



Australian Government

SITTTSL004 Provide advice on Australian destinations

Release: 1

SITTTSL004 Provide advice on Australian destinations

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 Australian 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.

Domestic destinations and their features can include any sold by any travel or tourism organisation. Travel and tourism operators in Australia, such as travel agents, tour wholesalers and inbound tour operators, would cover multiple Australian destinations. Visitor information centres and some tour operators would specialise in one region.

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 visitor information officers, travel consultants, tour operations coordinators, inbound tour coordinators, account managers for professional conference organisers, event coordinators, tour guides, hotel guest relations officers, tour desk officers, 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

PERFORMANCE CRITERIA

Elements describe the essential outcomes.

1. Develop knowledge of Australian destinations.
2. Update knowledge of Australian destinations.
3. Provide information and advice on specific Australian destinations.

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

- 1.1. Identify and access information sources that provide current and accurate information on Australian destinations.
- 1.2. Obtain information on functional or operational features of the Australian destination that meet different client needs.
- 1.3. Obtain key information on social, cultural and geographical features and current health and safety features of the Australian destination.
- 1.4. Record and store destination information for future use.
- 2.1. Use formal and informal research to update destination knowledge.
- 2.2. Seek feedback from colleagues and customers on their experience with Australian destinations.
- 2.3. Share updated information with colleagues.
- 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 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 Australian destinations - research, interpret and sort relevant information.
Writing skills to:	prepare basic summaries of information.
Oral communication	listen to and note specific customer needs, providing a verbal

skills to: summary of relevant 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

SITTTSL302 Provide advice on Australian 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 SITTTSL004 Provide advice on Australian 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 one or more tourism destinations within Australia
- obtain above information by accessing at least three different information sources from the following list:
 - computerised reservations systems (CRS)
 - destination and product libraries
 - global distribution systems (GDS)
 - internet or intranet
 - organisation-designed information systems
 - principal or supplier information
 - regional tourism office information systems
 - social media websites
 - state and federal government tourism authority information systems
- 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 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 information on regions and destinations and types of product offered
- sources of information on current health and safety issues for the destination:
 - health advisory notices issued by the federal and state or territory government health departments
 - safety advisory information issued by federal and local police authorities and emergency service authorities
- specific industry sector and organisation:
 - appropriate breadth of Australian destination knowledge, which must include coverage of all Australian States and Territories, and the major regions and destinations therein
- features of Australian destinations:
 - areas of environmental, social or cultural significance or sensitivity
 - cultural elements
 - facilities for customers with special needs
 - local customs
 - local economy
 - local facilities, banking and public facility information
 - 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 the region
 - major geographic features of the destination and its region

- key information on cultural and related features of the destination:
 - areas of environmental, social or cultural significance or sensitivity
 - major cities, towns and tourist areas and precincts
 - 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 and, cultural mix
- 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 a tourism, travel, hospitality or events environment 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, travel hospitality or 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.

Links

Companion Volume implementation guides are found in VETNet -

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