

Training Package	Tourism, Hospitality and Events (SIT07)		HSC Requirements and Advice
Unit title	Source and provide Australian destination information and advice		
Unit code	Competency field	Sector	HSC Indicative Hours
SITTTSL004A	Tourism Sales and Operations	Tourism	25
Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to source and provide information and advice for Australian destinations, including general product information such as what types or styles of product can the destination offer. The unit requires the ability to identify appropriate information sources and research destinations in order to develop, update and maintain a general destination knowledge base relevant to the industry sector and job role.</p> <p>More specific and detailed product knowledge is covered in SITTTSL002A Access and interpret product information. Selling skills are covered in SITTTSL005A Sell tourism products and services.</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 and operational function for a diverse range of Australian tourism products and services and applies to the full range of industry sectors.</p> <p>Tourism operators within Australia such as retailers, tour wholesalers and inbound tour operators would cover multiple Australian destinations. Visitor information centres and some tour operators would specialise in one region. The range and depth of destination knowledge required will vary according to the industry sector, workplace and job role. This unit does not require an in depth knowledge of every Australian destination sold by every style of tourism operator but focuses on the ability to collect and interpret destination information to fulfil a particular sales or operational need.</p> <p>The unit applies to frontline sales and 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 visitor information officers, retail travel consultants, corporate consultants, inbound tour coordinators, account managers for professional conference organisers, event coordinators, tour guides, hotel guest relations officers, tour desk officers, reservations sales agents and owner–operators of small tourism businesses.</p> <p>Because of the broad industry application of this unit and the variances in the essential general knowledge base, it is critical that assessment is contextualised to meet the requirements of the specific industry sector, local tourism industry operations and the particular needs of the job role. Providers of pre employment training programs must cover a broad range of destination knowledge in order to provide a choice of vocational outcomes. Funding and hours allocated to training must reflect the breadth and depth of knowledge required.</p>		
Employability skills	<p>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.</p>		

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 research current, relevant and accurate information on Australian tourism destinations and the styles of product offered in those destinations • knowledge of current industry information networks and sources • ability to source and provide tailored Australian destination information and advice in response to multiple customer requests covering a range of Australian tourism destinations; the breadth of destination knowledge required to provide advice to customers will vary according to the industry sector and workplace • project or work activities that show the candidates' ability to source and provide Australian destination information and advice 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 • sourcing and providing information and advice within typical workplace time constraints and the deadlines determined by the customer. 	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> • demonstration of skills within a fully equipped industry realistic office environment using appropriate publications, computers, printers and information programs currently used in the tourism industry to store tourism related information 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 and involvement of customers to whom destination and general product advice can be given • access to sources of destination and general product information such as sales kits, brochures, product manuals, supplier or destination marketing organisation information kits, electronic information sources and information databases. 	<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 sourcing current information and providing advice to customers • evaluation of integrated activities completed by the candidate, including sourcing information on Australian destinations, selling products, providing quotations and issuing documents • case studies and problem solving activities to assess ability to respond to different customers • destination research activities for different customer scenarios • written and oral questioning or interview to test knowledge of information sources and key destination information • 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"> • SITTTSL001A Operate an online information system • SITTTSL005A Sell tourism products and services • SITTTSL006A Prepare quotations • SITTTSL007A Receive and process reservations • SITTTSL008A Book and coordinate supplier services. 	<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"> • basic research skills • communication skills to identify the information needs of customers and to seek and provide feedback on Australian destinations; specifically actively listening, questioning and verbal summary of information • literacy skills to source, read and interpret general information on destinations and complex information of specific health, safety and regulatory issues that relate to Australian destinations. 	<p>The following knowledge must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • general sources of information on regions and destinations • industry information networks • understanding of the ways in which customers seek 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) • sources of information on current health and safety issues for the destination, including weather information, health advisory notices issued by the federal and state or territory government health departments and safety advisory information issued by federal and local police authorities and emergency service authorities • ways that individuals update their knowledge in the tourism industry • breadth of Australian destination knowledge appropriate to the sector or specific workplace; pre vocational assessment must include coverage of all Australian States and Territories, the major regions and destinations found within • for each destination, the depth of knowledge must cover: <ul style="list-style-type: none"> – key information on geographical features of the destination, including destination location, climate and seasonal factors of the destination the its region and major geographic features of the destination and its region – key information on cultural and related features of the destination, including major cities, towns and tourist areas and precincts; major, man-made tourist attractions; major gateways for and transport networks within the destination and its region; and very basic understanding of the history and cultural aspects of the host community, including cultural mix. 	<p>Key Terms and Concepts</p> <ul style="list-style-type: none"> • formal and informal research • general types of products on offer at a destination • health and safety information • industry information networks and sources • information and advice for Australian destinations • information sources • key information on destination geographical features • source and provide information • storage of destination information.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
<p>1 Develop knowledge of Australian destinations.</p>	<p>1.1 Identify and access <i>information sources</i> with current and accurate information on Australian destinations.</p>	<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>Sources of destination information</i> may include:</p> <ul style="list-style-type: none"> • destination and product library • internet and intranet • state and federal government tourism authority information systems • regional tourism office information systems. 	<p>Learning experiences for the HSC must address:</p> <p><i>This unit of competency requires students to develop knowledge in relation to Australian tourism destinations in all states and territories and all major regions and destinations within each state and territory. Students are required to apply knowledge and skills relating to Australian destination information to cover a range of industry contexts.</i></p> <p>Basic research skills for:</p> <ul style="list-style-type: none"> • identifying relevant information • quotation techniques to obtain information • sorting, summarising and presenting information. <p>An understanding of sources of destination information including:</p> <ul style="list-style-type: none"> • trade product publications • product updates and launches • trade seminars • trade and general media • formal training • familiarisations • internet/intranet/extranet • newspapers • brochures • personal experience • experience of colleagues • local government areas (LGA) and local tourism authorities (LTA) • state and federal government tourism authority information systems <ul style="list-style-type: none"> - Tourism Australia (TA) - Tourism New South Wales • regional tourism office information systems <ul style="list-style-type: none"> - database - website. <p>How to access and validate sources of information on Australian destinations.</p>

