



Australian Government

Assessment Requirements for SITTTSL016

Provide specialist advice on cruises

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:

- obtain and document current, relevant and accurate information for at least four cruise products each in different cruise regions as listed in the knowledge evidence including:
 - itinerary and ports of call
 - cost
 - accommodation categories and locations
 - on-board features and facilities:
 - food and beverage
 - retail outlets
 - entertainment
 - availability of child and family activities
 - fitness, health, beauty and spa services
 - visa requirements, including those for ports of call
- provide tailored domestic or international cruise product information and advice to meet the requests of customers from at least four different customer types in the following list:
 - singles
 - couples
 - families
 - groups
 - special interest
 - retirees
- complete activities within commercial time constraints and deadlines determined by the customer or the organisation.

Knowledge Evidence

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

- current and emerging product development and market trends for domestic and international cruises
- basic aspects of cruise industry governance issues that affect customer participation:

- passenger safety and security
- environmental impact practices
- fuel laws
- health and sanitation policies
- medical facilities
- operational safety practices:
 - bridge access
 - life boats
 - life jackets
 - muster stations
 - securing heavy objects
- responsible conduct of gambling
- responsible service of alcohol
- security
- waste management
- objectives, primary contents and enforcement of the Passenger Bill of Rights
- sources of information on cruise products and destinations:
 - cruise line operators and the use of business development managers
 - local sales agents
 - distribution and marketing networks
 - government tourism authorities
 - social media
- sources of information on current health and safety issues for cruise destinations:
 - travel warning advice issued for Australian travellers by the federal government
 - health advisory notices and vaccination information issued by local and international bodies
- sources of information on regulatory issues affecting customer participation in cruise destinations:
 - passport and visa requirements
 - customs and quarantine
- each of the following geographical cruise regions:
 - the Americas
 - Europe
 - Australia, New Zealand, South Pacific and Antarctica
 - Asia and the Indian Ocean:
 - major cruise operators and their product style and target market
 - major turnaround ports
 - main ports of call (cruise itinerary)
 - major shore excursions for the main ports of call
- common objections to purchasing cruise holidays:

- cost
- sea-sickness
- feelings of confinement or boredom
- only for the elderly and rich
- unique features of cruising as a type of holiday
- concept of a cruise ship as a destination and an on-board experience
- key characteristics of:
 - ocean cruises
 - river cruises
 - adventure, expedition and niche cruises
- features and benefits of major types of on-board facilities and services:
 - accommodation locations and categories
 - food and beverage venues
 - retail outlets
 - fitness, health, beauty and spa services
 - entertainment activities
 - kid's clubs and family activities
- features of key ports of call:
 - areas of environmental, social or cultural significance or sensitivity
 - banking and currency information
 - facilities for customers with special needs
 - local customs
 - local economy
 - local facilities
 - major cities, towns and tourist areas and precincts
 - major gateways for and transport networks within the region and destination
 - major man-made and natural tourist attractions
 - special features of the host community
 - special regional features
- key maritime terminology, jargon and common abbreviations for cruise products:
 - accommodation types
 - on-board facilities and services
 - operational features of the itinerary
 - operational features of the ship
 - ship specifications
- key operational features of cruises:
 - health and safety issues
 - regulatory issues
 - seasonality
 - visas

- profile of different types of cruise passengers listed in the performance evidence and their cruise product preferences.

Assessment Conditions

Skills must be demonstrated in a tourism or travel business operation that provides advice on and sells cruise products. This can be:

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

Assessment must ensure access to:

- computers, printers and information programs currently used by the tourism, travel hospitality or event industries to store cruise product and destination information
- current cruise operation, product and destination information found in sales kits, brochures, product manuals, destination marketing organisation information kits, electronic information sources and information databases
- internet and email
- storage for computer data
- telephone
- customers with whom the individual can interact; 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>