



Australian Government

SITXCCS201 Provide visitor information

Release 1

SITXCCS201 Provide visitor information

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 SITXCCS001B Provide visitor information. Re-worked Elements, Performance Criteria, Required Skills and Knowledge to more fully articulate content.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to access general information on facilities, products and services available in the local area and to provide this to visitors.

Application of the Unit

This unit applies to a range of tourism, travel, hospitality, event, entertainment and cultural sectors.

It applies to frontline service personnel who routinely respond to visitor requests for general local area information. They may be working independently or with guidance from others in restaurants, hotels, wineries, attractions, entertainment venues, tour operations, visitor information centres and at tour desks.

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. Access and update visitor information. | <ul style="list-style-type: none"> 1.1 Identify and access <i>sources of visitor information</i>. 1.2 Obtain general information on different local facilities, products and services to meet different customer needs. 1.3 Share information with colleagues to support the efficiency and quality of service. 1.4 Identify and use <i>opportunities</i> to update and maintain local area knowledge. |
| 2. Provide information to visitors. | <ul style="list-style-type: none"> 2.1 Identify the specific information and assistance needs of the customer. 2.2 Provide an appropriate scope and depth of information to meet customer needs. 2.3 Promote <i>internal products and services</i>. |
| 3. Seek feedback on information provision. | <ul style="list-style-type: none"> 3.1 Proactively seek visitor feedback to ensure all required information has been provided. 3.2 Follow procedures for any formal customer evaluation. 3.3 Provide internal feedback on visitor information services. |

Required Skills and Knowledge

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

Required skills

- communication skills to:
 - interact in a friendly and courteous way with customers
 - promote local products and services
- learning skills to continuously update local area knowledge
- literacy skills to:
 - read and comprehend product and local area information
 - research, sort and use relevant information
 - write simple notes on products and local services
- problem-solving skills to identify knowledge deficiencies and seek information to satisfy visitor enquiries
- teamwork skills to share local area information with colleagues and provide internal feedback.

Required knowledge

- sources of information on the local area, facilities and general products available
- sources of information on organisational products and services
- major local attractions and events, transport options and general visitor facilities.

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:

- respond to multiple and diverse customer requests and provide local area information to meet their needs
- source accurate and current information on the local area
- integrate knowledge of the local area when providing general information.

Context of and specific resources for assessment

Assessment must ensure use of:

- a real or simulated tourism, hospitality or event industry environment where visitor information is sourced and provided to customers
- current information on the local area, facilities and general products available
- customers with whom the individual can interact.

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, using role plays, to assess the individual's ability to use local knowledge to answer a variety of customer questions
- projects and activities to source and obtain current, accurate and relevant local information
- written or oral questioning to assess knowledge of sources of information on the local area, facilities and general products available
- 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:

- SITHACS201 Provide porter services
- SITHACS303 Provide accommodation reception services
- SITXCCS202 Interact with customers

- SITXCCS302 Provide club reception services
- SITXCOM201 Show social and cultural sensitivity.

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.

Sources may include:

- brochures
- library
- local council
- local people, including local identities with specialised knowledge
- local visitor guide booklets
- maps
- online reservations systems
- organisation information
- organisation-designed information systems, e.g. inventory control database
- principal supplier of the product
- product library
- room directories
- social media websites
- state or territory government tourism authority information systems
- supplier of the product
- the Internet
- timetables.

Visitor information may include:

- accommodation options:
 - backpacker lodges
 - holiday parks and resorts
 - hotels
 - motels
- attractions:
 - animal parks
 - art galleries
 - museums
 - national parks
 - walks
 - wineries
 - zoos
- cruises
- dining options:

- cafes
- food halls
- food markets
- restaurants
- vehicle rental
- entertainment venues:
 - cinemas
 - theatres
 - performing arts centres
- events
- local facilities:
 - airline offices
 - banks
 - dentists
 - doctors
 - currency exchanges
 - hairdressers
 - hospitals
 - emergency services
 - post offices
 - travel agencies
- local shopping facilities:
 - centres
 - malls
 - markets
 - souvenir shops
- local transport options:
 - buses
 - ferries
 - taxis
 - trains
- organisation-specific information
- road conditions
- sporting facilities
- tours, local outings and trips
- travelling routes
- weather conditions.
- attending team meetings
- informal discussions with colleagues
- listening to radio

Opportunities may include:

- ongoing contact with principal or supplier of the product or service
- participating in local familiarisation tours
- reading:
 - brochures
 - and internal newsletters
 - leaflets
 - local newspapers
 - staff noticeboards
- talking and listening to colleagues and customers
- using personal observation or exploration
- visiting the local information centre
- watching television, videos and films.
- accommodation
- activities
- general retail products and souvenirs
- products made by the organisation:
 - craft items
 - food
 - wine
- restaurant products
- tours.

Internal products and services may include:

Unit Sector(s)

Cross-Sector

Competency Field

Client and Customer Service