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	1.2 Obtain information on <i>features of the Australian destination</i> and the general style of tourism products available.	<p><i>Features of the Australian destination</i> may include:</p> <ul style="list-style-type: none"> • major cities, towns and tourist areas and precincts • major man-made tourist attractions • major gateways for and transport networks within the region and destination • history • local economy • local customs • special regional features • cultural elements • special features of the host community • local facilities, including banking and public facility information • facilities for customers with special needs. 	<p>Learning experiences for the HSC must address:</p> <p>An understanding of the difference between a region and a destination.</p> <p>An awareness of the features of all major tourism destination regions in each Australian state and territory.</p> <p>A detailed knowledge of at least one major region and destination in each state and territory including:</p> <ul style="list-style-type: none"> • cultural and related features of the destination • geographic features • local facilities and attractions <p>Knowledge of sources of information relating to health and safety issues for destinations including:</p> <ul style="list-style-type: none"> • weather information • safety advisory information.
	1.3 Obtain <i>key information on geographical features and current health and safety features</i> of the Australian destination.	<p><i>Key information on geographical features</i> must include:</p> <ul style="list-style-type: none"> • location of the destination and the region in which it is located • climate and seasonal factors of the destination and its region • major geographic features of the destination and its region. <p><i>Key information on current health and safety features</i> may include:</p> <ul style="list-style-type: none"> • any current health risks, including diseases, epidemics, and animal or insect infestation • terrorism threats or current acts • weather disasters or threats of bad weather, e.g. fire, flood and storm. 	<p>Knowledge of any health or safety risks prevalent at the destination including:</p> <ul style="list-style-type: none"> • health risks <ul style="list-style-type: none"> – marine bites/stings – dangerous animals, eg sharks, crocodiles • weather threats or disasters <ul style="list-style-type: none"> – extreme weather such as cyclones, rain, storms, floods – bushfires – natural disasters – intense sun • acts of terrorism or unrest <ul style="list-style-type: none"> – actual – threats. <p>Knowledge of key organisations issuing health and safety information for destinations including:</p> <ul style="list-style-type: none"> • federal and state/territory health department • federal and local police authorities.
	1.4 Identify and obtain <i>general information on different tourism products</i> available to meet different customer needs.	<p><i>General information on different tourism products:</i></p> <ul style="list-style-type: none"> • may include: <ul style="list-style-type: none"> – styles of product available within the destination 	<p>Learning experiences for the HSC must address:</p> <p>An understanding of the way tourism products are classified including:</p> <ul style="list-style-type: none"> • type of product

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		<ul style="list-style-type: none"> - seasonal availability of product - location of product within the destination • may be found in: <ul style="list-style-type: none"> - brochures - e brochures - sales kits - supplier information kits - product manuals - advertising flyers. 	<ul style="list-style-type: none"> • seasonal availability • location within the destination. <p>Knowledge of types of tourism products including:</p> <ul style="list-style-type: none"> • accommodation • events • attractions • tours • visitor services • transportation. <p>Knowledge of the sources of general product information including:</p> <ul style="list-style-type: none"> • product launches • sales kits • supplier/destination marketing information kits • brochures • product manuals • electronic sources <ul style="list-style-type: none"> - websites - e-brochures • advertising flyers/advertisements • information databases. <p>Knowledge of the differing needs, preferences and expectations of a range of customers.</p>
	<p>1.5 Record and <i>store destination information</i> for future use according to organisation systems.</p>	<p><i>Storage of destination information</i> may include:</p> <ul style="list-style-type: none"> • card reference systems • files and notes of particular destinations • files and notes for specific touring routes or locations • files and notes for specific styles of customer group • computerised database of information. 	<p>Learning experiences for the HSC must address:</p> <p>Workplace/organisation policies and procedures for storing and accessing information including:</p> <ul style="list-style-type: none"> • creating and indexing resources • maintaining electronic or hard copy backups • updating files and resource information • locating resources/filing systems • confidentiality and privacy • security. <p>Knowledge of storage systems including:</p> <ul style="list-style-type: none"> • card file • database • brochure racks • compactus.

