



Australian Government

SITTGDE401 Coordinate and operate tours

Release 1

SITTGDE401 Coordinate and operate tours

Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.0	E Replaces and is equivalent to SITTGDE003A Coordinate and operate a tour. Title made plural for consistency with other titles.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to conduct a tour for groups or individuals that includes multiple products, services and sites. It requires the ability to manage the tour logistics of a prearranged itinerary. The coordination of tour delivery requires significant planning and organisational skills as well as the ability to liaise with suppliers and industry colleagues to maximise tour efficiency and customer service quality.

Application of the Unit

This unit has particular application to guides engaged by tour operators, inbound tour operators and tour wholesalers. Sometimes these individuals are called driver guides and coach captains. In an extended touring context, the unit applies to tour managers who accompany tour groups on longer tours and manage the logistics of group movements and touring arrangements at each destination. The unit does not apply to guides working at a single site.

Individuals performing this function work independently in the field, within established organisational procedures.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

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

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|-------------------------------------|---|
| 1. Plan tour delivery logistics. | <p>1.1 Plan <i>tour</i> delivery according to <i>briefing information or documentation from the tourism operator</i>.</p> <p>1.2 Make tour preparations and consider issues to ensure customer needs are met.</p> <p>1.3 Prioritise and action tasks required in advance of tour commencement.</p> |
| 2. Brief and assist customers. | <p>2.1 Welcome customers to tour and provide a briefing on <i>tour practicalities and procedures</i>.</p> <p>2.2 Provide <i>additional information and assistance</i> to enhance enjoyment of tour.</p> |
| 3. Liaise with industry colleagues. | <p>3.1 Liaise with <i>industry colleagues</i> to achieve smooth tour operation.</p> <p>3.2 Action requests from industry colleagues promptly and willingly wherever possible and request assistance when required.</p> <p>3.3 Make agreements about individual and joint responsibilities during tour.</p> <p>3.4 Make forward <i>reconfirmations and bookings</i> in a timely manner.</p> <p>3.5 Interpret documentation from other organisations and apply appropriately.</p> |
| 4. Manage the itinerary. | <p>4.1 Conduct tour to schedule and include all features in itinerary.</p> <p>4.2 Advise customers courteously and sensitively about <i>unavoidable changes</i>.</p> <p>4.3 Re plan itinerary when necessary to ensure purchased inclusions or their equivalents are delivered and disruption to customers is minimised.</p> <p>4.4 Advise industry colleagues and suppliers affected by changes according to organisational procedures.</p> <p>4.5 Maintain contact with those fixing the problem when itinerary delays and changes occur, and use negotiation techniques to minimise time delay and negative impact on customers.</p> <p>4.6 Keep customers informed of reasons for changes and actions taken.</p> |

5. Deal with unexpected events.
 - 5.1 Assess *unexpected events* and select appropriate action.
 - 5.2 Follow organisational procedures in the case of accidents or where safety of customers or colleagues may be threatened.
 - 5.3 Identify and access sources of assistance promptly.
 - 5.4 Amend tour to minimise impact on customer enjoyment.
6. Debrief tour.
 - 6.1 Provide accurate and complete tour reports according to organisational guidelines.
 - 6.2 Provide customer and personal feedback and other information to assist with future improvements.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - interact and negotiate with customers, industry colleagues and suppliers about touring logistics and sometimes complex issues such as itinerary changes
- literacy skills to:
 - read and interpret customer and operational information
 - interpret tourism industry jargon, especially product codes
 - complete operational and reporting documents
- numeracy skills to:
 - calculate tour component times
 - translate from the 24-hour to 12-hour clock for customer use
- planning and organising skills to:
 - coordinate multiple and diverse tour components
 - manage the impacts of variations and delays
- problem-solving skills to respond to potentially complex logistical and interpersonal challenges that arise during tour operations
- teamwork skills to work cooperatively with colleagues from other organisations
- technology skills to use industry-current communication systems.

