



Australian Government

SITTTVL003 Provide advice on Australian 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 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.

Domestic destinations and their features can include any sold by a travel organisation. Travel 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 and reservations sales agents.

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

PERFORMANCE CRITERIA

Elements describe the essential outcomes

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

- | | |
|--|---|
| 1. Develop knowledge of Australian destinations. | 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. Update knowledge of Australian destinations. | 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 to gain first-hand information.
2.3. Share updated information with colleagues. |
| 3. Provide information and advice on specific Australian destinations. | 3.1. Identify the specific information and advice needs of the customer.
3.2. 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: | <ul style="list-style-type: none">• interpret information on destinations as well as sometimes complex information about specific health, safety and regulatory issues for Australian destinations. |
| Writing skills to: | <ul style="list-style-type: none">• prepare basic summaries of information. |
| Oral communication skills to: | <ul style="list-style-type: none">• listen to and note specific customer needs, providing a verbal summary of relevant information in response. |
| Learning skills to: | <ul style="list-style-type: none">• 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

Supersedes and is equivalent to SITTTSL004 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 SITTTVL003 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 of different customer types or demographics
- for each of the above customers, provide current, relevant and accurate information on at least five different features of two different Australian tourism destinations
- 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
 - organisation-designed information systems
 - principal or supplier information
 - regional tourism office information systems
 - state and federal government tourism authority information systems
- 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
 - accessing the internet
 - attending professional development activities
 - contact with other organisations
 - formal study
 - informal discussions with colleagues and customers
 - media
- 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
- breadth and depth of Australian destinations including 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 facilities
 - major gateways for and transport networks within the region and destination:
 - airports
 - cruise ports
 - accommodation facilities
 - tourist attractions
- formats and inclusions used to present information to customers, and styles that cater for those with special needs
- different procedures for storing destination information.

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, printers and information programs currently used by the travel industry to store destination information
- current destination and general product information
- internet
- 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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