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			<p>An understanding of filing classifications including:</p> <ul style="list-style-type: none"> • alphabetical • numerical • geographical • chronological • subject • key word. <p>An understanding of the need for information to be updated and accurate to maintain the integrity of the system.</p>
<p>2 Update knowledge of Australian destinations.</p>	<p>2.1 Use <i>formal and informal research</i> to update destination and general product knowledge.</p>	<p><i>Formal and informal research</i> may include:</p> <ul style="list-style-type: none"> • informal discussions with colleagues • undertaking formal study • accessing and reading promotional information, including travel guide books, and product brochures and updates • liaising with trade and general media • attending product launches • attending promotional seminars • direct contact with other organisations, • including suppliers, principals and tourist information offices • familiarisations • accessing the internet and intranet • personal on-site observation or exploration • organising information from own memory and experiences • watching television, videos and films • listening to radio • reading newspapers, books and other references. 	<p>Learning experiences for the HSC must address:</p> <p>Knowledge of types of research including:</p> <ul style="list-style-type: none"> • formal <ul style="list-style-type: none"> - primary - secondary • informal. <p>Basic research skills for:</p> <ul style="list-style-type: none"> • identification of relevant information • questioning techniques to obtain information • sorting, summarising and presenting information.
	<p>2.2 Seek feedback from colleagues and customers on experience with Australian destinations and provide this to other organisations where appropriate.</p>		<p>Learning experiences for the HSC must address:</p> <p>Types of feedback including:</p> <ul style="list-style-type: none"> • positive • negative • constructive.

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			<p>Sources of feedback including:</p> <ul style="list-style-type: none"> • feedback forms • follow-up emails • focus groups • call centres • internet message boards/chat rooms • industry familiarisations (famils) • message boards • trade seminars. <p>Communication and listening skills including:</p> <ul style="list-style-type: none"> • active listening • questioning • nonverbal communication. <p>How to elicit and interpret feedback.</p> <p>Assessing the validity of feedback and judging the value of referring this information to other organisations.</p> <p>An understanding of the importance of disseminating feedback/information to colleagues and other organisations through a variety of channels including:</p> <ul style="list-style-type: none"> • direct mail • trade seminars • corporate websites/e-newsletters • one-on-one communication • team meetings.
	<p>2.3 Share updated information with colleagues according to organisation procedures.</p>		<p>Learning experiences for the HSC must address:</p> <p>An understanding of the value of sharing and updating information including:</p> <ul style="list-style-type: none"> • maintaining professionalism • promoting products and services • meeting work goals • improving customer service • positive work relations.
<p>3 Provide information and advice on Australian destinations.</p>	<p>3.1 Accurately identify the specific information and advice needs of the customer.</p>		<p>Learning experiences for the HSC must address:</p> <p>Effective verbal and nonverbal communication.</p>

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	<p>3.2 Provide a range of current and accurate destination and general product information and advice in a timely manner and according to organisation procedures.</p>		<p>The importance of communicating in language that is:</p> <ul style="list-style-type: none"> • clear • concise • purposeful • correct • courteous • culturally sensitive. <p>Communication skills to enable quality customer service:</p> <ul style="list-style-type: none"> • listening actively to what the customer is communicating • providing an opportunity for the customer to confirm their request • questioning to clarify and confirm customer needs • seeking feedback from the customer to confirm understanding of needs • summarising and paraphrasing to check understanding of customer message • using appropriate body language. <p>Establishing customer preferences, needs and expectations through:</p> <ul style="list-style-type: none"> • active listening • using open, closed and reflective questions • observing and recognising nonverbal signs. <p>A range of customers with different needs, preferences and expectations.</p> <p>Matching preferences, needs and expectations with the most suitable product or service by knowing customer and product/services.</p> <p>Establishing the scope and depth of the information required by the customer through:</p> <ul style="list-style-type: none"> • questioning and active listening techniques • summarising and clarifying customer needs • recording details as necessary. <p>Establishing good customer service practices including:</p> <ul style="list-style-type: none"> • knowledge of destination information

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			<ul style="list-style-type: none"> • prompt response to customer enquiries • language that is targeted to the specific customer • friendly and courteous manner • positive gestures and body language • solutions-oriented approach.
	3.3 Refer customers to current sources of <i>health and safety information</i> .	<i>Health and safety information</i> may include: <ul style="list-style-type: none"> • health advisory notices issued by federal and state or territory government health departments • safety advisory information issued by federal and local police authorities and emergency service authorities. 	
	3.4 Ensure that the scope and depth of the information are appropriate to customer needs.		
	3.5 Present the information and advice in an appropriate format and style		<p>Learning experiences for the HSC must address:</p> <p>An understanding of the advantages and disadvantages of presenting information in a variety of ways including:</p> <ul style="list-style-type: none"> • written • verbal • nonverbal • gestures. <p>Knowledge of a variety of methods and mediums for presenting information to customers including styles that cater to individuals with special needs.</p>