



Australian Government

SITTTSL314 Provide specialist advice on cruises

Release 1

SITTTSL314 Provide specialist advice on cruises

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	New unit.

Unit Descriptor

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.

Application of the Unit

This unit applies to travel and tourism operators such as retail travel agencies and tour wholesalers, in particular to those which specialise in the sale of extended domestic and international cruise products. Cruises can include ocean, river, adventure, expedition or niche cruises. It applies to frontline sales and operations personnel who operate with some level of independence and under limited supervision. This includes retail travel consultants, wholesale operations consultants, and reservations sales agents.

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.

- | | |
|--|--|
| 1. Source information on cruise operations and trends. | 1.1 Read and interpret information on the historical progression of cruising as a type of holiday.
1.2 Source information on the historical progression of cruise ship design and <i>features and benefits of modern ships</i> .
1.3 Research historical, current and emerging product development and market trends for domestic and international cruises.
1.4 Identify cruise industry <i>governance issues</i> that affect customer participation.
1.5 Use information when selling to dispel stereotypical imaging of cruises and handle purchase resistance. |
| 2. Develop knowledge of cruise destinations. | 2.1 Identify and access <i>information sources</i> 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 client appeal for a diversity of customer types.
2.3 Obtain information on key operational features of cruise destinations including seasonality, visa, <i>health, safety and regulatory issues</i> .
2.4 Source information on <i>features and benefits of key ports of call</i> within 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 the 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 a diversity of customer types.
3.4 Obtain and interpret information on pre and post cruise transportation, accommodation and touring options including packages. |

- 3.5 Interpret any jargon or specifications in product information and accurately apply these to sales or booking activities.
- 4. Research aspects of on board ship life.
 - 4.1 Identify the 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 seek scope of information to service a diversity of 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 Promptly provide current and accurate information and targeted customer advice on cruise products and destinations.
 - 5.3 Provide appropriate scope and depth of information to meet customer needs.
 - 5.4 Provide targeted advice on features and benefits of cruise products and destinations to counter purchasing objections.
 - 5.5 Refer customers to current sources of health, safety, visa and regulatory information.
- 6. Update knowledge of cruise destinations and products.
 - 6.1 Use **formal and informal research** to continually update cruise destination and product knowledge.
 - 6.2 Seek feedback from colleagues and customers on experiences with cruise destinations and products.
 - 6.3 Share new or updated product information with colleagues.

Required Skills and Knowledge

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

Required skills

- communication skills including active listening and questioning 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
- initiative and enterprise skills to proactively seek cruise operation, product and destination information to assist with day-to-day sales functions
- learning skills to continuously update knowledge of cruise operations, products and destinations
- literacy skills to:
 - read and interpret information on cruise destinations, unfamiliar and detailed product information and complex information about health, safety and regulatory requirements for cruise destinations and operations
 - research, interpret and sort relevant information
- technology skills to:
 - use a computer and keyboard
 - use online information systems to search for information
 - use social media to source current information and communicate with customers.

Required knowledge

- sources of information on historical progression of cruise holidays and ship design
- current and emerging product development and market trends for domestic and international cruises
- basic aspects of cruise industry governance issues that affect customer participation to include:
 - passenger safety and security
 - responsible conduct of gambling
 - responsible service of alcohol
- objectives, primary contents and enforcement of the Passenger Bill of Rights
- sources of information on cruise products and destinations to include:
 - cruise line operators including 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 to include:

- travel warning advice issued for Australian travellers by the federal government
- health advisory notices and vaccination information issued by local and international bodies
- sources of information on regulatory issues for cruise destinations to include:
 - passport and visa requirements
 - customs and quarantine
- for each of the following geographical cruise regions:
 - the Americas
 - Europe
 - Australia, New Zealand, South Pacific and Antarctica
 - Asia and the Indian Ocean:
 - major cruise operators and their product style and target market
 - major turnaround ports
 - main ports of call (cruise itinerary)
 - major shore excursions for the main ports of call
- common stereotypical and historical images of cruise holidays and common objections to purchasing, including:
 - expensive
 - sea-sickness
 - confining
 - boring
 - only for the elderly and rich
- 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 to include:
 - accommodation locations and categories
 - food and beverage venues
 - retail outlets
 - fitness, health, beauty and spa services
 - entertainment activities
 - kid's clubs and family activities
- key maritime terminology, jargon and common abbreviations for cruise products, including:
 - accommodation types
 - on board facilities and services
 - operational features of the itinerary

- operational features of the ship
- ship specifications
- profile of different types of cruise passengers and their cruise product preferences to include:
 - singles
 - couples
 - families
 - groups
 - special interest
 - retirees.

