



Australian Government

SITTGDE402 Manage extended touring programs

Release 1

SITTGDE402 Manage extended touring programs

Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.0	N Replaces but is not equivalent to SITTGDE005A Manage extended touring programs. Prerequisites removed. Additional requirement in relation to legal, ethical, safety and sustainability issues.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to coordinate touring programs of more than one day's duration. It requires the ability to manage all tour logistics and to solve touring and group member problems. It also requires skills to ensure the ongoing welfare and satisfaction of tour group members and to develop and maintain group cohesion and rapport.

Application of the Unit

This unit applies to the tour operations, inbound tour operations and tour wholesaling sectors, and to the tour managers, tour directors, tour leaders and tour escorts employed by those companies. These individuals may lead extended tours in Australia or overseas, and are responsible for the logistical management of touring programs that usually include multiple destinations. They work independently in the field, within established organisational procedures. When on tour, they take a lead role without supervision, only referring problems to the tourism operator when absolutely necessary.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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| 1. Manage touring arrangements. | 1.1 Manage <i>touring program</i> logistics in a holistic way taking account of <i>legal, ethical, safety and sustainability considerations</i> .
1.2 Conduct touring program according to prearranged itinerary.
1.3 Make forward <i>reconfirmations and bookings</i> progressively.
1.4 Reconfirm or arrange <i>operational details</i> progressively.
1.5 Make <i>adjustments</i> to touring arrangements when required within the scope of individual responsibility.
1.6 Make major adjustments within budget according to <i>controlling office</i> guidelines.
1.7 Maintain ongoing contact with controlling office and forward suppliers as required. |
| 2. Liaise and negotiate with others. | 2.1 Maximise operational efficiency and customer service levels by effective <i>liaison and negotiation</i> with those contributing to program operations.
2.2 Conduct negotiations in a professional manner in the relevant cultural context.
2.3 Select negotiation style appropriate to the circumstance and use negotiation and communication techniques to maximise the chances of an acceptable outcome for all parties.
2.4 Conduct negotiations in the context of the entire touring program to take account of the overall relationship between the organisation and other stakeholders.
2.5 Confirm agreements in writing as required.
2.6 Provide relevant information to the controlling office as required. |
| 3. Develop and maintain group rapport. | 3.1 Develop and maintain a team spirit for the duration of the program.
3.2 Gain the trust and confidence of the group through the demonstration of professional competence and integrity.
3.3 Use leadership and communication skills to foster group cohesion.
3.4 Encourage customer participation and group interaction.
3.5 Identify and assess potential conflict within the group and |

- should conflict arise, take appropriate action to resolve.
4. Solve problems that arise on tour.
- 4.1 Identify and consider **problems** from an operational and customer service perspective in the context of the entire touring program.
 - 4.2 Initiate short term action to resolve immediate problems where appropriate.
 - 4.3 Analyse problems for long term commercial impact and assess and action solutions.
 - 4.4 Present a positive image of the organisation and its contracted suppliers at all times.
 - 4.5 Take responsibility for resolving problems within the scope of individual authority and to ensure customer satisfaction.
 - 4.6 Consult the controlling office to resolve problems outside scope of guidelines and responsibility.
 - 4.7 Take appropriate follow up action to monitor the effectiveness of chosen solutions.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - negotiate potentially complex challenges and changes in touring arrangements
 - provide leadership and facilitate group cohesion
 - work co-operatively with colleagues from a wide range of supplier organisations
- critical thinking skills to evaluate and respond to the impacts of operational situations on the organisation's broader commercial interests
- initiative and enterprise skills to pro-actively create opportunities to enhance the customer touring experience
- literacy skills to:
 - read and interpret tour information
- numeracy skills to:
 - calculate tour component times
 - translate from the 24-hour to 12-hour clock for customer use
 - calculate the cost of changes to itineraries
- planning and organising skills to coordinate multiple and varying logistical tour arrangements
- problem-solving skills to proactively identify and resolve complex operational and service issues including potential customer dissatisfaction and logistical problems
- self-management skills to take responsibility for tour quality and customer satisfaction.

Required knowledge

- ways to manage visits to culturally or environmentally sensitive areas
- responsibilities of tour managers on extended touring programs
- tourism industry supplier networks and interrelationships that impact on the conduct of an extended touring program
- management policies, processes and procedures to be undertaken before, during and at the completion of a tour
- negotiation techniques and their application to different tour managing contexts
- leadership, motivation and communication techniques and their application to different tour managing contexts
- legal, ethical, safety and sustainability considerations in the management of extended touring programs, including:
 - anti-discrimination provisions
 - duty of care
 - minimising waste and conserving resources
 - site-specific safety and security requirements.

