



**Australian Government**

# **SITTTSL303 Sell tourism products and services**

**Release 2**

## SITTTSL303 Sell tourism products and services

### 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
1.2	Correction to mapping to show non equivalence.
1.0	N Replaces and is not equivalent to SITTTSL005A Sell tourism products and services. Some Performance Criteria reordered for logical sequencing. Added Required Knowledge of needs of cultural groups. Clearer indication of legal knowledge required by different industry sectors. Prerequisite unit removed.

### Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to proactively sell tourism, hospitality or event products and services. It requires the ability to identify specific customer needs, suggest a range of products to meet those needs, provide current and accurate product information and close the sale. The unit only covers sales skills and not related product and destination knowledge which is found in other units.

### Application of the Unit

The product can include any international or domestic product sold by any tourism, hospitality or event organisation.

The organisation could be a principal (the supplier) or an agent selling products and services on behalf of the principal. The sale may be made for a single product or service or multiple products and services making up a complete product or service package or itinerary.

This unit applies to frontline sales or operations personnel who operate with some level of independence and under limited supervision This includes retail travel consultants, corporate consultants, inbound tour coordinators, visitor information officers, account managers for professional conference organisers, event coordinators, tour guides, restaurant managers, banquet coordinators or managers, resort activities coordinators, tour desk officers, reservations sales agents and owner–operators of small tourism organisations.

## **Licensing/Regulatory Information**

The sale of tourism products and services is subject to specific regulations under several federal and state or territory pieces of legislation:

- Organisations that sell accommodation and tickets for all sorts of transportation, e.g. air, rail, coach, must meet the requirements of relevant state or territory Department or Office of Fair Trading to hold a travel agent's licence.
- Tourism personnel selling travel insurance to a retail client must meet the requirements of the Financial Services Reform Act (2001). They must complete a course delivered by the insurance provider in order to interpret provisions of the insurance policy and provide purchase advice.
- Inbound tour operators (ITOs), no matter where located, selling tours that operate within Queensland are subject to the Queensland Tourism Services Act (2003). They must register with the Queensland Office of Fair Trading.
- Tour guides residing anywhere in Australia are also covered by this law when working in Queensland and selling local products. ITO personnel and guides do not need to meet any training or certification requirements.

## **Pre-Requisites**

Not Applicable.

## **Employability Skills Information**

This unit contains employability skills.

## **Elements and Performance Criteria Pre-Content**

Not applicable.

## 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. Identify customer needs.                         | <p>1.1 Accurately identify specific customer needs and preferences, including cultural needs and expectations.</p> <p>1.2 Accurately identify the specific product information and advice needs of the customer.</p> <p>1.3 Identify any customer requests which, if met, would breach <b><i>ethical and legal commitments</i></b>.</p> <p>1.4 Establish rapport with the customer to promote goodwill and trust.</p>  |
| 2. Suggest products to meet customer needs.         | <p>2.1 Use product knowledge to tailor product options to <b><i>specific customer needs</i></b>.</p> <p>2.2 Make any <b><i>product</i></b> suggestions according to current promotional focus and preferred product arrangements for the organisation.</p> <p>2.3 Make customers aware of additional products that may enhance their request and maximise the sale profitability.</p> <p>2.4 Source additional information to meet specific customer needs.</p>                            |
| 3. Provide specific product information and advice. | <p>3.1 Provide current and accurate product information and advice, including relevant product conditions.</p> <p>3.2 Suggest alternative products and services if desired products are unavailable.</p> <p>3.3 Promptly present all options in a clear format and style.</p> <p>3.4 Disclose and ensure a clear customer understanding of <b><i>sales and product coordination fees</i></b>.</p> <p>3.5 Provide an appropriate scope and depth of information to meet customer needs.</p> |
| 4. Sell the product.                                | <p>4.1 Clearly explain and promote product features and benefits.</p> <p>4.2 Provide additional information to address customer questions and objections.</p> <p>4.3 Select and use techniques at the appropriate time to close the <b><i>sale</i></b> with the customer.</p> <p>4.4 Identify and act on opportunities to enhance the quality of service to customers.</p>   |
| 5. Follow up sales opportunities.                   | <p>5.1 Where appropriate, make follow up contact with the customer.</p> <p>5.2 Provide any required after sales service according to organisational procedures.</p>  |



## Required Skills and Knowledge

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

### Required skills

- communication skills including active listening and open and closed probe questioning to:
  - determine and meet customer preferences and special requirements
  - select and use appropriate verbal and non-verbal language to respond to different cultural needs
  - develop rapport and sell suitable products and services
- initiative and enterprise skills to make follow up contact with prospective purchasers
- literacy skills to:
  - read and interpret product features, benefits and conditions and plain English regulatory documents
  - write all options in a clear format and style such as a basic itinerary providing a product and service overview
- numeracy skills to interpret and calculate any sales and product coordination fees
- planning and organising skills to promptly source and provide customer information
- problem-solving skills to:
  - identify and suggest alternative products and services when the customer's desired products are unavailable
  - address customer objections.

