



Australian Government

SITTGDE012 Manage extended touring programs

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to coordinate touring programs of more than one day duration. It requires the ability to manage all tour logistics and to solve touring and group member problems. It also requires skills to ensure the ongoing welfare and satisfaction of tour group members and to develop and maintain group cohesion and rapport.

This unit applies to tour operations, inbound tour operations and tour wholesaling sectors, and to tour managers, tour directors, tour leaders and tour escorts employed by those companies. These individuals may lead extended tours in Australia or overseas, and are responsible for logistical management of touring programs that usually include multiple destinations. They work independently in the field, within established organisational procedures. When on tour, they take a lead role without supervision, only referring problems to the tourism operator when absolutely necessary.

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

Elements describe the Performance criteria describe the performance needed to demonstrate

essential outcomes.	achievement of the element.
1. Manage touring arrangements.	1.1.Manage touring program logistics in a holistic way taking account of legal, ethical, safety and sustainability considerations. 1.2.Conduct touring program according to prearranged itinerary. 1.3.Make forward reconfirmations and bookings progressively. 1.4.Reconfirm or arrange operational details progressively. 1.5.Make adjustments to touring arrangements when required within the scope of individual responsibility. 1.6.Make major adjustments within budget according to controlling office guidelines. 1.7.Maintain ongoing contact with controlling office and forward suppliers as required.
2. Liaise and negotiate with others.	2.1.Maximise operational efficiency and customer service levels by effective liaison and negotiation with those contributing to program operations. 2.2.Conduct negotiations in a professional manner in relevant cultural context. 2.3.Select negotiation style appropriate to circumstance and use negotiation and communication techniques to maximise chances of an acceptable outcome for all parties. 2.4.Conduct negotiations in context of entire touring program to take account of overall relationship between the organisation and other stakeholders. 2.5.Confirm agreements in writing as required. 2.6.Provide relevant information to controlling office as required.
3. Develop and maintain group rapport.	3.1.Develop and maintain a team spirit for duration of program. 3.2.Gain trust and confidence of group through demonstration of professional competence and integrity. 3.3.Use leadership and communication skills to foster group cohesion. 3.4.Encourage customer participation and group interaction. 3.5.Identify and assess potential conflicts within the group and should conflict arise, take appropriate action to resolve.
4. Resolve problems that arise on tour.	4.1.Identify and consider problems from an operational and customer service perspective in the context of the entire touring program. 4.2.Initiate short-term action to resolve immediate problems where appropriate. 4.3.Analyse problems for long-term commercial impact and assess and action solutions. 4.4.Present a positive image of organisation and its contracted suppliers at all times. 4.5.Take responsibility for resolving problems within scope of

- individual authority and to ensure customer satisfaction.
- 4.6. Consult controlling office to resolve problems outside scope of guidelines and responsibility.
- 4.7. Take appropriate follow-up action to monitor effectiveness of chosen solutions.

Foundation Skills

Foundation skills essential to performance 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 customer and operational tour information - interpret tourism industry terminology, in particular product codes.
Writing skills to:	complete operational and reporting documents.
Oral communications skills to:	discuss customer concerns and sometimes sensitive and confidential issues.
Numeracy skills to:	- calculate tour component times - translate time from the 24-hour to 12-hour clock.
Initiative and enterprise skills to:	create opportunities to enhance the customer touring experience.
Planning and organising skills to:	coordinate multiple, diverse and often complex logistical tour components and arrangements.
Technology skills to:	use industry-current communication systems.

Unit Mapping Information

SITTGDE402 Manage extended touring programs

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>

Assessment Requirements for SITTGDE012 Manage extended touring programs

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:

- manage an extended touring program for at least one of the types of tours listed in the knowledge evidence
- liaise with industry colleagues regarding logistical aspects of tour operation to ensure:
 - tours are conducted to schedule and including 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
- facilitate positive interactions between tour group members and maintain group cohesion and rapport throughout touring program
- demonstrate negotiation and contingency management procedures used to manage issues, situations and problems on extended tours to minimise negative impact on customers, including:
 - unexpected events or delays
 - equipment or transportation issues
 - environmental conditions
 - customer interpersonal or operational situations.

Knowledge Evidence

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

- types of extended tour itineraries and their common format, duration and inclusions:
 - adventure tours
 - camping tours
 - cruise programs
 - cultural and historical tours
 - eco-tours
 - general sightseeing tours
 - special interest tours
 - pre- and post-conference tours
- responsibilities of tour managers on extended touring programs

- tourism industry supplier networks and interrelationships that impact on the conduct of an extended touring program
- organisational management policies, processes and procedures to be undertaken before, during and at completion of a tour
- negotiation techniques and their application to different tour managing contexts
- operational details:
 - check-in and check-out procedures
 - customs and immigration procedures and requirements
 - documentation preparation
 - group currency requirements
 - luggage coordination
 - local touring liaison
 - management of passenger travel documentation:
 - airline tickets
 - seat allocations or boarding passes
 - travel vouchers
 - seat rotation
- 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
- leadership, motivation and communication techniques and their application to different tour managing contexts
- organisational procedures and processes to address tour management issues and problems:
 - customer interpersonal situations:
 - disruptive behaviour
 - group conflict
 - group dissatisfaction
 - customer operational situations:

- late passengers
- loss of personal valuables and documents
- lost luggage
- lost passengers
- missed connection
- passenger robbery
- passenger sickness, injury or death
- environmental conditions:
 - natural:
 - fire
 - flood
 - storm
 - cyclone
 - built:
 - road closures or blockages
- equipment and transportation in contingency situations
- itinerary challenges:
 - change in services delivered
 - delays
 - overbooking
 - poor supplier performance
- political issues
- legal, ethical, safety and sustainability considerations in the management of extended touring programs:
 - anti-discrimination provisions
 - duty of care
 - licensing and the use of licensed operators
 - minimising waste and conserving resources
 - site-specific safety and security requirements.

Assessment Conditions

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

- a commercial environment where extended tours are managed and conducted
- a simulated commercial environment activity for which an extended tour is managed and conducted.

Assessment must ensure 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
- a group of customers for whom the individual can act as a tour manager; these can be:
 - those participating in an extended tour who interact with the individual during the assessment process; or
 - individuals who participate in a simulated extended tour set up for the purpose of assessment.

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.

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