



Australian Government

SITTTSL003 Provide advice on international destinations

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to source and provide customer information and advice relating to international destinations and their features. It requires the ability to identify appropriate information sources and research destinations in order to develop and update a general destination knowledge base.

Specific and detailed product knowledge is covered in SITTTSL002 Access and interpret product information.

International destinations and their features can include any sold by any travel or tourism organisation. Travel and tourism operators, such as travel agents and tour wholesalers, can specialise in one international destination or cover multiple destinations.

The breadth and depth of destination knowledge required will vary according to the industry sector, workplace and job role. This unit is not about having an in-depth knowledge of every destination but focuses on the ability to collect and interpret destination information.

The unit applies to frontline sales and operations personnel who operate with some level of independence and under limited supervision. This includes travel consultants, wholesale operations consultants, account managers for professional conference organisers, event coordinators, tour managers, and reservations sales agents.

No 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

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to

outcomes.	demonstrate achievement of the element.
1. Develop knowledge of international destinations.	1.1. Identify and access information sources that provide current and accurate information on international destinations. 1.2. Identify and obtain information on functional or operational features of the international destination that meet different customer needs. 1.3. Obtain key information on social, cultural and geographical features and current health and safety features of the international destination. 1.4. Record and store destination information for future use.
2. Update knowledge of international destinations.	2.1. Use formal and informal research to update destination knowledge. 2.2. Seek feedback from colleagues and customers on their experience with international destinations. 2.3. Share updated information with colleagues.
3. Provide information and advice on specific international destinations.	3.1. Identify the specific information and advice needs of the customer. 3.2. Promptly provide current and accurate destination information and advice. 3.3. Provide an appropriate scope and depth of information to meet customer needs. 3.4. Present information and advice in a clear format and style. 3.5. Refer customers to current sources of health, safety and regulatory information.

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 information on destinations as well as sometimes complex information about specific health, safety and regulatory issues for international destinations • research, interpret and sort relevant information.
Writing skills to:	• prepare basic summaries of information.
Oral communication skills to:	• listen to and note specific customer needs, providing a verbal summary of information in response.

- 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

SITTTSL301 Provide advice on international destinations

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 SITTTSL003 Provide advice on international destinations

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:

- provide tailored information to meet the requests of at least three different customers each requiring information on at least five different features of different international tourism destinations
- obtain above information by accessing at least three different information sources from the following list:
 - computerised reservations systems (CRS)
 - global distribution systems (GDS)
 - international government tourism authority information systems
 - internet or intranet
 - organisation-designed information systems
 - principal or supplier information
 - destination and product libraries
 - social media websites
- ensure information provided is current, relevant and accurate
- complete above 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:

- formal and informal research methods:
 - accessing and reading promotional information:
 - travel guide books
 - product brochures
 - product updates
 - accessing the internet or intranet
 - attending professional development activities:
 - conferences
 - familiarisations
 - product launches

- promotional seminars
- trade shows
- workshops
- 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 information on regions and destinations and general types of product offered
- sources of information on current health and safety issues for the above destinations:
 - travel warning advice issued for Australian travellers by the federal government
 - health advisory notices and vaccination information issued by local and international bodies
- sources of information on regulatory issues for the above destinations:
 - passport and visa requirements
 - restrictions for visiting that destination
- specific industry sector and organisation:
 - appropriate breadth of international destination knowledge which must include coverage of all seven continents, and the major regions and destinations therein
- features of international destinations:
 - areas of environmental, social or cultural significance or sensitivity
 - banking and currency information
 - facilities for customers with special needs
 - local customs
 - local economy
 - local facilities
 - major cities, towns and tourist areas and precincts
 - major gateways for and transport networks within the region and destination
 - major man-made tourist attractions
 - special features of the host community
 - special regional features
- each of the destinations of interest to the customers specified in the performance evidence:
 - key information on geographical features of the destination:
 - destination location
 - climate and seasonal factors of the destination and its region

- major geographical features of the destination and its region
- key information on cultural and related features of the destination:
 - major cities, towns and tourist areas and precincts
 - areas of environmental, social or cultural significance or sensitivity
 - major man-made tourist attractions
 - major gateways for and transport networks within the destination and its region
 - basic aspects of the history and culture of the host community, cultural mix and language spoken
- key information on socioeconomic features of the destination:
 - current state of the economy
 - basis for the economy
 - currency used
- formats and inclusions used to present information to customers, and styles that cater for those with special needs
- different methods for storing destination information:
 - computerised databases
 - files and notes for specific styles of customer group, touring routes or locations, and particular destinations.

Assessment Conditions

Skills must be demonstrated in an operation where destination information is provided to customers. This can be:

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

Assessment must ensure access to:

- computers, printers and information programs currently used by the tourism, hospitality and event industries to store destination information
- current destination and general product information found in sales kits, brochures, product manuals, destination marketing organisation information kits, electronic information sources and information databases
- internet and email
- telephone
- generic computer software and applications:
 - computer operating systems
 - databases
- customers with whom the individual can interact; 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.

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