirements.
 - 2.5 Prepare tour commentary according to special requirements and timing and route of tour.
- 3. Conduct pre-tour briefings.
 - 3.1 Greet clients and provide summary of tour program and location of facilities.
 - 3.2 Inform clients of health and safety requirements and any specific restrictions including unsafe areas and funerals in progress.
 - 3.3 Provide opportunity for client clarification of information and instructions.
- 4. Conduct tours.
 - 4.1 Direct physical movement of tour groups according to tour program.
 - 4.2 Present tour commentary using presentation aided equipment as required.
 - 4.3 Encourage client participation and address client questions through direct response or later follow-up as required.
 - 4.4 Identify and address conflicts or difficulties promptly.
- 5. Evaluate tours.
 - 5.1 Request and review client feedback and review.
 - 5.2 Reflect on own performance and note areas for improvement and develop appropriate strategies for addressing these.
 - 5.3 Record and report evaluation outcomes.

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance.

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Unit Mapping Information

SIFMPR002A Prepare and conduct tours.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c2c3131e-4418-4aa3-8ff1-a855c95f7fd6>