



Australian Government

SITTPPD401 Package tourism products

Release 1

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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	N Replaces but is not equivalent to SITTPPD003B Source and package tourism products. Prerequisites removed. Added innovation.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to create, tailor and cost packages to meet the needs of particular markets or customers. This may include packages with complex itineraries or a wide range of products.

Application of the Unit

The unit applies to tour wholesalers, tour operations and event organisers, and to individuals working independently in senior operational or coordination roles with limited guidance from others. They complete complex itinerary planning, costing and operational coordination for new or enhanced packaged products.

Products may include brochured touring products, incentive and special interest group itineraries, events and series tours.

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. Source component products. | <ul style="list-style-type: none"> 1.1 Identify product objectives in consultation with appropriate colleagues and customers. 1.2 Determine <i>customer or market</i> destination and product preferences and requirements. 1.3 Identify and <i>research</i> potential destinations and <i>component products and services</i>. 1.4 Assess destination and product details for market <i>suitability</i> and consider innovative options when appropriate. 1.5 Assess <i>quality credentials</i> of operators and their products. 1.6 Select destinations and products based on research. |
| 2. Package component products. | <ul style="list-style-type: none"> 2.1 Develop packaged products or programs to meet <i>requirements of specific customers or markets</i>. 2.2 Combine and integrate program components to create maximum value and saleability within constraints. 2.3 Make agreements with suppliers according to organisation profit and other requirements and confirm in writing. 2.4 Check and incorporate legal requirements. 2.5 Cost programs to ensure profitability and consideration of <i>key financial factors</i>. 2.6 Clearly document and present product or program and pricing structures, including details of inclusions, exclusions and add-ons. 2.7 Review and adjust products or programs and pricing structures in response to feedback from customers or colleagues. 2.8 Present final product or program details for approval within required timeframes. |

Required Skills and Knowledge

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

Required skills

- communication skills to liaise with customers and colleagues on practical operational issues
- critical thinking skills to assess research findings and match destinations and products to specific customer or market needs
- literacy skills to:
 - interpret complex supplier component product information, including contracts and costs
 - document complex product information, programs and pricing structures, including the specific applicable conditions
- numeracy skills to calculate complex costing components and a range of different commission and mark-up structures
- problem-solving skills to respond to need for variations and adjustments in potentially complex itineraries or products.

Required knowledge

- tourism industry structure, interrelationships and information sources
- industry information or destination marketing networks and their value in conducting research for the packaging process
- customer or market product preferences and requirements relevant to the industry sector
- features of typical supply and contractual arrangements with suppliers
- key principles and elements of calculating complex packaged product costings and pricing structures
- distribution and marketing networks, especially those involved in distributing the proposed tourism product or program
- industry commission or mark-up procedures and rates appropriate to the particular sector and the varying organisations in the distribution network
- industry practices in packaging products and presenting pricing structures appropriate to different sectors, including:
 - different costing options such as per person; room or group; all inclusive; and ground content only
 - typical package styles for different markets or customer types
- aspects of laws that impact on tourism operations and actions required of tourism operators, including:
 - consumer protection:
 - providing services as advertised
 - terms and conditions
 - refund requirements
 - cancellation fees

- child sex tourism
- legal liability insurance requirements and duty of care of customers
- environmental protection:
 - licences
 - permits
 - accreditation
 - minimal impact practice
- local community protection:
 - land ownership, management and access requirements.

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:

- source, package and match destinations and products to meet the needs of multiple customers or markets
- develop and cost practical programs that meet both customer needs and organisational business requirements
- integrate knowledge of industry packaging and costing processes.

Context of and specific resources for assessment

Assessment must ensure use of:

- customer and market information on which products can be based
- current information and communications technology
- current destination and product information sources that support the costing process, such as brochures, tariffs, product sales kits and supplier contracts.

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:

- evaluation of projects conducted by the individual to develop packaged tourism products or programs for a range of purposes
- review of completed product costing and pricing structures for packaged products or programs
- use of case studies to assess the individual's ability to research and meet the needs of customers or markets with differing product preferences and requirements
- written or oral questioning to assess knowledge of industry structure, interrelationships, distribution networks, mark-up and commission structures and legal requirements
- 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:

- SITTTSL301 Provide advice on international destinations
- SITTTSL302 Provide advice on Australian destinations.

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.

- Customer or market*** may include:
- Australians travelling internationally (outbound)
 - business travellers
 - domestic tourists travelling within Australia
 - groups
 - individuals
 - international tourists travelling within Australia (inbound)
 - leisure travellers
 - special interest groups:
 - customers of a particular cultural background
 - ecotourism
 - event delegates
 - educational
 - sporting
 - incentive groups.

- Research*** may include:
- desk research
 - destination or site inspection
 - personal contact with tourism authorities, product suppliers or distribution network.

- Component products and services*** to be packaged might include:
- accommodation
 - activities
 - audiovisual services
 - conference facilities
 - cruises
 - entertainment
 - entrances to attractions, museums, events and exhibits
 - food, beverage and catering
 - functions
 - meals
 - meeting or event equipment
 - speaker services
 - special event consumable items
 - special items with customer corporate branding
 - tour guiding services

- tours
- transport:
 - air
 - rail
 - bus or coach
 - shipping
- vehicle rental
- venue hire.

Suitability may relate to:

- accessibility
- availability
- costs
- features and benefits
- product match to preferences and requirements
- profit potential.

Quality credentials may relate to:

- customer service and satisfaction record
- public liability and duty of care policies and procedures
- environmental and local community protection credentials
- reliability of other tourism operators in complying with laws
- reliability of other tourism operators to provide promised products and services
- safety record.

Requirements of specific customers or markets may relate to:

- budget
- cultural issues
- integration into a wider touring, event or sporting program
- product or service preferences and requirements
- time constraints.

Key financial factors may include:

- commission or mark-up structures
- exchange rate implications
- profit margin requirements
- special fees and other charges:
 - amendment fee
 - cancellation fee
 - communication fee
 - courier fee
 - credit card fee
 - itinerary preparation fee
 - loyalty program (e.g. frequent flyer) redemption

- fee
 - product booking fee
 - reconfirmation fee
 - service fee
 - transaction fee
 - visa and passport handling fee
- taxes.

Unit Sector(s)

Tourism

Competency Field

Planning and Product Development