

Training Package	Tourism, Hospitality and Events (SIT07)		HSC Requirements and Advice
Unit title	Receive and process reservations		
Unit code	Competency field	Sector	HSC Indicative Hours
SITTTSL007A	Tourism Sales and Operations	Tourism	25
Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to receive and process reservations for a tourism or hospitality product or service offered for sale to agents or direct to the consumer. It requires the ability to determine the availability of the product or service, offer alternatives, accurately record the reservation details and administer the reservation through to finalisation. This unit does not cover specific selling skills required by reservations or call centre staff, nor does it cover the use of a computerised reservation system to manage reservations. These skills are covered by SITTTSL005A Sell tourism products and services and SITTTSL010A Control reservations or operations using a computerised system.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>		
Prerequisite units	Nil		
Application of the unit	<p>This unit describes a key sales function for a diverse range of domestic and international tourism and hospitality products and services. It applies to those tourism operators who act as principal (the supplier) and who receive and process reservations for the supply of their product or service. This would include airlines, car rental companies, hotels, motels, bed and breakfasts or other accommodation providers, tour operators of any type, outbound tour wholesalers and attractions and theme parks. Reservations personnel may be involved in a direct selling role to the consumer but are very often engaged in selling to some sort of tourism industry agent.</p> <p>Reservations are processed for a particular product or service or for a whole product range and would normally be processed and managed within a computerised system but some small business operators would use a manual system.</p> <p>This unit applies to those frontline sales personnel who operate with some level of autonomy or under limited supervision and guidance from others and is undertaken by people such as reservations sales agents, reservations consultants, call centre consultants, booking officers and owner-operators of small tourism businesses.</p>		
Employability skills	The required outcomes described in this unit of competency contain applicable facets of employability skills. The <i>Employability Skills Summary</i> of the qualification in which this unit of competency is packaged will assist in identifying employability skill 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 this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Context of and specific resources for assessment	Methods of assessment	Assessing employability skills
<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • ability to make accurate reservations according to established systems and procedures and within typical workplace time constraints • ability to receive and process multiple reservations in response to multiple customer requests covering a range of tourism products and services and ideally as a component of integrated work activity • understanding of the different sources of reservations and the industry interrelationships that apply • project or work activities that show the candidate's ability to receive and process reservations 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. 	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> • demonstration of skills within a fully equipped industry-realistic office environment using appropriate telephones, computers and printers • access to a computerised or manual reservations system currently used by tourism and hospitality industry operators to control the reservations function for the supply of their product or service • use of industry current reservations documentation. 	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • direct observation of the candidate receiving and processing reservations • evaluation of integrated activities completed by the candidate, including sourcing information on products, selling products, providing quotations and issuing documents • evaluation of reservations documentation and booking data generated by the candidate • activities to assess ability to process differing types of reservations, including booking, retrieving and amending a series of bookings • written and oral questioning or interview to test knowledge of the principles underpinning reservations procedures and the relationships between different sectors of the tourism industry • review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate. <p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> • SITTTSL005A Sell tourism products and services • SITTTSL006A Prepare quotations • SITTTSL010A Control reservations or operations using a computerised system. 	<p>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.</p> <p>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.</p>

Required Skills and Knowledge		HSC Requirements and Advice
This section describes the essential skills and knowledge and their level, required for this unit.		
<p>The following skills must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • verbal and written use of the 24-hour clock and ability to translate for customers • verbal and written use of reservation jargon, system and product codes • literacy skills to read and interpret reservation information such as customer files, customer requests and complex product and costing information • writing skills to create customer files and succinctly document complex customer requests and any conditions specifically applicable to reservations • numeracy skills to prepare and present reservation statistics. 	<p>The following knowledge must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • In-depth product knowledge appropriate to the specific industry sector and product being sold • reservations and bookings terminology • relationships between different sectors of the tourism industry that relate to reservations, including sources of reservations • working knowledge of the principles underpinning the particular reservations system in use. 	<p>Key Terms and Concepts</p> <ul style="list-style-type: none"> • customer details • customer profile • customers • financial status • general and specific customer requirements • product/service knowledge • requests • reservation details • reservation documentation • reservation/booking.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
1 Receive reservation request.	1.1 Determine the availability of the requested reservation and advise this to <i>customer</i> .	<p>The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. <i>Bold italicised</i> wording in the performance criteria is detailed below.</p> <p><i>Customers</i> may be:</p> <ul style="list-style-type: none"> • industry customers, e.g. retail travel consultants and inbound tour companies or operators • end users of the service, i.e. the consumer. 	<p>Learning experiences for the HSC must address:</p> <p>Types of customers including:</p> <ul style="list-style-type: none"> • industry customers <ul style="list-style-type: none"> - retail travel consultants - inbound tour companies or operators • end users of the service <ul style="list-style-type: none"> - the consumer • customers with routine or special requests • people from a range of social, cultural and ethnic backgrounds • people with disabilities. <p>Awareness of the importance of effective, positive and efficient customer service.</p> <p>Reservations for:</p> <ul style="list-style-type: none"> • individuals • groups • very important persons (VIPs) • conference delegates • corporations/companies. <p>An awareness of procedures to deal with and respond to reservations made by a variety of methods including:</p> <ul style="list-style-type: none"> • phone • facsimile • mail • face-to-face • internet. <p>A knowledge of basic information required to be able to check availability including:</p> <ul style="list-style-type: none"> • guest name • date of arrival and departure (length of stay) • number of people travelling • type of accommodation required • market segment <ul style="list-style-type: none"> - individual - travel agent - company - group booking - inbound tour company.

