



Australian Government

SITTTSL002 Access and interpret product information

Release: 1

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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-bc06-899dff092694>