Required knowledge

- product knowledge appropriate to the specific touring itinerary and its component products and services
- main features of culturally or environmentally sensitive areas to be visited and minimal impact practices to protect and sustain these
- tourism industry supplier networks and interrelationships that impact on the conduct of a multi-product and multi-site touring itinerary
- industry reconfirmation and booking procedures for tour components
- planning procedures relating to the delivery logistics of a multifaceted touring itinerary and the management processes to be undertaken before, during and on completion of a tour
- typical tour management problems, and strategies to address these, including:
 - itinerary variations
 - accident or injury
- legal and liability issues affecting guides, including:
 - domestic and relevant overseas consumer law regarding provision of services as advertised
 - duty of care.

Evidence Guide

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

Overview of assessment

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

Evidence of the ability to:

- plan for, and operate multiple tours that comprise multiple products, services and sites
- follow procedures for reconfirmation of touring components and mechanisms for solving situations and problems on tour
- conduct tours in a safe and sustainable manner
- demonstrate knowledge of tourism industry, supplier networks and interrelationships that impact on the conduct of a multi-product, multi-site touring itinerary.

Context of and specific resources for assessment

Assessment must ensure use of:

- touring environments that reflect the nature of tours commercially available in the relevant city or region
- real or simulated touring activities
- equipment and resources required for the delivery of tours such as transport and venue access
- a group of customers for whom the individual can act as guide
- customer and operational documentation to support the delivery of a multifaceted touring itinerary.

Method of assessment

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

- direct observation of organisational and tour management skills by participating in a tour conducted by the individual
- review of tour preparation notes or tour reports prepared by the individual
- use of case studies and problem-solving activities to assess ability to apply contingency and risk management skills to a range of different touring situations and problems
- written or oral questioning to assess knowledge of industry networks, tour management procedures and legal issues affecting tour management
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

Guidance information for assessment

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the

industry sector, workplace and job role, for example:

- SITTGDE303 Lead tour groups
- SITTGDE304 Prepare and present tour commentaries or activities
- SITTGDE402 Manage extended touring programs.

It is critical that training and assessment is contextualised to meet the requirements of local tourism industry operations. In a pre-vocational context, assessment should cover a broad scope of locations and destinations within the city or region in which the guide is training to work, so that guides are able to coordinate tours in the range of locations expected by industry operators.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Tour may be a:

- adventure tour
- city or rural tour
- cultural tour
- ecotour
- extended tour
- half or full-day tour
- special interest tour.

Briefing information or documentation from the tourism operator may include:

- customer information
- financial documents
- itinerary information:
 - health and safety considerations
 - potential difficulties
 - specific site information
 - tight timing or scheduling
- optional tour information
- promotional materials
- special request notes
- supplier information and contact details
- travel documentation for guide and group.

Issues may include:

- climate
- customer special needs
- environmental and cultural considerations
- equipment and resources required
- language considerations
- length of tour
- location of tour
- size of tour group
- special requests
- specific itinerary requirements
- style of commentary required
- type of customers.

Tour practicalities and procedures to be communicated may include:

- availability of free time
- cultural considerations

Additional information and assistance that may be provided to customers may include:

Industry colleagues may include:

Reconfirmations and bookings may be for any touring product or service component and may include:

Unavoidable changes may include:

- group rules and codes of behaviour
- health and safety procedures
- itinerary or program details, including route, schedule and highlights
- regulations:
 - customs
 - immigration
 - luggage
- procedures at tour stops
- specific site procedures
- minimal impact procedures.
- general directions
- local events and activities
- local facilities
- optional tours and costs
- options for free time activities.
- coach drivers
- local guides
- members of host communities
- personnel in land management and other statutory authorities
- product supplier representatives
- tour company office staff
- tour managers
- tour operators.
- accommodation venue
- airline
- attraction
- catering provider
- charter airline
- cruise
- ground transport
- guided tour within attractions and sites
- local tour guide
- optional tour
- restaurant
- retail outlet
- scenic flight
- train.
- closure of attractions
- flight cancellations or delays
- local guide no-show

Unexpected events may include:

- missing bookings
- overbookings.
- accidents
- breakdown
- illness
- natural disaster
- theft.

Unit Sector(s)

Tourism

Competency Field

Guiding