



Australian Government

Department of Education, Employment and Workplace Relations

SITTTSL005A Sell tourism products and services

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to sell tourism services and products proactively in a range of industry contexts. It requires the ability to provide quality customer service while identifying specific customer needs, suggest a range of products to meet those needs, provide current and accurate product information and close the sale.

The sale of some tourism products and services is subject to specific regulation under several federal and state or territory pieces of legislation. In most States and Territories, organisations that sell air tickets must meet the requirements of relevant state or territory Department or Office of Fair Trading to hold a travel agent's licence.

Any organisation that sells travel insurance to a retail client must meet the requirements of the Financial Services Reform Act (2001). In particular, sales personnel must complete a course delivered by the insurance provider in order to interpret provisions of the insurance policy and provide advice to customers on its purchase.

Any inbound tour operator (ITO), no matter where the business is located, who sells and organises the operation of tours within Queensland is subject to the Queensland Tourism Services Act (2003). ITOs must register with the Queensland Office of Fair Trading. All tour guides residing in any part of Australia are also covered by this law when working in Queensland. ITO business operators and guides do not need to meet any training or certification requirements, however ITOs and guides may be fined if they participate in unconscionable conduct when selling Queensland-based tourism products and services.

This unit covers the sale of any type of tourism product or service to any destination. Therefore, training and assessment must take into account the specific requirements of tourism-related legislation as it applies to selling the product or destination.

Application of the Unit

Application of the unit This unit describes a key sales and operational function for a diverse range of domestic and international tourism and hospitality products and services and applies to the full range of industry sectors. The tourism or hospitality organisation could be a principal (the supplier) or an agent selling products and services on behalf of the principal.

This unit has particular application to those personnel who sell as a key focus of their job role and for whom selling is an essential skill. It applies to frontline sales or operations personnel who operate with some level of autonomy or under limited supervision and guidance from others. It is undertaken by a diverse range of people such as retail travel consultants, corporate consultants, inbound tour coordinators, visitor information officers, account managers for professional conference organisers, event coordinators, tour guides, restaurant managers, banquet coordinators or managers, resort activities coordinators, tour desk officers, reservations sales agents and owner-operators of small tourism businesses.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units This unit must be assessed after the following prerequisite unit:
SITTTSL002A Access and interpret product information.

Employability Skills Information

Employability skills	The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the required performance needed to demonstrate achievement of the element. Where <i>bold italicised</i> text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Identify customer needs.	1.1 Accurately identify specific customer needs and preferences, including cultural needs and expectations. 1.2 Identify any customer requirements which, if met, would breach <i>ethical and legal commitments</i>. 1.3 Establish rapport with the customer to promote goodwill and trust. 1.4 Disclose any <i>fees determined by the organisation</i> to ensure charges for sales and product coordination activities are clearly understood by the customer.
2 Suggest products to meet customer needs.	2.1 Undertake any required research to source information to meet <i>specific customer needs</i>. 2.2 Tailor product options to the customer's specific needs. 2.3 Make any <i>product</i> suggestions according to current organisation promotional focus and any preferred

ELEMENT	PERFORMANCE CRITERIA
	product arrangements where appropriate.
	2.4 Make the customers aware of additional products and options that may enhance their itinerary.
	2.5 Provide all options within the appropriate or agreed timeframe.
	2.6 Present all options in a format and style most appropriate to the particular customer and according to organisation procedures.
3 Provide product information and advice.	3.1 Accurately identify the specific product information and advice needs of the customer.
	3.2 Provide current and accurate product information and advice, including relevant product conditions in a timely manner.
	3.3 Ensure the scope and depth of the information are appropriate to customer needs.
	3.4 Present the information and advice in an appropriate format and style.
	3.5 Clearly explain and promote product features and benefits to the customer.
	3.6 Provide additional information to address customer questions and objections.
	3.7 Select and use techniques at the appropriate time to close the sale with the customer.
	3.8 Identify and act on opportunities to enhance the quality of service to customers.
4 Follow up sales opportunities.	4.1 Where appropriate, make follow-up contact with the customer.
	4.2 Provide any required after sales service according to organisation procedures.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- sales techniques
- fundamental communication techniques, specifically active listening and questioning
- literacy skills to read and interpret the content and format of complex product information documents, including rate schedules and supplier tariff sheets, and sufficient to read plain English documents that relate to legislative requirements of tourism product sales
- writing skills to present product options to the customer, such as in the form of an itinerary
- numeracy skills to calculate any fees that will apply to the sales and related product coordination activities.

