Australian Government

SITTTSL302 Provide advice on Australian destinations

Release 1

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

SITTTSL302 Provide advice on Australian destinations

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 SITTTSL004A Source and provide Australian destination information and advice. Title simplified. Some Performance Criteria reordered for logical sequencing.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to source and provide customer information and advice for Australian destinations including the types of product a destination offers. It requires the ability to identify appropriate information sources and research destinations in order to develop, update a general destination knowledge base. Specific and detailed product knowledge is covered in SITTTSL202 Access and interpret product information.

Application of the Unit

Domestic destinations and products can include any sold by any tourism organisation. Travel and tourism operators within Australia such as retailers, tour wholesalers and inbound tour operators would cover multiple Australian destinations. Visitor information centres and some tour operators would specialise in one region.

The breadth and depth of destination knowledge required will vary according to the industry sector, workplace and job role. This unit is not about having an in-depth knowledge of every destination but focuses on the ability to collect and interpret destination information.

The unit applies to frontline sales and operations personnel who operate with some level of independence and under limited supervision. This includes visitor information officers, retail travel consultants, corporate consultants, tour operations coordinators, inbound tour coordinators, account managers for professional conference organisers, event coordinators, tour guides, hotel guest relations officers, tour desk officers, reservations sales agents.

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.
1. Develop knowledge of Australian destinations.	1.1 Identify and access *information sources* that provide current and accurate information on Australian destinations.
	1.2 Obtain information on *features of the Australian destination* and the general type of tourism products.
	1.3 Obtain *key information on geographical features and current health and safety features* of the Australian destination.
	1.4 Identify and obtain *general information on different tourism products* to meet different customer needs.
	1.5 Record and *store destination information* for future use.
2. Update knowledge of Australian destinations.	2.1 Use *formal and informal research* to update destination and general product knowledge.
	2.2 Seek feedback from colleagues and customers on their experience with Australian destinations.
	2.3 Share updated information with colleagues.
3. Provide information and advice on Australian destinations.	3.1 Accurately identify the specific information and advice needs of the customer.
	3.2 Promptly provide current and accurate destination and product information and advice.
	3.3 Provide an appropriate scope and depth of information to meet customer needs.
	3.4 Present information and advice in a clear format and style.
	3.5 Refer customers to current sources of *health*, *safety and regulatory information*.

Required Skills and Knowledge

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

Required skills

- communication skills to:
    - identify the information needs of customers
    - seek and provide feedback on Australian destinations
    - provide a verbal summary of information
- initiative and enterprise skills to proactively seek information to assist with day to day sales functions
- learning skills to continuously update knowledge of tourism destinations
- literacy skills to:
    - read and interpret information on destinations and complex information about specific health, safety and regulatory issues for Australian destinations
    - research, interpret and sort relevant information
    - write basic summaries of information
- teamwork skills to share destination information with colleagues
- technology skills to:
    - use a computer and keyboard
    - use online information systems to search for information.

Required knowledge

- sources of information on regions and destinations and types of product offered
- sources of information on current health and safety issues for the destination, including:
    - weather information
    - health advisory notices issued by the federal and state or territory government health departments
    - safety advisory information issued by federal and local police authorities and emergency service authorities
- for the specific industry sector and organisation:
    - appropriate breadth of Australian destination knowledge
    - pre-vocational assessment must include coverage of all Australian States and Territories, the major regions and destinations found within
- for each destination, the depth of knowledge must cover:
    - key information on geographical features of the destination, including destination location, climate and seasonal factors of the destination and the region, and major geographic features of the destination and its region
    - key information on cultural and related features of the destination, including areas of environmental, social or cultural significance or sensitivity; major cities, towns and tourist areas and precincts; major man-made tourist attractions; major gateways for and transport networks within the destination and its region; and very basic aspects of the history and culture of the host community, including cultural mix

- a range of formats for and inclusions of information presented to customers, including styles that cater for those with special needs (e.g. presenting information in large print or providing information electronically).

