



Australian Government

SITTPPD012 Package tourism products

Release: 1

SITTPPD012 Package tourism products

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to create, tailor and cost packages to meet the needs of particular markets or customers. This may include packages with complex itineraries or a wide range of products.

The unit applies to tour wholesalers, tour operations and event organisers, and to individuals working independently in senior operational or coordination roles with limited guidance from others. They complete complex itinerary planning, costing and operational coordination for new or enhanced packaged products.

Products may include brochured touring products, incentive and special interest group itineraries, events and series tours.

The skills in this unit must be applied in accordance with Commonwealth and State/Territory legislation, Australian/New Zealand standards and industry codes of practice.

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

Pre-requisite Unit

Nil

Competency Field

Planning and Product Development

Unit Sector

Tourism

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Source component products.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Identify product objectives in consultation with appropriate colleagues and customers.
- 1.2. Determine customer or market destination and product preferences and requirements.

- 1.3. Identify and research potential destinations and component products and services.
- 1.4. Assess destination and product details for market suitability and consider innovative options when appropriate.
- 1.5. Assess quality credentials of operators and their products.
- 1.6. Select destinations and products based on research.
2. Package component products.
 - 2.1. Develop packaged products or programs to meet requirements of specific customers or markets.
 - 2.2. Combine and integrate program components to create maximum value and saleability within constraints.
 - 2.3. Make agreements with suppliers according to organisation profit and other requirements and confirm in writing.
 - 2.4. Check and incorporate legal requirements.
 - 2.5. Cost programs to ensure profitability and consideration of key financial factors.
3. Finalise product packaging.
 - 3.1. Clearly document and present product or program and pricing structures, including details of inclusions, exclusions and add-ons.
 - 3.2. Review and adjust products or programs and pricing structures in response to feedback from customers or colleagues.
 - 3.3. Present final product or program details for approval within required timeframes.

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 complex supplier component product information, contracts and costs.
Writing skills to:	document complex product information, programs and pricing structures and specific conditions that apply.
Oral communication skills to:	liaise with customers and colleagues on practical operational issues.
Numeracy skills to:	calculate complex costing components and different commission and mark-up structures.
Problem-solving skills to:	respond to need for variations and adjustments in potentially complex itineraries or products.

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| Initiative and enterprise skills to: | • assess research findings and match destinations and products to specific customer or market needs. |
| Technology skills to: | • use software to prepare and present different package components for different customer types or markets. |

Unit Mapping Information

Supersedes and is equivalent to SITTPPD001 Package tourism products.

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 SITTPPD012 Package tourism products

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:

- source and package products for three different types of travellers from among the following customer groups or markets:
 - Australians travelling internationally (outbound)
 - domestic tourists travelling within Australia
 - international tourists travelling within Australia (inbound)
 - special interest groups
- develop and cost practical programs for each of the above travellers that include at least six product or service components listed in the knowledge evidence
- package each of the above programs to ensure practical options that meet requirements of above travellers including:
 - budget
 - cultural requirements
 - destination preferences
 - integration, at least once, into a wider touring, event or sporting program
 - product and service preferences and requirements
 - time constraints.

Knowledge Evidence

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

- tourism industry information sources
- industry information or destination marketing networks and their value in research for the packaging process
- research approaches relevant to packaging tourism products:
 - desk research
 - destination or site inspection
 - personal contact with tourism authorities, product suppliers or distribution network
- customer or market product preferences and requirements relevant to the industry sector
- market suitability considerations:
 - accessibility

- availability
- costs
- features and benefits
- product match to preferences and requirements
- profit potential
- quality credentials of operators:
 - customer service and satisfaction record
 - public liability and duty of care policies and procedures
 - environmental and local community protection credentials
 - reliability of other tourism operators:
 - in complying with laws
 - to provide promised products and services
 - safety record
- features of typical supply and contractual arrangements with suppliers
- key principles and elements of calculating complex packaged product costings and pricing structures
- key financial factors impacting costing of programs:
 - commission or mark-up structures
 - exchange rate implications
 - profit margin requirements
 - special fees and other charges
 - taxes
- distribution and marketing networks, including those involved in distributing the proposed tourism product or program
- industry commission or mark-up procedures and rates appropriate to the particular sector and the varying organisations in the distribution network
- industry practices in packaging products and presenting pricing structures appropriate to different sectors:
 - different costing options:
 - per person
 - per room
 - group
 - all inclusive
 - ground content only
 - typical package styles for different markets or customer types
- product or service components included in tourism programs:
 - accommodation
 - activities
 - cruises
 - entertainment
 - entrances to attractions, museums, events and exhibits

- food, beverage and catering
- tour guiding services
- tours
- transport
- vehicle rental
- aspects of laws that impact on tourism operations and actions required of tourism operators:
 - consumer protection:
 - providing services as advertised
 - terms and conditions
 - refund requirements
 - cancellation fees
 - child sex tourism
 - legal liability insurance requirements and duty of care of customers
 - environmental protection:
 - licences
 - permits
 - accreditation
 - minimal impact practice
 - local community protection:
 - land ownership, management and access requirements.

Assessment Conditions

Skills must be demonstrated in an operational tourism environment. This can be:

- an industry workplace; or
- a simulated industry environment set up for the purposes of assessment.

Assessment must ensure access to:

- customer and market information on which products can be based
- current information and communications technology
- current destination and product information sources that support the costing process:
 - brochures
 - tariffs
 - product sales kits
 - supplier contracts
- customers sufficient in number to reflect different markets and customer types, as well as different required packages. These can be:
 - customers in an industry workplace who are assisted by the individual during the assessment process; or

- individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

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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