



**Australian Government**

# **Assessment Requirements for SITPPD001 Package tourism products**

**Release: 1**

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## 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.education.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899df092694>