



Australian Government

SITTTVL011 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 operators, such as travel agencies and tour wholesalers, and 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.

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

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.
- 1.2. Research current and emerging product development and market trends for domestic and international cruises.
- 1.3. Identify cruise industry regulatory issues that affect cruise

operations and 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 appeal 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.

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
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

Supersedes and is equivalent to SITTTSL016 Provide specialist advice on cruises.

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 SITTTVL011 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 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 and breakdowns
 - 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
 - documents and visa requirements
- provide tailored domestic or international cruise product information and advice to meet the requests of customers from at least three of the following different customer types:
 - singles
 - couples
 - families
 - groups
 - special interest
 - retirees
- complete above 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
- health and sanitisation policies
- medical facilities
- operational safety practices
- awareness of responsible conduct of gambling
- awareness of responsible service of alcohol
- security
- waste management
- general objectives and content 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
 - trade associations
- sources of information on regulatory issues affecting customer participation in cruise destinations:
 - passport and visa requirements
 - customs, quarantine and border security requirements
- major cruise operators and their product style, target market, major turnaround ports, main ports of call on cruise itineraries and major shore excursions for the main ports of call for the following geographical cruise regions:
 - the Americas
 - Europe
 - Australia, New Zealand, South Pacific and Antarctica
 - Asia and the Indian Ocean
- responses to common reservations regarding purchasing cruise holidays:
 - cost
 - sea-sickness
 - safety and health
- 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
 - facilities for people with special needs
 - fitness, health, beauty and spa services
 - entertainment activities
 - kid's clubs and family activities
 - other activities
- features of key ports of call
- 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
- how to interpret brochures and deck plans for:
 - accommodation and categories
 - entertainment facilities
 - key ship features.

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 programs currently used by the travel industry
- current cruise operation, product and destination information
- internet
- customers and suppliers with whom the individual can interact. These can be:
 - customers 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, 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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