SITTPPD017 Develop tourism products

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to manage the strategic product development process from initial research through to product establishment and monitoring.

The unit applies to all tourism industry sectors and to senior personnel working in strategic planning and product development roles.

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	PERFORMANCE CRITERIA
Elements describe the essential outcomes	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Research the market.	1.1. Focus product research according to organisational objectives.
	1.2. Evaluate information sources for tourism, tourism market trends, and distribution and marketing networks.
	1.3. Consult with internal and external stakeholders.
	1.4. Analyse current market trends, needs, and product and service gaps.
	1.5. Identify product development opportunities and target

	markets, including opportunities for new and innovative approaches.
	1.6. Evaluate distribution and marketing networks that support proposed tourism product, including the use of new technologies.
2. Analyse issues relevant to product establishment.	2.1. Identify and analyse product preferences and quality expectations of different consumer markets, including those with special needs.
	2.2. Identify and assess external issues that impact on establishing a product.
	2.3. Assess suitability of destinations for accessibility and availability of services for target markets.
	2.4. Assess organisational capacity to provide proposed product and identify additional resources required.
	2.5. Consider issues relating to product life cycle.
3. Determine profitable selling price.	3.1. Determine net delivery cost by identifying expenditure items.
	3.2. Identify organisations involved in the product distribution network and the commission or mark-up structures that apply.
	3.3. Incorporate distributor commissions or mark-ups, and determine required profit margin and mark-up for profit.
	3.4. Make reasonable cost adjustments to ensure price-competitive product.
	3.5. Estimate expected income and assess profitability and yield.
	3.6. Clearly and accurately document pricing structures.
4. Establish the product.	4.1. Create and implement product development plan that incorporates strategies and actions for marketing, communications and implementation.
	4.2. Communicate plan to relevant internal and external stakeholders.
	4.3. Where appropriate, test new products and services in marketplace prior to full implementation.
5. Monitor and evaluate the success of the product.	5.1. Monitor product development initiatives based on feedback and other business factors.
	5.2. Identify and action changes required in a timely manner and according to any contractual obligations.
	5.3. Communicate changes to relevant colleagues, customers and distributors.

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 tourism research documents that relate to tourism trends, market statistics, and information on market preferences and requirements.
Writing skills to:	• communicate with internal and external stakeholders in regard to products.
Oral communication skills to:	• consult with stakeholders in regard to products.
Numeracy skills to:	• assess the profitability of product options • complete complex budgetary costings • calculate different commission and mark-up structures.
Problem-solving skills to:	• make strategic responses to product development challenges.
Initiative and enterprise skills to:	• evaluate and develop strategic responses to complex marketing and business information.
Planning and organising skills to:	• coordinate implementation aspects of product development.
Technology skills to:	• work with current tourism management and marketing systems.

Unit Mapping Information

Supersedes and is equivalent to SITTPPD008 Develop tourism products.

Links

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