



Australian Government

SITTTVL001 Access and interpret product information

Release: 1

SITTTVL001 Access and interpret product information

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to access product information about travel 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 international or domestic products sold by any travel organisation. 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 travel consultants, inbound tour coordinators, reservations sales agents and owner-operators of small travel organisations.

The skills in this unit of competency must be applied in accordance with Commonwealth and State/Territory legislation, Australian standards and industry codes of practice.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Travel

Unit Sector

Tourism

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

PERFORMANCE CRITERIA

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

- | | |
|-----------------------------------|--|
| 1. Access product information. | 1.1. Identify sales or operational need for product information.
1.2. Select suitable method to access sources of product information according to commercial agreements and specific needs.
1.3. Source specific product information to meet sales or operational need. |
| 2. Interpret product information. | 2.1. Read and interpret general and specific details about the product and confirm information meets 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 customer, sales or operational risks that relate to the product.
2.4. Record and store information for future use. |
| 3. Update product knowledge. | 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: | <ul style="list-style-type: none">• research, sort and interpret diverse product information. |
| Writing skills to: | <ul style="list-style-type: none">• prepare notes and basic summaries of information. |
| Oral communication skills to: | <ul style="list-style-type: none">• discuss products with colleagues• question suppliers about product details. |
| Numeracy skills to: | <ul style="list-style-type: none">• 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: | <ul style="list-style-type: none">• locate key information relevant to work requirements. |
| Technology skills to: | <ul style="list-style-type: none">• use a computer and keyboard• manipulate features of online information systems to search for information. |

Unit Mapping Information

Supersedes and is equivalent to SITTTSL002 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>

Assessment Requirements for SITTTVL001 Access and interpret product information

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:

- research and interpret current, relevant and accurate product information in response to at least three different sales or operations related enquiries
- use at least two of the following sources to access product information for the above enquiries:
 - computerised reservations systems (CRS)
 - internet
 - global distribution systems (GDS)
 - government tourism authority information systems
 - organisation-designed information systems
 - principal or supplier of the product
- interpret and correctly use industry terminology and common abbreviations in response to each of the above enquiries for product information
- share and interpret above product information with colleagues
- 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:

- sources of product information and specific product types
- industry accepted terminology, codes and abbreviations for the major categories of tourism and travel products and services
- features and benefits of tourism and travel products
- sales or operational functions which utilise product information in the tourism and travel industry:
 - booking a supplier service for a customer
 - credentials of the service operator in regard to environmental, social and cultural impacts
 - issuing air tickets
 - issuing customer documentation for tourism and travel products or services

- distribution of promotional products
- providing information and advice to customers
- travel add-ons:
 - pre-payment of baggage charges
 - pre-payment of in-flight meals
 - pre-travel seat selection
 - travel insurance
- preparing quotations
- processing financial transactions
- sources of information regarding:
 - government issued travel warning advice for Australian travellers
 - health advisory notices and vaccination information issued by local and international bodies
 - safety advisory information issued by police authorities and emergency service authorities
 - passport and visa requirements
- travel insurance products:
 - 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
- methods to obtain product information:
 - promotional information
 - accessing the internet
 - attending professional development activities
 - contact with other organisations
 - formal study
 - informal discussions with colleagues and customers
 - media
- special jargon or specifications:
 - common abbreviations used in the tourism and travel industries
 - industry terminology and codes
 - use of the 24-hour clock
- risks relating to the sale or operation of tourism and travel products:
 - fluctuations in exchange rates
 - limitations in participation due to:
 - incapacity, age or disability
 - special licence requirements
 - government restrictions
 - non-operation of the product
 - product price increase

- products that cause negative environmental, cultural or social impacts
- safety risk to customer in participating in activities
- seasonal non-availability of the product
- unclear product provision, deposit, payment and cancellation terms and conditions
- unclear product, tax and levy costs.

Assessment Conditions

Skills must be demonstrated in a safe environment, incorporating the use of industry-realistic simulations and scenarios where required.

Assessment must ensure access to:

- computers and information systems currently used by the tourism and travel industries
- sources of information for the tourism and travel industry
- colleagues and suppliers with whom the individual can interact. These can be:
 - colleagues and suppliers 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.

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

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