



Australian Government

Department of Education, Employment and Workplace Relations

TLIE3019A Work with travel agencies and sales outlets

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Unit Descriptor

This unit involves the skills and knowledge required to work with travel agencies and sales outlets in accordance with workplace requirements including establishing and maintaining a network of travel agencies and sales outlets; developing and negotiating the sales of tour packages; monitoring and reporting tour package sales; reviewing and negotiating agency and outlet agreements; and communicating and promoting products and services to agencies and sales outlets. Licensing, legislative, regulatory or certification requirements are applicable to this unit.

Application of the Unit

Application of the Unit

Work must be carried out in accordance with workplace requirements and relevant trade practices regulations.

Work is performed individually, and skills are required to work within a team environment. It involves the application of regulatory requirements and workplace procedures when working with travel agencies and sales outlets in the transport and allied industries.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Not Applicable

Employability Skills Information

Employability Skills This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the required performance needed to demonstrate achievement of the element. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Establish and maintain network of travel agencies and sales outlets	1.1 Agency and outlet requests for the transport system services and tourist information are addressed 1.2 Agency and outlet sales of tickets and services are promoted 1.3 Agency and outlet concerns and complaints are investigated and addressed to achieve a satisfactory resolution
2 Develop and negotiate the sales of tour packages	2.1 Travel industry personnel within the workplace are consulted in the development of tour packages to be distributed through agencies and sales outlets 2.2 Distribution rights are negotiated with wholesale and retail travel industry agencies for tour packages developed
3 Monitor and report tour packages sales	3.1 Travel agency and outlet sales of products are managed and controlled to ensure maximum sales and efficiency 3.2 Tour packages are evaluated for popularity and profitability and appropriate recommendations for change prepared
4 Review and negotiate agency and outlet agreements	4.1 Existing agency and outlet agreements are monitored and reviewed for effectiveness and appropriate new agreements are recommended where necessary 4.2 Distribution of tour packages is negotiated with wholesalers according to workplace policy and procedures
5 Communicate and promote products and services to agencies and sales outlets	5.1 Products for travel shelf packages are recommended according to workplace product suitability 5.2 Sales outlets and agents are informed of changes to passenger services as quickly as possible 5.3 Travel agency and outlet sales of products are promoted to ensure maximum exposure and sales 5.4 Advertising and promotional activities to develop new businesses are established in accordance with workplace budgets and timeframes 5.5 Promotional material is distributed to travel agencies and outlets

Required Skills and Knowledge

REQUIRED KNOWLEDGE AND SKILLS

This describes the essential knowledge and skills and their level required for this unit.

Required knowledge:

- Regulations and codes of practice relevant when working with travel agencies and sales outlets

REQUIRED KNOWLEDGE AND SKILLS

- Relevant OH&S procedures and guidelines
- Workplace procedures and policies for working with travel agencies and sales outlets
- Overview of the Australian tourism industry and franchising arrangements
- Australian and international transport industry guidelines relevant to working with travel agencies and sales outlets
- Workplace products and services
- Insurance and public liability relevant to working with travel agencies and sales outlets
- Consumer laws and trade practice requirements relevant to working with travel agencies and sales outlets
- Transport system fare structure and schedules
- Advertising policies relevant to working with travel agencies and sales outlets
- Equipment, and materials used when working with travel agencies and sales outlets, and procedures that should be followed in their use
- Problems that may occur when working with travel agencies and sales outlets and appropriate action that can be taken to resolve the problems
- Documentation and record requirements
- Communication and negotiation requirements when working with travel agencies and sales outlets

Required skills:

