



Australian Government

SITTGDE011 Coordinate and operate tours

Release: 1

SITTGDE011 Coordinate and operate tours

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to conduct a tour for groups or individuals that includes multiple products, services and sites. It requires the ability to manage the tour logistics of a prearranged itinerary. The coordination of tour delivery requires significant planning and organisational skills as well as the ability to liaise with suppliers and industry colleagues to maximise tour efficiency and customer service quality.

This unit has particular application to guides engaged by tour operators, inbound tour operators and tour wholesalers. Sometimes these individuals are called driver guides or coach captains. In an extended touring context, the unit applies to tour managers who accompany tour groups on longer tours and manage the logistics of group movements and touring arrangements at each destination. The unit does not apply to guides working at a single site.

Individuals performing this function work independently in the field, within established organisational procedures.

Tour guides, residing anywhere in Australia, are required to undertake training and assessment prescribed by Parks Australia to guide within Kakadu and Uluru–Kata Tjuta National Parks in the Northern Territory.

When working in Queensland, all guides, regardless of their place of residence, are subject to the Queensland Tourism Services Act 2003.

No other occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Guiding

Unit Sector

Tourism

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
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Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Plan tour delivery logistics.	1.1. Plan tour delivery according to briefing information or operational documentation provided by the tourism operator. 1.2. Make tour preparations and consider issues to ensure customer needs are met. 1.3. Prioritise and action tasks required in advance of tour commencement.
2. Brief and assist customers.	2.1. Welcome customers to tour and provide briefing on tour practicalities and procedures. 2.2. Provide additional information and assistance to enhance enjoyment of tour.
3. Liaise with industry colleagues.	3.1. Liaise with industry colleagues to achieve smooth tour operation. 3.2. Action requests from industry colleagues promptly and willingly wherever possible and request assistance when required. 3.3. Make agreements about individual and joint responsibilities during tour. 3.4. Make forward reconfirmations and bookings in a timely manner. 3.5. Interpret documentation from other organisations and apply appropriately.
4. Manage the itinerary.	4.1. Conduct tour to schedule and include all features in itinerary. 4.2. Advise customers courteously and sensitively about unavoidable changes. 4.3. Re-plan itinerary when necessary to ensure purchased inclusions or their equivalent are delivered and disruption to customers is minimised. 4.4. Advise industry colleagues and suppliers affected by changes according to organisational procedures. 4.5. Maintain contact with those fixing the problem when itinerary delays and changes occur, and use negotiation techniques to minimise time delay and negative impact on customers. 4.6. Keep customers informed of reasons for changes and actions taken.
5. Deal with unexpected events.	5.1. Assess unexpected events and select appropriate action. 5.2. Follow organisational procedures in the case of accidents or where safety of customers or colleagues may be threatened. 5.3. Identify and access sources of assistance promptly. 5.4. Amend tour to minimise impact on customer enjoyment.
6. Debrief tour.	6.1. Provide accurate and complete tour reports according to organisational guidelines. 6.2. Provide customer and personal feedback and other information to

assist with future improvements.

Foundation Skills

Foundation skills essential to perform in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	interpret tourism industry terminology, in particular product codes.
Writing skills to:	complete operational and reporting documents.
Numeracy skills to:	- calculate tour component times - translate time from the 24-hour to 12-hour clock - calculate logistics of group movements.
Planning and organising skills to:	coordinate multiple and diverse tour components.
Technology skills to:	use industry-current communication systems.

Unit Mapping Information

SITTGDE401 Coordinate and operate tours

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dffb092694>

Assessment Requirements for SITTGDE011 Coordinate and operate tours

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- plan, coordinate and operate at least two tours for different groups that comprise at least four different products, services or sites
- liaise with industry colleagues regarding tour operation, and reconfirmations and bookings for each of the product or service components in each of the above tours to ensure:
 - tours are conducted to schedule and include all advertised itinerary features
 - tours are conducted in a sustainable manner with minimal impact on culturally or environmentally sensitive areas
 - the safety of customers and colleagues
- demonstrate procedures used to manage issues, situations and problems on tours to minimise negative impact on customers, including:
 - unexpected events
 - delays
 - environmental conditions
 - customer situations.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- types of tour itineraries and their common formats and inclusions:
 - adventure tour
 - city or rural tour
 - cultural tour
 - eco-tour
 - extended tour
 - half or full-day tour
 - special interest tour
- product knowledge appropriate to the specific touring itinerary and its component products and services
- main features of culturally or environmentally sensitive areas to be visited and minimal impact practices to protect and sustain these

- tourism industry supplier networks and interrelationships that impact on the conduct of a multi-product and multi-site touring itinerary
- reconfirmation and booking procedures for tour components:
 - accommodation venue
 - airline
 - attraction
 - catering provider
 - charter airline
 - cruise
 - ground transport
 - guided tour within attractions and sites
 - local tour guide
 - optional tour
 - restaurant
 - retail outlet
 - scenic flight
 - train
- planning procedures relating to the delivery logistics of a multifaceted touring itinerary and the management processes to be undertaken before, during and on completion of a tour
- tour practicalities and procedures that must be communicated to customers when relevant to the tour content:
 - availability of free time
 - cultural considerations
 - group rules and codes of behaviour
 - health and safety procedures
 - itinerary or program details:
 - route
 - schedule
 - highlights
 - regulations:
 - customs
 - immigration
 - luggage
 - procedures at tour stops
 - specific site procedures
- organisational procedures and processes to address tour management issues and problems:
 - accident, injury or illness
 - breakdown
 - customer special needs

- equipment and resource constraints
- itinerary variations
- language considerations
- natural disaster
- theft
- legal and liability issues affecting guides:
 - domestic and relevant overseas consumer law regarding provision of services as advertised
 - duty of care.

Assessment Conditions

Skills must be demonstrated in an operational guiding environment that reflects the nature of tours commercially available in the relevant city or region. This can be:

- a commercial environment where tours are coordinated and operated
- a simulated commercial environment activity for which tours are coordinated and operated.

Assessment must ensure the access to:

- equipment and resources required for the delivery of tours:
 - transport
 - venue access
- customer and operational documentation to support the delivery of a multifaceted touring itinerary
- real or simulated touring activities
- customer groups of a size and nature that reflect the commercial environment in which the guide operates
- participants undertaking a tour or activity for whom the individual can act as guide; these can be:
 - those participating in a tour or activity who interact with the individual during the assessment process; or
 - individuals who participate in role plays or simulated activities set up for the purpose of assessment in an operational touring context.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors; and:

- have worked in industry for at least three years where they have applied the skills and knowledge of this unit of competency.

Links

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