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			<p>An understanding of the value of obtaining additional information including:</p> <ul style="list-style-type: none"> • address (including postcode) • telephone contact number • contact name • estimated time of arrival • mode of transport • intended method of payment • special requests/requirements. <p>Establishing preferences, needs and expectations for a range of different customers through:</p> <ul style="list-style-type: none"> • active listening • using open, closed and reflective questions • observation and recognition of nonverbal signs. <p>Matching preferences, needs and expectations with the most suitable product or service by knowing customer and product/services.</p> <p>Workplace/organisation policy and procedures relating to:</p> <ul style="list-style-type: none"> • selling products and services • refunds • customers with special requirements. <p>Knowledge of selling techniques including:</p> <ul style="list-style-type: none"> • up-selling <ul style="list-style-type: none"> - advising customer of information on alternative products and services that may result in them taking a more expensive product with benefits to both the workplace/company/store and the customer • top down <ul style="list-style-type: none"> - describing benefits from the most expensive down • offering alternatives <ul style="list-style-type: none"> - providing information on a range of products and services and asking for customer's preference • suggestive selling <ul style="list-style-type: none"> - providing information regarding additional services and products to customer

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			<ul style="list-style-type: none"> - add-on and complementary selling • selling benefits to customer - highlighting benefits of particular products and services to match customer needs. <p>An awareness of workplace/organisation systems used to check reservation availability including:</p> <ul style="list-style-type: none"> • manual (density chart/CRC) • computerised reservation systems.
	1.2 Offer alternatives if the requested booking is not available, including waitlist options.		<p>Learning experiences for the HSC must address:</p> <p>An awareness of alternatives that may be offered to guests including:</p> <ul style="list-style-type: none"> • different dates • different room type • waitlist options.
	1.3 Answer enquiries regarding costs and other product features.		<p>Learning experiences for the HSC must address:</p> <p>An awareness of the type of product knowledge employees receiving and processing reservation should be aware of including:</p> <ul style="list-style-type: none"> • room types and rates • market segments and appropriate rates • promotional packages • enterprise facilities and services. <p>An awareness of a range of different types of bookings, their rates and particular features including:</p> <ul style="list-style-type: none"> • rack • corporate • government • inbound • group package • special package • promotional. <p>Effective verbal communication including:</p> <ul style="list-style-type: none"> • appropriate language • clear voice • audible volume • courteous tone • active listening

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			<ul style="list-style-type: none"> • asking questions or rephrasing to clarify or confirm understanding.
2 Record details of reservation.	2.1 Accurately record <i>customer details</i> against their <i>reservation</i> in a manner that ensures correct interpretation by others who may access the reservations details.	<p><i>Customer details</i> may be recorded using:</p> <ul style="list-style-type: none"> • a computer file • a manual file. <p><i>Reservation:</i></p> <ul style="list-style-type: none"> • may be made by: <ul style="list-style-type: none"> - phone - facsimile - mail - face to face - internet • may be for: <ul style="list-style-type: none"> - individuals - groups - VIPs - conference delegates. 	<p>Learning experiences for the HSC must address:</p> <p>An awareness of the type of information to be recorded including:</p> <ul style="list-style-type: none"> • basic information • additional information • guest profile. <p>Knowledge of procedures to record reservations onto workplace/organisation computer system using correct industry format including:</p> <ul style="list-style-type: none"> • use of 24-hour clock • format of name • common abbreviations used <ul style="list-style-type: none"> - estimated time of arrival (ETA) - estimated time of departure (ETD) - special requests (dependent on computer system in operation) - guaranteed booking (Gtd) - method of payment (MOP). <p>Opportunity to process information onto workplace/organisation computer system.</p> <p>The importance of recording information that is:</p> <ul style="list-style-type: none"> • clear • legible • accurate • concise • appropriate in the use of industry terminology. <p>An awareness of the importance of maintaining privacy and security when processing guest/delegate/participant registration information.</p>
	2.2 Check for and make use of <i>customer profile</i> or history, if available, and use information to assist in making the reservation and enhancing customer service.	<p><i>Customer profiles</i> may include:</p> <ul style="list-style-type: none"> • full name and title • address • phone, fax, email and other communication methods • special requirements 	<p>Learning experiences for the HSC must address:</p> <p>Techniques for establishing guest's profile or history during initial reservation procedures including:</p> <ul style="list-style-type: none"> • full name and title • address

