Assessment Requirements for SITTPPD001 Package tourism products

# Modification History

Not applicable.

# Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

* source and package products for three different types of travellers from among the following customer groups or markets:
* Australians travelling internationally (outbound)
* domestic tourists travelling within Australia
* international tourists travelling within Australia (inbound)
* special interest groups, such as customers of a particular cultural background, ecotourism, event delegates, educational, sporting or incentive groups
* develop and cost practical programs for each of the above travellers that include at least six product or service components listed in the knowledge evidence
* package each of the above programs to ensure practical options that meet requirements of above travellers:
* budget
* cultural issues
* destination preferences
* integration, where appropriate, into a wider touring, event or sporting program
* product and service preferences and requirements
* time constraints.

# Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

* tourism industry information sources
* industry information or destination marketing networks and their value in research for the packaging process
* research approaches relevant to packaging tourism products:
* desk research
* destination or site inspection
* personal contact with tourism authorities, product suppliers or distribution network
* customer or market product preferences and requirements relevant to the industry sector
* market suitability considerations:
* accessibility
* availability
* costs
* features and benefits
* product match to preferences and requirements
* profit potential
* quality credentials of operators:
* customer service and satisfaction record
* public liability and duty of care policies and procedures
* environmental and local community protection credentials
* reliability of other tourism operators:
* in complying with laws
* to provide promised products and services
* safety record
* features of typical supply and contractual arrangements with suppliers
* key principles and elements of calculating complex packaged product costings and pricing structures
* key financial factors impacting costing of programs:
* commission or mark-up structures
* exchange rate implications
* profit margin requirements
* special fees and other charges:
* amendment fee
* cancellation fee
* communication fee
* courier fee
* credit card fee
* itinerary preparation fee
* loyalty program redemption fee
* product booking fee
* reconfirmation fee
* service fee
* transaction fee
* visa and passport handling fee
* taxes
* distribution and marketing networks, especially those involved in distributing the proposed tourism product or program
* industry commission or mark-up procedures and rates appropriate to the particular sector and the varying organisations in the distribution network
* industry practices in packaging products and presenting pricing structures appropriate to different sectors:
* different costing options:
* per person
* per room
* group
* all inclusive
* ground content only
* typical package styles for different markets or customer types
* product or service components included in tourism programs:
* accommodation
* activities
* audio-visual services
* conference facilities
* cruises
* entertainment
* entrances to attractions, museums, events and exhibits
* food, beverage and catering
* functions
* meeting or event equipment
* speaker services
* special event consumable items
* special items with customer’s corporate branding
* tour guiding services
* tours
* transport
* vehicle rental
* venue hire
* aspects of laws that impact on tourism operations and actions required of tourism operators:
* consumer protection:
* providing services as advertised
* terms and conditions
* refund requirements
* cancellation fees
* child sex tourism
* legal liability insurance requirements and duty of care of customers
* environmental protection:
* licences
* permits
* accreditation
* minimal impact practice
* local community protection:
* land ownership, management and access requirements.

# Assessment Conditions

Skills must be demonstrated in an operational tourism and travel environment where tourism products are packaged. This can be:

* an industry workplace
* a simulated industry environment set up for the purposes of assessment.

Assessment must ensure access to:

* customer and market information on which products can be based
* current information and communications technology
* current destination and product information sources that support the costing process:
* brochures
* tariffs
* product sales kits
* supplier contracts
* customers sufficient in number to reflect different markets and customer types, as well as different required packages; these can be:
* customers in an industry workplace who are assisted by the individual during the assessment process; or
* individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisations’ requirements for assessors; and:

* have worked in industry for at least three years where they have applied the skills and knowledge of this unit of competency.

# Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>