### Required knowledge

- sales techniques including:
  - opening techniques
  - recognising buying signals
  - strategies to focus customer on specific products and services
  - selling intangible products
  - selling add-ons and complementary products
  - overcoming customer objections
  - closing techniques
- for those dealing with Australian based customers, the general characteristics of the main social and cultural groups in Australian society and the key aspects of their cultural and religious protocols and preferences for tourism products
- for those working in inbound tourism, the general characteristics of the main inbound tourist markets and the key aspects of their cultural and religious protocols and preferences for Australian tourism products
- for the specific industry sector and organisation:
  - considerations for selling specific products such as negotiated costs, contractual arrangements or preferred supplier or agent arrangements
  - primary components of consumer protection laws that relate to selling tourism products, including organisational responsibility for supplying products as described or

substituting suitable products when unable

- primary components of and actions that must be adhered to by tourism organisations under the Criminal Code Act (1995) for child sex offences outside Australia
- for inbound tour operators and guides selling and delivering Queensland based products:
  - primary components of and actions that must be adhered to by tourism organisations under the Queensland Tourism Services Act (2003)
- where travel insurance is a product:
  - primary components of the Financial Services Reform Act (2001) including organisational responsibility for supplying product disclosure statements and providing accurate information on the provisions of the insurance policy
- a range of formats for and inclusions of information presented to customers, including styles that cater for those with special needs.

## 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:

- proactively sell multiple and diverse tourism, hospitality or event products to meet the different requirements of customers
- communicate with customers, correctly interpret their requirements and use a range of sales techniques in response to different customer types
- integrate product knowledge into the sales process
- demonstrate knowledge of the primary components of relevant legislation and actions that must be adhered to by businesses
- complete sales activities 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 sells products and services
- a real or simulated tourism, hospitality or event industry environment where products are sold; for example:
  - a conference venue for the events 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
- current plain English regulatory documents distributed by government regulators, relevant to the industry sector
- customers with whom the individual can interact and to whom they can sell products.

#### 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:

- activities that allow assessment of the individual's ability to source initial and subsequent products to suit changing customer requests
- direct observation, using role plays, of the individual using various sales techniques to sell products or services
- written or oral questioning to assess knowledge of the primary components of relevant legislation and actions that must be adhered to by organisations
- 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:

- SITHKOP404 Plan catering for events or functions
- SITTTSL301 Provide advice on international destinations
- SITTTSL302 Provide advice on Australian destinations
- SITTTSL304 Prepare quotations
- SITTTSL305 Process reservations
- SITXCCS303 Provide service to customers
- SITXEVT401 Plan in-house events or functions.

## 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.

***Ethical and legal commitments*** may relate to:

- child sex tourism products or services (child sex offences outside Australia)
- consumer protection
- products that breach environmental laws
- products that are known to cause negative environmental, cultural or social impacts such:
  - damage to environmentally or culturally sensitive areas or sites
  - damage to roads, tracks and fire trails
  - disturbance or injury to fauna
  - introduction of exotic and feral species
  - noise disturbance to the local community
  - physical damage to flora
  - pollution from vehicle emissions and unmanaged waste
  - trivialisation of culture
- products that breach known or advised customer cultural or religious taboos
- selling air tickets
- selling Queensland based products
- selling travel insurance.

***Specific customer needs*** may relate to:

- age
- available budget
- disability
- family status
- gender
- preferences of different cultures, nationalities and religions
- special interests
- time available.
- accommodation
- activities
- airfares
- brochured tour packages

***Products*** and services offered within the tourism, hospitality and events industry are diverse and may include:

- cruises
- entertainment
- entrance to attractions or sites
- event management services
- food, beverage and catering
- functions
- inclusive products or optional touring products
- meals
- meeting or event equipment
- speaker services
- special event consumable items
- special items with customer's corporate branding
- specially tailored itineraries
- technical equipment and services:
  - audio-visual
  - pyrotechnics
  - rigging
  - sound and lighting
  - special effects
  - stage design and construction
  - venue styling
- tour guiding services
- tours
- transfers
- transportation
- travel insurance
- vehicle rental
- venue hire.
- amendment, cancellation or reconfirmation fee
- communication fee
- courier fee
- credit card fee
- itinerary preparation fee
- loyalty program (e.g. frequent flyer) redemption fee
- product booking fee
- service fee
- transaction fee
- visa and passport handling fee.

*Sales and product coordination fees* may include:

The *sale*:

- may be made for:
  - a single product or service
  - conferences
  - events
  - groups
  - incentive tours
  - individual customers
  - meetings
  - multiple products and services making up a complete itinerary
  - one-off touring arrangements
  - series tours
- could be:
  - by email or other electronic transmission
  - by fax
  - face-to-face
  - in writing
  - on the phone
  - related to the sale of a destination
  - related to the sale of a specific product.

## **Unit Sector(s)**

Tourism

## **Competency Field**

Tourism Sales and Operations