



Australian Government

Department of Education, Employment and Workplace Relations

SITTTSL002A Access and interpret product information

Revision Number: 1

SITTTSL002A Access and interpret product information

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to access and interpret specific details about tourism products correctly and accurately. This unit does not cover detailed interpretation of airfare information which is covered by a range of other Tourism Sales and Operations units.

Any organisation that sells travel insurance to a retail client must meet the requirements of the Financial Services Reform Act (2001). In particular, sales personnel must complete a course delivered by the insurance provider in order to interpret provisions of the insurance policy and provide advice to customers on its purchase.

No occupational licensing requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit	<p>This unit describes a key sales and operational function for a diverse range of domestic and international tourism and hospitality products and services and applies to the full range of industry sectors.</p> <p>The range of product knowledge required and the application of that information will vary according to the industry sector, workplace and job role. This unit does not require an in-depth knowledge of every product but focuses on the ability to collect and interpret any sort of tourism product information to fulfil any sales or operational need.</p> <p>The unit applies to frontline sales or operations personnel who operate with some level of autonomy or under limited supervision and guidance from others. It is undertaken by a diverse range of people such as visitor information officers, retail travel consultants, corporate consultants, inbound tour coordinators, account managers for professional conference organisers, event coordinators, tour guides, hotel guest relations officers, tour desk officers, reservations sales agents and owner-operators of small tourism businesses.</p> <p>Because of the broad industry application of this unit, it is critical that assessment is contextualised to meet the requirements of the specific industry sector, local tourism industry operations and the particular needs of the job role.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil
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Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Identify and access product information.	1.1 Identify and access sources of <i>product</i> information. 1.2 Select appropriate <i>sources</i> according to organisation policy, commercial agreements and specific needs. 1.3 Source <i>specific product information</i> to meet the <i>particular sales or operational need</i> .
2 Interpret product information.	2.1 Interpret general information and apply this to meet the particular sales or operational need. 2.2 Interpret <i>specific details about the product</i> and accurately apply this information to meet the particular sales or operational need. 2.3 Interpret any <i>special jargon or specifications</i> in product information and accurately apply these to meet the particular sales or operational need. 2.4 Identify and assess any customer, sales or operational

ELEMENT

PERFORMANCE CRITERIA

risks that relate to the product and apply these to meet the particular sales or operational need.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- verbal and written use of the 24-hour clock
- literacy skills to read and interpret complex product information, including terms and conditions of their sale
- writing skills to summarise information.

The following knowledge must be assessed as part of this unit:

- sources of tourism product information and specific product types
- major categories of tourism products and services
- industry terminology and common abbreviations in relation to major product categories
- specific legal issues relating to the interpretation of different types of tourism products.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- ability to access and interpret information on different categories of tourism products, ideally as a component of integrated work activity and to meet the different needs of multiple customers
- knowledge of product terminology and procedures
- project or work activities that show the candidates' ability to access and interpret product information within the context of the particular industry sector in which they are working or seeking work; for those undertaking generic pre-employment training, assessment must cover a range of industry contexts to

EVIDENCE GUIDE

allow for a broad range of vocational outcomes

- accessing and interpreting product information within typical workplace time constraints.

Context of and specific resources for assessment

Assessment must ensure:

- demonstration of skills within a fully equipped industry-realistic office environment using appropriate publications, computers, printers and information programs currently used in the tourism industry to store tourism related information *or* demonstration within the applicable sales or operational environment for the sector, e.g. a conference venue for the Events sector or touring environment for the Guiding and Tour Operations sectors
- access to sources of product information such as sales kits, brochures, timetables, tour schedules, product manuals, supplier information kits, electronic information sources, information databases and computerised reservations systems.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- evaluation of integrated activities completed by the candidate which may include sourcing information on destinations, selling products, providing quotations and issuing documents
- case studies to assess ability to obtain current, accurate and relevant product information for particular purposes and contexts
- evaluation of product research activities and information presentations
- review of product options prepared by the candidate to meet differing customer needs
- written and oral questioning or interview to test knowledge of the sources of product information and various product features
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the

EVIDENCE GUIDE

industry sector, workplace and job role is recommended, for example:

- SITTTSL003A Source and provide international destination information and advice
- SITTTSL004A Source and provide Australian destination information and advice
- SITTTSL005A Sell tourism products and services
- SITTTSL006B Prepare quotations
- SITTTSL008B Book and coordinate supplier services
- SITTTSL009B Process travel-related documentation.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording in the performance criteria is detailed below.

Products and services offered within the tourism industry are diverse and may include:

- transportation
- transfers
- accommodation
- entertainment
- tours
- cruises
- entrance to attractions or sites
- travel insurance

RANGE STATEMENT

- tour guiding services
- activities
- meals
- functions
- special items with customer's corporate branding
- special events
- venue facilities
- convention facilities
- speaker services
- audiovisual services
- meeting or event equipment
- special event consumable items
- food, beverage and catering
- currency and banking services.

Sources of product information may include:

- principal or supplier of the product
- product library
- internet, intranet and extranet
- organisation-designed information systems, e.g. inventory control database
- state and federal government tourism authority information systems
- international government tourism authority information systems
- centralised reservations system (CRS)
- global distribution system (GDS).

Specific product information may be found in:

- brochures
- e-brochures
- timetables
- tariff sheets
- confidential tariffs
- sales kits
- supplier information kits
- product manuals
- advertising flyers
- manufacturer specifications.

RANGE STATEMENT

Particular sales or operational need may include:

- providing destination and specific product information and advice
- providing specific information and advice about the credentials of the tourism operator in minimising negative environmental, social and cultural impacts
- selling tourism products to the customer
- preparing quotations
- booking and coordinating a supplier service for the customer
- receiving and processing a reservation from a customer
- processing financial transactions
- issuing customer travel documentation
- issuing crew documentation, e.g. operational or technical itineraries
- organising functions
- processing and monitoring meeting or event registrations
- purchasing promotional products
- hiring special equipment.

Specific details about the product may include:

- costs, tariffs and rates
- additional taxes and levies imposed
- currency applied to the cost
- terms, conditions and rules
- scheduling information
- product codes
- booking procedures
- point of departure
- route taken
- point of conclusion or disembarkation
- touring inclusions and exclusions
- technical specifications for audiovisual and other meetings and events equipment
- specifications for products to be branded with corporate details.

RANGE STATEMENT

Special jargon or specifications may include:

- industry terminology
- common abbreviations used in the tourism industry
- use of the 24-hour clock
- technical capacity of equipment.

Risks that relate to the product may include:

- product price increase
- fluctuations in exchange rates
- unclear product, tax and levy costs
- unclear product provision, deposit, payment and cancellation terms and conditions
- seasonal non-availability of the product
- non-operation of the product (e.g. cancelled tour departure)
- safety risk to customer in participating in touring activities, e.g. with adventure activities
- limitations in participation due to incapacity, e.g. age, disability or special licence requirements, such as driver's licence or SCUBA licence
- products that cause negative environmental, cultural or social impacts such:
 - damage to environmentally or culturally sensitive areas or sites
 - disturbance or injury to fauna
 - physical damage to flora
 - introduction of exotic and feral species
 - damage to roads, tracks and fire trails
 - pollution from vehicle emissions and unmanaged waste
 - noise disturbance to the local community
 - trivialisation of culture.

Unit Sector(s)

Sector

Tourism

Competency field

Competency field

Tourism Sales and Operations