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		<ul style="list-style-type: none"> • amount of business generated by the customer • usual method of payment. 	<ul style="list-style-type: none"> • phone, fax, email and other communication methods • special requirements • amount of business generated by the customer • usual method of payment. <p>A basic awareness of the <i>Privacy Act 1988</i> (Cth) including:</p> <ul style="list-style-type: none"> • information privacy principles • national privacy principles.
	<p>2.3 Clearly record any special requests according to organisation requirements.</p>		<p>Learning experiences for the HSC must address:</p> <p>An awareness of systems in place to ensure special requests are recorded and acted upon prior to guest arrival.</p> <p>Knowledge of types of special requests including:</p> <ul style="list-style-type: none"> • room <ul style="list-style-type: none"> - type - view - position - special features • early check in/late check out • additional services <ul style="list-style-type: none"> - sparkling wine/fruit baskets - airport transfers - booking restaurants - booking babysitters. <p>An awareness of additional charges associated with special requests.</p>
	<p>2.4 Confirm all details of the booking with the customer and ensure that they understand and agree to all details.</p>		<p>Learning experiences for the HSC must address:</p> <p>An awareness of information to be supplied and confirmed to guest including:</p> <ul style="list-style-type: none"> • room rate • guaranteed bookings procedures • enterprise check-in time • enterprise release time • cost for additional services

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	2.5 File the reservation in a manner that ensures easy access by others and according to organisation procedures.		<ul style="list-style-type: none"> • acceptable methods of payment and procedures including policy for: <ul style="list-style-type: none"> - cash on arrival - establishing line of credit - payment by cheque - credit cards accepted by enterprise. <p>Learning experiences for the HSC must address:</p> <p>Knowledge of workplace/organisation manual and electronic systems for filing reservations and associated documentation including by:</p> <ul style="list-style-type: none"> • date of arrival • alphabetical order.
	2.6 Prepare and issue <i>documents</i> and other material to the customer according to requirements of the specific reservation.	<p><i>Documents</i> issued to customers may include:</p> <ul style="list-style-type: none"> • invoices • credit notes • receipts • service vouchers • confirmation letters • information packs. 	<p>Learning experiences for the HSC must address:</p> <p>Knowledge of reservation documentation issued to guests including:</p> <ul style="list-style-type: none"> • confirmation letter • invoice • receipt for advance deposit payment • service voucher • information package • credit note. <p>Procedures for checking, correcting and dispatching reservation documentation:</p> <ul style="list-style-type: none"> • electronic • manual.
3 Update reservations.	3.1 <i>Update the financial status of the reservation</i> accurately and according to organisation procedures.	<p><i>Updating the financial status of the reservation</i> may include:</p> <ul style="list-style-type: none"> • receiving, processing and recording payments • generating and issuing invoices and credit notes for changed reservations • checking and recording that the reservation has been fully paid. 	<p>Learning experiences for the HSC must address:</p> <p>Procedures to update the financial status of reservations including:</p> <ul style="list-style-type: none"> • receiving, processing and recording payments <ul style="list-style-type: none"> - deposit - extras including minibar - full payment • generating and issuing <ul style="list-style-type: none"> - invoices - credit notes for changes • processing and checking that customer has fully paid.

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	3.2 Receive, process and record any amendments to or cancellations of reservations according to customer request and organisation procedures.		<p>Learning experiences for the HSC must address:</p> <p>An awareness of workplace/organisation policy and procedures for handling amendments or cancellations to reservations including:</p> <ul style="list-style-type: none"> • locating original reservation • making appropriate alterations or cancelling reservation in system • amending or cancelling any associated special requests.
4 Advise others on reservation details.	4.1 Communicate <i>general and specific customer requirements and reservation details</i> to appropriate departments and colleagues.	<p><i>General and specific customer requirements and reservation details</i> may include:</p> <ul style="list-style-type: none"> • special requests • timing details • special needs • payment arrangements • information of a style of customer, e.g. special interest group or VIP status • details of other services being used. 	<p>Learning experiences for the HSC must address:</p> <p>An awareness of a range information regarding customer requirements to be communicated to other departments including:</p> <ul style="list-style-type: none"> • special requests • timing details • special needs • payment arrangements • information of a style of customer <ul style="list-style-type: none"> - special interest group - VIP • details of other services being used. <p>Relevant departments including:</p> <ul style="list-style-type: none"> • concierge/bell desk • housekeeping • food and beverage • sales and marketing. <p>Procedures to compile and distribute customer reports to relevant departments to ensure specific customer requests are completed prior to customer arrival.</p> <p>Awareness of workplace/organisation policy relating to workplace information including:</p> <ul style="list-style-type: none"> • acceptable use • confidentiality • privacy • security.

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	4.2 Compile and provide accurate and relevant reservation statistics on request.		<p>Learning experiences for the HSC must address:</p> <p>Procedures for producing reservation reports for relevant departments including:</p> <ul style="list-style-type: none"> • occupancy report <ul style="list-style-type: none"> - projected - actual • market mix.