Evidence Guide

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

Overview of assessment

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

Evidence of the ability to:

- manage logistical and interpersonal aspects of an extended touring program:
 - of a duration that reflects local industry product and practice
 - of sufficient duration to allow the individual to demonstrate techniques that build group rapport
- ensure the ongoing welfare and satisfaction of group tour members and develop and maintain group cohesion and rapport throughout the touring program
- use effective negotiation and contingency management techniques to deal with the range of practical and people-related problems and issues that arise during the operation of an extended tour
- demonstrate knowledge of the legal, ethical, safety and sustainability considerations for extended touring programs.

Context of and specific resources for assessment

Assessment must ensure use of:

- touring environments that reflect the nature of tours commercially available in the relevant city or region
- real or simulated touring activities
- equipment and resources required for the delivery of tours such as transport, accommodation and venue access
- a group of customers for whom the individual can act as tour manager
- industry-current customer and operational documentation.

Method 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 individual's ability to holistically manage all tour logistics by participating in tours conducted by the individual
- direct observation of the individual's people management, communication and negotiation skills by

participating in tours conducted by the individual

- questioning of group tour members about the individual's clarity of communication, and leadership and motivational skills
- review of tour preparation notes, checklists and tour reports prepared by the individual
- use of case studies and problem-solving activities to assess ability to apply people management and contingency management skills to a range of different touring situations, including emergency situations
- written or oral questioning to assess knowledge of tour management procedures, leadership, motivation and communication techniques and tourism industry networks
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

Guidance information for assessment

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, workplace and job role, for example:

- SITTGDE302 Provide arrival and departure assistance
- SITTGDE304 Prepare and present tour commentaries or activities
- SITTGDE401 Coordinate and operate tours
- SITTTOP403 Operate tours in a remote area.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Types of extended ***touring programs*** may include:

- adventure tours
- camping tours
- cruise programs
- cultural and historical tours
- ecotours
- general sightseeing tours
- pre and post-conference tours.

Legal, ethical, safety and sustainability considerations may relate to:

- trade practices legislation
- licensing and the use of licensed operators
- duty of care
- health and safety requirements
- aspects of sustainability:
 - environmental
 - financial
 - social.

Reconfirmations and bookings may be for any touring product or service component and may include:

- accommodation venues
- airlines
- attractions
- catering providers
- charter airlines
- cruises
- ground transport
- guided tours in attractions and sites
- local tour guides
- optional tours
- restaurants
- retail outlets
- scenic flights
- trains.

Operational details may include:

- check-in and check-out procedures
- customs and immigration procedures and requirements
- documentation preparation
- group currency requirements
- luggage coordination

Adjustments may include:

Controlling office may be:

Liaison and negotiation may be with:

Problems may relate to:

- local touring liaison
- management of passenger travel documentation:
 - airline tickets and vouchers
 - seat allocations or boarding passes
 - travel vouchers
- seat rotation.
- developing alternative routes
- organising new or replacement documentation
- re-booking one or multiples services
- renegotiating cost.
- destination marketing company
- event management organisation
- inbound tour operator
- outbound tour wholesaler
- professional conference organiser
- tour operator.
- airlines
- attractions
- coach drivers
- government authorities, including:
 - land management agencies
 - customs
 - immigration
- hotels
- interpreters
- local guides
- restaurants
- retail locations
- tour leaders accompanying group from home country
- tour operators
- traditional owners.
- customer interpersonal situations:
 - disruptive behaviour
 - group conflict
 - group dissatisfaction
- customer operational situations:
 - late passengers
 - loss of personal valuables and

- documents
- lost luggage
- lost passengers
- missed connection
- passenger robbery
- passenger sickness, injury or death
- environmental conditions:
 - natural:
 - fire
 - flood
 - storm
 - cyclone
 - built:
 - road closures
 - road blockages
- equipment and transportation in contingency situations, e.g. coach breakdown
- itinerary challenges:
 - change in services delivered
 - delays
 - overbooking
 - poor supplier performance
- political issues such as unrest in area of tour.

Unit Sector(s)

Tourism

Competency Field

Guiding