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: • obtain current, relevant and accurate information on Australian tourism destinations by accessing a range of information sources and using different research methods • provide tailored Australian destination information and advice to meet the different requests of multiple customers • complete research activities and provide information and advice within commercial time constraints and deadlines determined by the customer or the organisation.

Context of and specific resources for assessment	Assessment must ensure use of:
	• a real or simulated tourism, hospitality or event business operation or activity which sources and provides destination information to customers
	• a real or simulated tourism, hospitality or event industry environment where destination information is provided to customers; for example:
	  • a conference venue for the event sector
	  • a reservations area or call centre
	  • touring environment for the guiding and tour operations sectors
	  • a retail shopfront or mobile sales situation for the retail travel sector
	  • an office environment as defined in the Assessment Guidelines
	• computers, printers and information programs currently used by the tourism, hospitality or event industries to store destination information
	• current destination and general product information found within sales kits, brochures, product manuals, destination marketing organisation information kits, electronic information sources and information databases
	• customers with whom the individual can interact and to whom they can provide destination advice.

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:

- projects and activities that allow assessment of the individual's ability to:
  - obtain current, accurate and relevant destination information
  - research destinations to meet differing customer needs
- direct observation, using role plays, of the individual providing advice to customers
- written or oral questioning to assess knowledge of information sources and key destination information
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

Guidance information for assessment

Because of the broad industry application of this unit and the variances in the essential general knowledge base, it is critical that assessment is contextualised to meet the requirements of the specific industry sector, tourism industry operator and particular needs of the job role. Providers of pre-employment training programs should cover a broad range of destination knowledge in order to provide a choice of vocational outcomes.

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:

- SITTTSL201 Operate an online information system
- SITTTSL303 Sell tourism products and services
- SITTTSL304 Prepare quotations
- SITTTSL305 Process reservations
- SITTTSL306 Book supplier services
- SITXCCS303 Provide service to customers.

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.

Information sources may include:	• computerised reservations systems (CRS) • destination and product libraries • global distribution systems (GDS) • Internet, intranet and extranet • organisation-designed information systems • principal of supplier products • regional tourism office information systems • social media websites • state and federal government tourism authority information systems.
Features of the Australian destination include:	• areas of environmental, social or cultural significance or sensitivity • cultural elements • facilities for customers with special needs • local customs • local economy • local facilities, including banking and public facility information • major cities, towns and tourist areas and precincts • major gateways for and transport networks within the region and destination • major man-made tourist attractions • special features of the host community • special regional features.
Key information on geographical features includes:	• climate and seasonal factors of the destination and its region • location of the destination and the region in which it is located • major geographic features of the destination and its region.
Key information on current health and safety features may include:	• any current health risks, including diseases, epidemics, and animal or insect infestation • natural disasters including fire, flood, cyclones • terrorism threats or current acts.
General information on different tourism products:	• may be found in: • advertising flyers

- brochures
- e-brochures
- product manuals
- sales kits
- social media sites
- supplier information kits
- supplier websites
- may include:
  - location of product within the destination
  - seasonal availability of product
  - styles of product available within the destination.

To *store destination information* may involve:	- computerised database of information - files and notes for specific styles of customer group - files and notes for specific touring routes or locations - files and notes of particular destinations.

Formal and informal research may involve:	- accessing and reading promotional information, including travel guide books, and product brochures and updates
	- accessing the Internet and intranet
	- attending professional development activities including:
	  - conferences
	  - familiarisations
	  - product launches
	  - promotional seminars
	  - trade shows
	  - workshops
	- contact with other organisations, including suppliers, principals and tourist information offices
	- formal study
	- informal discussions with colleagues and customers
	- liaising with trade and general media
	- listening to radio
	- personal on-site observation or exploration
	- reading trade and general newspapers, books and other references
	- watching television, videos and films.

Health, safety and regulatory information may include:	- health advisory notices issued by federal and state or territory government health departments - safety advisory information issued by federal and local police authorities and emergency service authorities.

Unit Sector(s)

Tourism

Competency Field

Tourism Sales and Operations