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:

- source information on historical and current product trends and regulatory issues
- obtain current, relevant and accurate information on cruise products and destinations for each of these regions:
 - the Americas
 - Europe
 - Australia, New Zealand, South Pacific and Antarctica
 - Asia and the Indian Ocean
- access information from a range of sources to include:
 - cruise line operators
 - local sales agents
 - distribution and marketing networks
 - government tourism authorities
- provide tailored domestic and international cruise product and destination information and advice to meet the requests of these different types of customers:
 - singles
 - couples
 - families
 - groups

- special interest
- retirees
- integrate knowledge of:
 - main cruise operators, itineraries, ports of call and shore excursion options for the Americas, Europe, Australia, New Zealand, South Pacific and Antarctica, Asia and the Indian Ocean
 - features and benefits of major types of on board facilities and services
 - regulatory issues for customer participation
- provide information and advice within deadlines determined by the customer.

Context of and specific resources for assessment

Assessment must ensure use of:

- a real or simulated tourism business operation which provides advice on and sells cruise products
- a real or simulated tourism industry environment where cruise information is provided to customers; this can be one of the following:
 - a retail shopfront or mobile sales situation for the retail travel sector
 - a reservations area or call centre for the tour wholesaling sector
 - an office environment as defined in the Assessment Guidelines
- computers, printers and information programs currently used by the tourism industry to store cruise product and destination information
- current cruise operation, product and destination information found within sales kits, brochures, product manuals, destination marketing organisation information kits, electronic information sources and information databases
- customers with whom the individual can interact and to whom they can provide cruise destination advice.

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:

- projects and activities that allow assessment of the individual's ability to:
 - source information on historical and current product trends and regulatory issues
 - obtain current, accurate and relevant cruise product and destination information

- research cruise products and destinations to meet differing customer needs
- direct observation, using role plays, of the individual providing advice to customers
- written or oral questioning to assess knowledge of:
 - information sources for cruise product and destination information
 - main cruise operators, itineraries, ports of call and shore excursion options for the Americas, Europe, Australia, New Zealand, South Pacific and Antarctica, Asia and the Indian Ocean
 - features and benefits of major types of on board facilities and services
 - regulatory issues for customer participation
- 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:

- SITTTSL201 Operate an online information system
- SITTTSL303 Sell tourism products and services
- SITTTSL304 Prepare quotations
- SITTTSL305 Process reservations
- SITTTSL306 Book supplier services
- SITTTSL308 Use a computerised reservation or operations system.

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.

Features and benefits of modern ships may include:

- features:
 - adult only areas and spas
 - alternative dining restaurants
 - atriums

- bars and lounges
- carrousel
- kids clubs
- learning studios
- outdoor movie screens
- recreational activities
- rock climbing wall
- waterslides
- waver rider
- zip liner
- benefits:
 - choice of facilities, entertainment and activities addresses diverse interests and needs e.g. families
 - provide options to:
 - engage in activities to suit a variety of interests
 - try new things
 - variety and choice of facilities, entertainment and activities.

Governance issues may include:

- passenger safety including children's safety
- environmental impact practices
- fuel laws
- health and sanitation policies
- medical facilities
- operational safety practices:
 - bridge access
 - life boats
 - life jackets
 - muster stations
 - securing heavy objects
- Passenger Bill of Rights
- responsible conduct of gambling
- responsible service of alcohol
- security
- waste management.

Information sources may include:

- cruise line operators
- government tourism authorities
- Internet, intranet and extranet
- local sales agents
- organisation designed information systems

Health, safety and regulatory issues may include:

- destination and product libraries
- social media websites.
- current health risks, including diseases, epidemics, and animal or insect infestation
- customs and quarantine
- natural disasters such as fire, flood, tsunami
- political uprisings and civil commotion
- tax free retail sales
- terrorism threats or current acts
- vaccinations
- war.

Features and benefits of key ports of call may include:

- areas of environmental, social or cultural significance or sensitivity
- banking and currency information
- facilities for customers with special needs
- local customs
- local economy
- local facilities
- major cities, towns and tourist areas and precincts
- major gateways for and transport networks within the region and destination
- major tourist attractions:
 - man-made
 - natural
- special features of the host community
- special regional features.

Formal and informal research may involve:

- accessing and reading promotional information, including travel guide books, and product brochures and updates
- accessing the Internet and intranet
- attending professional development activities including:
 - conferences
 - familiarisations
 - product launches
 - promotional seminars
 - trade shows
 - workshops
- contact with other organisations:
 - cruise line operators including the use of business development managers
 - local sales agents

- government tourism offices
- formal study
- informal discussions with colleagues and customers
- liaising with trade and general media
- listening to radio
- personal on-site observation or exploration
- reading trade and general newspapers, books and other references
- watching television, videos and films.

Unit Sector(s)

Tourism

Competency Field

Tourism Sales and Operations