



Australian Government

SITTTSL016 Provide specialist advice on cruises

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop detailed knowledge of cruise operations, products and destinations and to provide information and advice to customers on extended cruise options.

The unit applies to travel and tourism operators, such as travel agencies and tour wholesalers; in particular to those which specialise in the sale of extended domestic and international cruise products. Cruises can include ocean, river, adventure, expedition and niche cruises.

It applies to frontline sales and operations personnel who operate with some level of independence and under limited supervision.

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 outcomes.

1. Source information on cruise operations and trends.

PERFORMANCE CRITERIA

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

- 1.1.Source information on cruise ship design and features, and benefits of modern cruise ships.
- 1.2.Research current and emerging product development and market trends for domestic and international cruises.
- 1.3.Identify cruise industry governance issues that affect customer participation.

2. Develop knowledge of cruise destinations.
 - 2.1. Identify and access information sources for current and accurate information on domestic and international cruise regions and destinations.
 - 2.2. Source information on cruise lines and product diversity within regions, and identify appeal for a diversity of customer types.
 - 2.3. Obtain information on key operational features of cruise destinations.
 - 2.4. Source information on features and benefits of key ports of call of cruise destinations.
 - 2.5. Obtain information on features of turnaround ports for cruise destinations.
3. Develop knowledge of cruise itineraries.
 - 3.1. Obtain and interpret information on cruise itineraries to meet different customer needs.
 - 3.2. Source information on features and benefits of shore excursion options for specific cruises.
 - 3.3. Identify shore excursions operated by cruise line or local agent and evaluate merits of each in meeting the needs of diverse customer types.
 - 3.4. Obtain and interpret information on pre- and post-cruise transportation, accommodation and touring options and packages.
 - 3.5. Interpret jargon or specifications in product information and accurately apply them to sales and booking activities.
4. Research aspects of on-board ship life.
 - 4.1. Identify features and benefits of on-board accommodation options, including location and categories.
 - 4.2. Seek information on food and beverage venues and options, including pre-purchased packages.
 - 4.3. Obtain information on facilities and services available on board.
 - 4.4. Evaluate on-board activities and entertainment options for different types of cruise customers.
 - 4.5. Anticipate customer questions and establish scope of information to service diverse customer types.
5. Provide information and advice on cruise options.
 - 5.1. Accurately identify the specific information and advice needs of the customer.
 - 5.2. Use information when selling to provide targeted advice on features and benefits of cruise products and destinations to promote a positive image of cruises and counter customer purchasing objections.
 - 5.3. Provide appropriate scope and depth of information to meet customer needs.
 - 5.4. Refer customers to current sources of health, safety, visa and regulatory information.

6. Update knowledge of cruise destinations and products.
- 6.1. Use formal and informal research to continually update cruise destination and product knowledge.
 - 6.2. Seek feedback from colleagues and customers on experiences with cruise destinations and products.
 - 6.3. 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 information on cruise destinations, unfamiliar and detailed product information, and complex information about health, safety and regulatory requirements for cruise destinations and operations - research, interpret and sort relevant information.
Oral communication skills to:	- obtain information on cruise operations, destinations and products - identify and qualify the information needs of customers - provide current and accurate advice to meet the destination and product preference needs of customers.
Numeracy skills to:	interpret data on cruise products and services and their application to different customer needs.
Initiative and enterprise skills to:	proactively seek cruise operation, product and destination information to assist with day-to-day sales functions.
Technology skills to:	- use a computer and keyboard - manipulate features of online information systems to search for information - use social media to source current information and communicate with customers.

Unit Mapping Information

No equivalent unit.

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 SITTTSL016 Provide specialist advice on cruises

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:

- obtain and document current, relevant and accurate information for at least four cruise products each in different cruise regions as listed in the knowledge evidence including:
 - itinerary and ports of call
 - cost
 - accommodation categories and locations
 - on-board features and facilities:
 - food and beverage
 - retail outlets
 - entertainment
 - availability of child and family activities
 - fitness, health, beauty and spa services
 - visa requirements, including those for ports of call
- provide tailored domestic or international cruise product information and advice to meet the requests of customers from at least four different customer types in the following list:
 - singles
 - couples
 - families
 - groups
 - special interest
 - retirees
- complete activities 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:

- current and emerging product development and market trends for domestic and international cruises
- basic aspects of cruise industry governance issues that affect customer participation:

- passenger safety and security
- environmental impact practices
- fuel laws
- health and sanitisation policies
- medical facilities
- operational safety practices:
 - bridge access
 - life boats
 - life jackets
 - muster stations
 - securing heavy objects
- responsible conduct of gambling
- responsible service of alcohol
- security
- waste management
- objectives, primary contents and enforcement of the Passenger Bill of Rights
- sources of information on cruise products and destinations:
 - cruise line operators and the use of business development managers
 - local sales agents
 - distribution and marketing networks
 - government tourism authorities
 - social media
- sources of information on current health and safety issues for cruise 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 affecting customer participation in cruise destinations:
 - passport and visa requirements
 - customs and quarantine
- each of the following geographical cruise regions:
 - the Americas
 - Europe
 - Australia, New Zealand, South Pacific and Antarctica
 - Asia and the Indian Ocean:
 - major cruise operators and their product style and target market
 - major turnaround ports
 - main ports of call (cruise itinerary)
 - major shore excursions for the main ports of call
- common objections to purchasing cruise holidays:

- cost
 - sea-sickness
 - feelings of confinement or boredom
 - only for the elderly and rich
- unique features of cruising as a type of holiday
- concept of a cruise ship as a destination and an on-board experience
- key characteristics of:
 - ocean cruises
 - river cruises
 - adventure, expedition and niche cruises
- features and benefits of major types of on-board facilities and services:
 - accommodation locations and categories
 - food and beverage venues
 - retail outlets
 - fitness, health, beauty and spa services
 - entertainment activities
 - kid's clubs and family activities
- features of key ports of call:
 - 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 and natural tourist attractions
 - special features of the host community
 - special regional features
- key maritime terminology, jargon and common abbreviations for cruise products:
 - accommodation types
 - on-board facilities and services
 - operational features of the itinerary
 - operational features of the ship
 - ship specifications
- key operational features of cruises:
 - health and safety issues
 - regulatory issues
 - seasonality
 - visas

- profile of different types of cruise passengers listed in the performance evidence and their cruise product preferences.

Assessment Conditions

Skills must be demonstrated in a tourism or travel business operation that provides advice on and sells cruise products. 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 cruise product and destination information
- current cruise operation, product and destination information found in sales kits, brochures, product manuals, destination marketing organisation information kits, electronic information sources and information databases
- internet and email
- storage for computer data
- telephone
- 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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