The following knowledge must be assessed as part of this unit:

- broad and working knowledge of the principles of selling and sales communication, especially as they relate to intangible products
- broad and working knowledge of the legal liability and implications of consumer legislation and regulations relating to selling tourism products appropriate to the particular industry sector and job role
- special laws relating to the sale of prohibited products and services, e.g. Child Sex Tourism Law
- product knowledge appropriate to the organisation or industry sector
- content and format of product information
- formats and styles of information presentation, including styles that cater for those with special needs (e.g. presenting information in large print or providing information electronically)
- considerations in selling, such as negotiated costs, contractual arrangements or preferred supplier or agent arrangements that may be in place.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

EVIDENCE GUIDE

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- ability to communicate with the customer and correctly interpret the customer's requirements
- ability to apply sales techniques in response to a range of different customer situations
- underpinning product knowledge
- understanding of consumer liability issues
- demonstration of selling skills for multiple products and services and to meet varying customer needs
- project or work activities that show the candidates' ability to sell tourism products and services within the context of the particular industry sector in which they are working or seeking work; for those undertaking generic pre-employment training, assessment must cover a range of industry contexts to allow for a broad range of vocational outcomes
- completion of sales activities within typical workplace time constraints.

Context of and specific resources for assessment

Assessment must ensure:

- demonstration of skills within a fully equipped industry-realistic office environment using appropriate computers, printers, information programs, publications and software programs currently used in the tourism industry to assist the sales function **or** demonstration within the applicable sales environment for the sector, e.g. a conference venue for the Events sector or touring environment for the Guiding and Tour Operations sectors
- interaction with customers to demonstrate selling techniques
- use of relevant and current product information to support the sales process, including brochures, timetables, tariffs and product sales kits.

EVIDENCE GUIDE

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct observation of the candidate using various sales techniques to sell a product or service
- project and role-play activities that allow the candidate to demonstrate selling skills, including sourcing initial and subsequent products to suit changing customer requests and finalising the sale
- written and oral questioning or interview to test knowledge of the consumer regulations that apply and communication principles that underpin sales
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Any related Tourism Sales and Operations units to which this unit has strong links, for example:

- SITTTSL003A Source and provide international destination information and advice
- SITTTSL004A Source and provide Australian destination information and advice
- SITTTSL006B Prepare quotations
- SITTTSL007B Receive and process reservations.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording in the performance criteria is detailed below.

Ethical and legal commitments may relate to the sale of:

- child sex tourism products or services
- products that breach environmental laws
- products that are known to cause negative environmental, cultural or social impacts such:
 - damage to environmentally or culturally sensitive areas or sites
 - disturbance or injury to fauna
 - physical damage to flora
 - introduction of exotic and feral species
 - damage to roads, tracks and fire trails
 - pollution from vehicle emissions and unmanaged waste
 - noise disturbance to the local community
 - trivialisation of culture.

Fees determined by the organisation may include:

- service fee
- transaction fee
- itinerary preparation fee
- visa and passport handling fee
- loyalty program (e.g. frequent flyer) redemption fee
- product booking fee
- amendment, cancellation or reconfirmation fee
- courier fee
- credit card fee
- communication fee.

RANGE STATEMENT

Specific customer needs may relate to:

- preferences of different cultures and nationalities
- family status
- disability
- age
- gender
- available budget
- time available
- special interests.

There is a broad range of products and services sold within the tourism industry, including:

- transportation
- airfares
- travel insurance
- brochured tour packages
- specially tailored itineraries
- inclusive products or optional touring products
- transfers
- accommodation
- entertainment
- tours
- cruises
- hire cars
- entrance to attractions or sites
- tour guiding services
- activities
- meals
- functions
- special items with customer's corporate branding
- venue bookings
- speaker services
- audiovisual services
- meeting or event equipment
- special event consumable items
- catering.

RANGE STATEMENT

Sales:

- may be made for:
 - a single product or service
 - multiple products and services making up a complete itinerary
 - individual customers
 - groups
 - one-off touring arrangements
 - series tours
 - incentive tours
 - meetings
 - conferences
- could be:
 - face-to-face
 - on the phone
 - in writing
 - by fax
 - by email or other electronic transmission
 - related to the sale of a destination
 - related to the sale of a specific product.

Unit Sector(s)

Sector Tourism

Competency field

Competency field Tourism Sales and Operations