



**Australian Government**

# **SITTTSL016 Provide specialist advice on cruises**

**Release: 1**

## SITTTSL016 Provide specialist advice on cruises

### Modification History

Not applicable.

### Application

This unit describes the performance outcomes, skills and knowledge required to develop detailed knowledge of cruise operations, products and destinations and to provide information and advice to customers on extended cruise options.

The unit applies to travel and tourism operators, such as travel agencies and tour wholesalers; in particular to those which specialise in the sale of extended domestic and international cruise products. Cruises can include ocean, river, adventure, expedition and niche cruises.

It applies to frontline sales and operations personnel who operate with some level of independence and under limited supervision.

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

### Pre-requisite Unit

Nil

### Competency Field

Tourism Sales and Operations

### Unit Sector

Tourism

### Elements and Performance Criteria

#### ELEMENTS

Elements describe the essential outcomes.

1. Source information on cruise operations and trends.

#### PERFORMANCE CRITERIA

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

- 1.1.Source information on cruise ship design and features, and benefits of modern cruise ships.
- 1.2.Research current and emerging product development and market trends for domestic and international cruises.
- 1.3.Identify cruise industry governance issues that affect customer participation.

2. Develop knowledge of cruise destinations.
  - 2.1. Identify and access information sources for current and accurate information on domestic and international cruise regions and destinations.
  - 2.2. Source information on cruise lines and product diversity within regions, and identify appeal for a diversity of customer types.
  - 2.3. Obtain information on key operational features of cruise destinations.
  - 2.4. Source information on features and benefits of key ports of call of cruise destinations.
  - 2.5. Obtain information on features of turnaround ports for cruise destinations.
3. Develop knowledge of cruise itineraries.
  - 3.1. Obtain and interpret information on cruise itineraries to meet different customer needs.
  - 3.2. Source information on features and benefits of shore excursion options for specific cruises.
  - 3.3. Identify shore excursions operated by cruise line or local agent and evaluate merits of each in meeting the needs of diverse customer types.
  - 3.4. Obtain and interpret information on pre- and post-cruise transportation, accommodation and touring options and packages.
  - 3.5. Interpret jargon or specifications in product information and accurately apply them to sales and booking activities.
4. Research aspects of on-board ship life.
  - 4.1. Identify features and benefits of on-board accommodation options, including location and categories.
  - 4.2. Seek information on food and beverage venues and options, including pre-purchased packages.
  - 4.3. Obtain information on facilities and services available on board.
  - 4.4. Evaluate on-board activities and entertainment options for different types of cruise customers.
  - 4.5. Anticipate customer questions and establish scope of information to service diverse customer types.
5. Provide information and advice on cruise options.
  - 5.1. Accurately identify the specific information and advice needs of the customer.
  - 5.2. Use information when selling to provide targeted advice on features and benefits of cruise products and destinations to promote a positive image of cruises and counter customer purchasing objections.
  - 5.3. Provide appropriate scope and depth of information to meet customer needs.
  - 5.4. Refer customers to current sources of health, safety, visa and regulatory information.

6. Update knowledge of cruise destinations and products.
- 6.1. Use formal and informal research to continually update cruise destination and product knowledge.
- 6.2. Seek feedback from colleagues and customers on experiences with cruise destinations and products.
- 6.3. Share new or updated product information with colleagues.

## 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:	<ul style="list-style-type: none"> <li>interpret information on cruise destinations, unfamiliar and detailed product information, and complex information about health, safety and regulatory requirements for cruise destinations and operations</li> <li>research, interpret and sort relevant information.</li> </ul>
Oral communication skills to:	<ul style="list-style-type: none"> <li>obtain information on cruise operations, destinations and products</li> <li>identify and qualify the information needs of customers</li> <li>provide current and accurate advice to meet the destination and product preference needs of customers.</li> </ul>
Numeracy skills to:	<ul style="list-style-type: none"> <li>interpret data on cruise products and services and their application to different customer needs.</li> </ul>
Initiative and enterprise skills to:	<ul style="list-style-type: none"> <li>proactively seek cruise operation, product and destination information to assist with day-to-day sales functions.</li> </ul>
Technology skills to:	<ul style="list-style-type: none"> <li>use a computer and keyboard</li> <li>manipulate features of online information systems to search for information</li> <li>use social media to source current information and communicate with customers.</li> </ul>

## Unit Mapping Information

No equivalent unit.

## Links

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