- Communicate effectively with others when working with travel agencies and sales outlets
- Read and interpret instructions, procedures and information relevant to work with travel agencies and sales outlets
- Interpret and follow operational instructions and prioritise work
- Complete documentation when working with travel agencies and sales outlets
- Carry out research activities required when working with travel agencies and sales outlets
- Operate electronic communication equipment to required protocol
- Work collaboratively with others when working with travel agencies and sales outlets
- Network with others in travel agencies and sales outlets
- Adapt appropriately to cultural differences in the workplace, including modes of behaviour and interactions with others
- Promptly report and/or rectify any identified problems that may arise when working with travel agencies and sales outlets in accordance with workplace procedures
- Implement contingency plans for unplanned events
- Monitor work activities in terms of planned schedule
- Modify activities depending on differing operational contingencies, risk situations and environments

Required skills:

- Market and promote products and services
- Create promotional layouts
- Select and use relevant office and communications equipment and materials when working with travel agencies and sales outlets
- Work systematically with required attention to detail
- Operate and adapt to differences in equipment and service requirements in accordance with standard operating procedures

Evidence Guide**EVIDENCE GUIDE**

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

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

- The evidence required to demonstrate competency in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria of this unit and include demonstration of applying:
 - the underpinning knowledge and skills
 - relevant legislation and workplace procedures
 - other relevant aspects of the range statement

Context of and specific resources for assessment

- Performance is demonstrated consistently over a period of time and in a suitable range of contexts
- Resources for assessment include:
 - a range of relevant exercises, case studies and/or other simulated practical and knowledge assessment, and/or
 - access to an appropriate range of relevant operational situations in the workplace
- In both real and simulated environments, access is required to:
 - relevant and appropriate materials and equipment, and
 - applicable documentation including workplace procedures, regulations, codes of practice and operation manuals

Method of assessment

- Assessment of this unit must be undertaken by a registered training organisation

EVIDENCE GUIDE

- As a minimum, assessment of knowledge must be conducted through appropriate written/oral tests
- Practical assessment must occur:
 - through activities in an appropriately simulated environment at the registered training organisation, and/or
 - in an appropriate range of situations in the workplace

Range Statement

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.

Work may be conducted:

- in a range of work environments

Travel agencies and sales outlets could include:

- individual agencies and outlets
- agency and outlet franchise groups
- agency and outlet networks
- wholesalers
- specific product retailers
- general travel retailers

Office equipment may include:

- relevant communications equipment and computer software and hardware

Information used when working with travel agencies and sales outlets may include:

- market trend information
- customer requirements regarding tour packages
- agency and outlet agreements
- workplace budget and business objectives information

Agency involvement with products and services may be:

- governed by contractual agreement

Transport system services can include:

- air
- bus
- ferry
- coach
- tram
- rail

Contingency processes may involve:

- plans for unforeseen changes to travel arrangements
- providing services and tour packages for passengers with

RANGE STATEMENT

- special needs
- Consultative processes may involve:
- other workplace personnel
 - supervisors and managers
 - representatives of travel agencies and sales outlets
 - official representatives
- Communication in the work area may include:
- phone
 - fax
 - email/internet
 - electronic data interchange (EDI)
 - radio
 - oral, aural or signed communications
- Depending on the type of organisation concerned and the local terminology used, workplace procedures may include:
- company procedures
 - enterprise procedures
 - organisational procedures
 - established procedures
- Information/documents may include:
- workplace procedures and policies for working with travel agencies and sales outlets
 - work instructions, job description and induction materials
 - requests directly from agency or sales outlet
 - agency, outlet or client concerns or complaints
 - information related to advertising and promotional activities within the industry
 - agency and outlet agreements
 - manufacturers specifications for office and communications equipment and materials
 - relevant OH&S requirements and policies
 - relevant codes of practice and regulations
 - award, enterprise bargaining agreement and other industrial arrangements
 - customer service and quality assurance procedures
 - emergency procedures
- Applicable regulations and legislation may include:
- relevant codes and regulations pertaining to work with travel agencies and sales outlets, including trade practices requirements
 - relevant state/territory OH&S legislation
 - workplace relations regulations including equal opportunity, equal employment opportunity and affirmative action legislation
 - workers compensation regulations

Unit Sector(s)

Not Applicable

Competency Field

Competency Field E - Communication and Calculation