



Australian Government

SITTTSL002 Access and interpret product information

Release: 1

SITTTSL002 Access and interpret product information

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to access product information on tourism, travel, hospitality, or events products to fulfil sales or operational needs. It requires the ability to identify sources of information and to interpret specific details of the products.

The product can include any international or domestic product sold by any tourism, travel, hospitality, or events business. The breadth and depth of product knowledge and its application will vary according to the industry sector, workplace and job role. This unit is not about having an in-depth knowledge of products, but focuses on the ability to source and interpret information.

The unit mainly applies to frontline sales and operations personnel who operate with some level of independence and under limited supervision. It does, however, describe a fundamental operational function and those individuals who work with very little independence under close supervision would also use this skill.

This includes visitor information officers, travel consultants, corporate consultants, inbound tour coordinators, account managers for professional conference organisers, event coordinators, tour guides, hotel guest relations officers, tour desk officers, and reservations sales agents.

Personnel selling travel insurance to a client must meet the requirements of the Financial Services Reform Act (2001).

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

Pre-requisite Unit

Nil

Competency Field

Tourism Sales and Operations

Unit Sector

Tourism

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Access product information.

2. Interpret product information.

3. Update product knowledge.

PERFORMANCE CRITERIA

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

1.1. Identify sales or operational need for product information.

1.2. Identify and use a range of methods to access sources of product information.

1.3. Select sources according to commercial agreements and specific needs.

1.4. Source specific product information to meet sales or operational need.

2.1. Read and interpret general and specific details about the product and use information to meet sales or operational need.

2.2. Interpret jargon or specifications in product information and apply accurately to sales or operational activity.

2.3. Identify and assess any customer, sales or operational risks that relate to the product.

2.4. Record and store information for future use.

3.1. Obtain information to update own knowledge of product features on an ongoing basis.

3.2. Source and access information on current and emerging customer technologies.

3.3. Share new or updated product information with colleagues.

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 at times complex product information and, terms and conditions of product sale
- research, sort and interpret diverse product information.

Writing skills to:

- prepare notes and basic summaries of information.

Oral communication skills to:

- discuss products with colleagues
- question suppliers about product details.

Numeracy skills to:

- interpret product rates and tariffs and their application to different customers and seasons

- use the 24-hour clock in both oral and written contexts.
- Learning skills to:
- locate key information relevant to work requirements.
- Technology skills to:
- use a computer and keyboard
 - manipulate features of online information systems to search for information.

Unit Mapping Information

SITTTSL202 Access and interpret product information

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 SITTTSL002 Access and interpret product information

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:

- research and interpret current, relevant and accurate product information in response to at least three different sales-related and operations-related enquiries
- use at least two of the following sources to access product information for each of the above enquiries:
 - computerised reservations systems (CRS)
 - internet or intranet
 - global distribution systems (GDS)
 - international government tourism authority information systems
 - organisation-designed information systems, such as inventory control databases
 - principal or supplier of the product
 - product library
 - social media websites
 - state and federal government tourism authority information systems
- interpret and correctly use industry terminology and common abbreviations in response to each of the above enquiries for product information
- share and interpret product information with colleagues
- complete activities within commercial time constraints and deadlines determined by the customer or organisation.

Knowledge Evidence

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

- sources of product information and specific product types
- industry accepted terminology, codes and abbreviations for the major categories of tourism, travel, hospitality or event products and services
- features and benefits of tourism, travel, hospitality or event products
- major product categories:
 - accommodation
 - banquets and catering
 - conferences and incentives

- cruising
- food and beverage
- vehicle rental
- wholesale and touring
- sales or operational needs for product information in the tourism, travel, hospitality or event industry relating to:
 - booking a supplier service for the customer
 - credentials of the tourism operator in minimising negative environmental, social and cultural impacts
 - hiring special equipment
 - issuing air tickets
 - issuing crew documentation
 - issuing customer documentation for tourism, travel, hospitality or event products
 - promotional products
 - providing specific product information and advice for destinations, food and beverage, or events and functions
 - travel add-ons:
 - flight fuel emissions offset fee ('carbon neutral')
 - pre-payment of baggage charges
 - pre-payment of in-flight meals
 - pre-travel seat selection
 - travel insurance
 - planning functions
 - preparing quotations
 - processing and monitoring event registrations
 - processing a reservation from a customer
 - processing financial transactions
 - providing advice on customer use of new technologies
- travel insurance products:
 - primary components of the Financial Services Reform Act 2001 and organisational responsibility for supplying product disclosure statements and providing accurate information on the provisions of the insurance policy
- methods to obtain product information:
 - accessing and reading promotional information, such as travel guide books, product brochures or product updates
 - accessing the internet and intranet
 - attending professional development activities:
 - product launches
 - promotional seminars
 - trade shows
 - workshops

- conferences
- familiarisations
- contact with other organisations:
 - suppliers
 - principals
 - tourist information offices
- formal study
- informal discussions with colleagues and customers
- liaising with trade and general media
- personal on-site observation or exploration
- reading or listening to trade and general references
- watching television, videos or films
- sources of specific product information
- special jargon or specifications:
 - common abbreviations used in the tourism, travel hospitality and event industries
 - industry terminology and codes
 - technical capacity of equipment
 - use of the 24-hour clock
- risks relating to the sale or operation of tourism, travel, hospitality and event products:
 - fluctuations in exchange rates
 - limitations in participation due to:
 - incapacity, age, disability
 - special licence requirements
 - non-operation of the product
 - product price increase
 - products that cause negative environmental, cultural or social impacts:
 - damage to environmentally or culturally sensitive areas or sites
 - damage to roads, tracks and fire trails
 - disturbance or injury to fauna
 - introduction of exotic and feral species
 - noise disturbance to the local community
 - physical damage to flora
 - pollution from vehicle emissions and unmanaged waste
 - trivialisation of culture
 - safety risk to customer in participating in activities
 - seasonal non-availability of the product
 - unclear product provision, deposit, payment and cancellation terms and conditions
 - unclear product, tax and levy costs.

Assessment Conditions

Skills must be demonstrated in an operational tourism, travel, hospitality or events environment. This can be:

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

Assessment must ensure access to:

- computers and information systems currently used by the tourism, travel, hospitality and event industries to store product-related information
- the internet
- industry sources of product information
- printers and scanners
- storage for computer data
- customers and colleagues with whom the individual can interact; these can be:
 - customers and colleagues 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

Companion Volume implementation guides are found in VETNet -

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