



Australian Government

SITTGDE024 Manage extended touring programs

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to coordinate touring programs of more than one day duration. It requires the ability to manage all tour logistics and to solve touring and group member problems. It also requires skills to ensure the ongoing welfare and satisfaction of tour group members and to develop and maintain group cohesion and rapport.

This unit applies to tour operations, inbound tour operations and tour wholesaling sectors, and to tour managers, tour directors, tour leaders and tour escorts employed by those companies. These individuals may lead extended tours in Australia or overseas, and are responsible for logistical management of touring programs that usually include multiple destinations. They work independently in the field, within established organisational procedures. When on tour, they take a lead role without supervision, only referring problems to the tourism operator when absolutely necessary.

Tour guides, residing anywhere in Australia, are required to undertake training and assessment prescribed by Parks Australia to guide within Kakadu and Uluru-Kata Tjuta National Parks in the Northern Territory.

The skills in this unit must be applied in accordance with Commonwealth and State/Territory legislation, Australian/New Zealand standards and industry codes of practice.

When working in Queensland, all guides, regardless of their place of residence, are subject to the Queensland Tourism Services Act 2003.

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

Pre-requisite Unit

Nil

Competency Field

Guiding

Unit Sector

Tourism

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. Manage touring arrangements.

- 1.1. Manage touring program logistics in a holistic way taking account of legal, ethical, safety and sustainability considerations.
- 1.2. Conduct touring program according to prearranged itinerary.
- 1.3. Make forward reconfirmations and bookings progressively.
- 1.4. Reconfirm or arrange operational details progressively.
- 1.5. Make adjustments to touring arrangements when required within the scope of individual responsibility.
- 1.6. Make major adjustments within budget according to controlling office guidelines.
- 1.7. Maintain ongoing contact with controlling office and forward suppliers as required.

2. Liaise and negotiate with others.

- 2.1. Maximise operational efficiency and customer service levels by effective liaison and negotiation with those contributing to program operations.
- 2.2. Conduct negotiations in a professional manner in relevant cultural context.
- 2.3. Select negotiation style appropriate to circumstance and use negotiation and communication techniques to maximise chances of an acceptable outcome for all parties.
- 2.4. Conduct negotiations in context of entire touring program to take account of overall relationship between the organisation and other stakeholders.
- 2.5. Confirm agreements in writing as required.
- 2.6. Provide relevant information to controlling office as required.

3. Develop and maintain group rapport.

- 3.1. Develop and maintain a team spirit for duration of program.
- 3.2. Gain trust and confidence of group through professional competence and integrity.
- 3.3. Use leadership and communication techniques to foster group cohesion.
- 3.4. Encourage customer participation and group interaction.
- 3.5. Identify and assess potential conflicts within the group and should conflict arise, take appropriate action to resolve.

4. Resolve problems that arise on tour.

- 4.1. Identify and consider problems from an operational and customer service perspective in the context of the entire

touring program.

- 4.2. Initiate short-term action to resolve immediate problems where appropriate.
- 4.3. Analyse problems for long-term commercial impact and assess and action solutions.
- 4.4. Present a positive image of organisation and its contracted suppliers at all times.
- 4.5. Take responsibility for resolving problems within scope of individual authority and to ensure customer satisfaction.
- 4.6. Consult controlling office to resolve problems outside scope of guidelines and responsibility.
- 4.7. Take appropriate follow-up action to monitor effectiveness of chosen solutions.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	• interpret customer and operational tour information • interpret tourism industry terminology including product codes.
Writing skills to:	• complete operational and reporting documents.
Oral communication skills to:	• discuss customer concerns and sometimes sensitive and confidential issues.
Numeracy skills to:	• calculate tour component times • translate time from the 24-hour to 12-hour clock.
Initiative and enterprise skills to:	• create opportunities to enhance the customer touring experience.
Planning and organising skills to:	• coordinate multiple, diverse and often complex logistical tour components and arrangements.
Technology skills to:	• use industry-current communication systems.

Unit Mapping Information

Supersedes and is equivalent to SITTGDE012 Manage extended touring programs.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>