



Australian Government

Assessment Requirements for SITTTSL005 Sell tourism products and services

Release: 1

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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:

- proactively sell international and domestic destination products from the list in the knowledge evidence to meet the requirements of at least three different customers
- demonstrate the following skills during each of the above customer service interactions:
 - communication with customers to correctly interpret their requirements
 - use of different sales techniques in response to different customer types
 - integration of product knowledge into the sales process
- complete sales within commercial time constraints and deadlines determined by the customer or the organisation.

Knowledge Evidence

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

- types of international and domestic destination products:
 - accommodation
 - activities
 - airfares
 - brochured tour packages
 - cruises
 - entertainment
 - entrance to attractions or sites
 - event management services
 - food, beverage and catering
 - functions
 - incentive tours
 - inclusive products or optional touring products
 - meals
 - meeting or event equipment
 - speaker services
 - special event consumable items

- special items with customer's corporate branding
- specially tailored itineraries
- technical equipment and services
- tour guiding services
- tours
- transfers
- transportation
- travel insurance
- vehicle rental
- venue hire
- sales techniques:
 - opening techniques
 - recognising buying signals
 - strategies to focus customer on specific products
 - selling intangible products
 - selling add-ons and complementary products
 - overcoming customer objections
 - closing techniques
- ethical and legal commitments relating to the sale of tourism products:
 - consumer protection
 - products that breach environmental laws
 - products that are known to cause negative environmental, cultural or social impacts
 - products that breach known or advised customer cultural or religious taboos
 - selling air tickets
- those dealing with Australian-based customers, the general characteristics of the main social and cultural groups in Australian society and the key aspects of their cultural and religious protocols and preferences for tourism products
- those working in inbound tourism, the general characteristics of the main inbound tourist markets and the key aspects of their cultural and religious protocols and preferences for Australian tourism products
- regarding the specific industry sector and organisation:
 - considerations for selling specific products:
 - negotiated costs
 - contractual arrangements
 - preferred supplier or agent arrangements
 - primary components of consumer protection laws that relate to selling tourism products and, organisational responsibility for supplying products as described or substituting suitable products
 - primary components of and actions that must be adhered to by tourism organisations under the Criminal Code Act 1995 for child sex offences outside Australia
- inbound tour operators and guides selling and delivering Queensland-based products:

- primary components of and actions that must be adhered to by tourism organisations under the Queensland Tourism Services Act 2003
- where travel insurance is a product:
 - 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
- formats and inclusions used to present information to customers and, styles that cater for those with special needs.

Assessment Conditions

Skills must be demonstrated in a business operation or activity that sells tourism, travel, hospitality or events products. 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
- internet
- printer
- storage for computer data
- telephone
- specific computerised systems and software programs currently used by tourism, travel, hospitality and events industry operators to:
 - administer travel documents
 - control product inventory
 - control the reservations function for the supply of product
 - facilitate airfare calculations
 - prepare quotations
 - process reservations
 - process event registrations
 - store industry-related and product information
- computerised reservations systems (CRS) currently used in the tourism industry to administer booking and operational functions, book supplier services and maintain accounting records
- 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>