



Australian Government

SITTPPD012 Package tourism products

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to create, tailor and cost packages to meet the needs of particular markets or customers. This may include packages with complex itineraries or a wide range of products.

The unit applies to tour wholesalers, tour operations and event organisers, and to individuals working independently in senior operational or coordination roles with limited guidance from others. They complete complex itinerary planning, costing and operational coordination for new or enhanced packaged products.

Products may include brochured touring products, incentive and special interest group itineraries, events and series tours.

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.

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

Pre-requisite Unit

Nil

Competency Field

Planning and Product Development

Unit Sector

Tourism

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Source component products.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Identify product objectives in consultation with appropriate colleagues and customers.
- 1.2. Determine customer or market destination and product preferences and requirements.

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| | 1.3. Identify and research potential destinations and component products and services. |
| | 1.4. Assess destination and product details for market suitability and consider innovative options when appropriate. |
| | 1.5. Assess quality credentials of operators and their products. |
| | 1.6. Select destinations and products based on research. |
| 2. Package component products. | 2.1. Develop packaged products or programs to meet requirements of specific customers or markets. |
| | 2.2. Combine and integrate program components to create maximum value and saleability within constraints. |
| | 2.3. Make agreements with suppliers according to organisation profit and other requirements and confirm in writing. |
| | 2.4. Check and incorporate legal requirements. |
| | 2.5. Cost programs to ensure profitability and consideration of key financial factors. |
| 3. Finalise product packaging. | 3.1. Clearly document and present product or program and pricing structures, including details of inclusions, exclusions and add-ons. |
| | 3.2. Review and adjust products or programs and pricing structures in response to feedback from customers or colleagues. |
| | 3.3. Present final product or program details for approval within required timeframes. |

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 complex supplier component product information, contracts and costs.
Writing skills to:	document complex product information, programs and pricing structures and specific conditions that apply.
Oral communication skills to:	liaise with customers and colleagues on practical operational issues.
Numeracy skills to:	calculate complex costing components and different commission and mark-up structures.
Problem-solving skills to:	respond to need for variations and adjustments in potentially complex itineraries or products.

- Initiative and enterprise skills to:
- assess research findings and match destinations and products to specific customer or market needs.
- Technology skills to:
- use software to prepare and present different package components for different customer types or markets.

Unit Mapping Information

Supersedes and is equivalent to SITTPPD001 Package tourism products.

Links

Companion Volume implementation guides are found in VETNet -

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