

Training Package	Tourism, Hospitality and Events (SIT07)		HSC Requirements and Advice
Unit title	Access and interpret product information		
Unit code	Competency field	Sector	HSC Indicative Hours
SITTTSL002A	Tourism Sales and Operations	Tourism	20
Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to access and interpret specific details about tourism products correctly and accurately. This unit does not cover detailed interpretation of airfare information which is covered by a range of other Tourism Sales and Operations units.</p> <p>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.</p> <p>No occupational licensing 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 domestic and international tourism and hospitality products and services and applies to the full range of industry sectors.</p> <p>The range of product knowledge required and the application of that information will vary according to the industry sector, workplace and job role. This unit does not require an in depth knowledge of every product but focuses on the ability to collect and interpret any sort of tourism product information to fulfil any sales or operational need.</p> <p>The unit 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 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, 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.</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 access and interpret information on different categories of tourism products, ideally as a component of integrated work activity and to meet the different needs of multiple customers • knowledge of product terminology and procedures • project or work activities that show the candidates' ability to access and interpret product information 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 • accessing and interpreting product information within typical workplace time constraints. 	<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 or operational environment for the sector, e.g. a conference venue for the Events sector or touring environment for the Guiding and Tour Operations sectors • access to sources of product information such as sales kits, brochures, timetables, tour schedules, product manuals, supplier information kits, electronic information sources, information databases and computerised reservations systems. 	<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"> • evaluation of integrated activities completed by the candidate which may include sourcing information on destinations, selling products, providing quotations and issuing documents • case studies to assess ability to obtain current, accurate and relevant product information for particular purposes and contexts • evaluation of product research activities and information presentations • review of product options prepared by the candidate to meet differing customer needs • written and oral questioning or interview to test knowledge of the sources of product information and various product features • review of portfolios of evidence and third party workplace reports of on the job performance by the candidate. 	<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 • literacy skills to read and interpret complex product information, including terms and conditions of their sale • writing skills to summarise information. 	<p>The following knowledge must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • sources of tourism product information and specific product types • major categories of tourism products and services • industry terminology and common abbreviations in relation to major product categories • specific legal issues relating to the interpretation of different types of tourism products. 	
		<p>Key Terms and Concepts</p> <ul style="list-style-type: none"> • access and interpret product information • common abbreviations • product risks • product terminology • tourism products and services

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
1 Identify and access product information.	1.1 Identify and access sources of <i>product</i> information.	<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>Products</i> and services offered within the tourism industry are diverse and may include:</p> <ul style="list-style-type: none"> • transportation • transfers • accommodation • entertainment • tours • cruises • entrance to attractions or sites • travel insurance • tour guiding services • activities • meals • functions • special items with customer's corporate branding • special events • venue facilities • convention facilities • speaker services • audiovisual services • meeting or event equipment <ul style="list-style-type: none"> - special event consumable items • food, beverage and catering • currency and banking services. 	<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 products. Students are required to apply knowledge and skills relating to Australian tourism products to cover a range of industry contexts.</i></p> <p>A knowledge of the wide range of products and services within the tourism industry including:</p> <ul style="list-style-type: none"> • transportation <ul style="list-style-type: none"> - coach services - rail networks - vehicle rentals - air transportation - shipping/cruising - transfers • tour packages <ul style="list-style-type: none"> - land - cruise - special interest • travel advice, support and assistance <ul style="list-style-type: none"> - insurance - banking/currency facilities - passport and visa - travellers cheques - driving permits/licences - medical and health - tour guiding • meetings and conventions <ul style="list-style-type: none"> - facilities - equipment - consumable items - corporate branding - speakers - special events • hospitality <ul style="list-style-type: none"> - meet and greet services - accommodation - food and beverage • entertainment <ul style="list-style-type: none"> - attractions - sites

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			<ul style="list-style-type: none"> - sightseeing - entertainment facilities - recreational facilities - event/entrance tickets - guided tours. <p>An understanding of the overall process of providing information to clients including:</p> <ul style="list-style-type: none"> • respond to client's initial request for product information and advice • source, access and interpret product information • prepare quotation • book and confirm client reservation/sale • process deposit and final payment • issue tickets/vouchers • monitor supplier arrangements.
	1.2 Select appropriate <i>sources</i> according to organisation policy, commercial agreements and specific needs.	<p>Sources of product information may include:</p> <ul style="list-style-type: none"> • principal or supplier of the product • product library • internet, intranet and extranet • organisation-designed information systems, eg inventory control database • state and federal government tourism authority information systems • international government tourism authority information systems • centralised reservations system (CRS) • global distribution system (GDS). 	<p>Learning experiences for the HSC must address:</p> <p>Sources of product and service information including:</p> <ul style="list-style-type: none"> • information, reservations and distribution systems • principal or supplier of the product • product library • internet, intranet and extranet • organisation-designed information systems • tourism authorities <ul style="list-style-type: none"> - local community - state government - federal government - overseas government.
	1.3 Source <i>specific product information</i> to meet the <i>particular sales or operational need</i> .	<p>Specific product information may be found in</p> <ul style="list-style-type: none"> • brochures • e-brochures • timetables • tariff sheets • confidential tariffs • sales kits • supplier information kits • product manuals • advertising flyers • manufacturer specifications. 	<p>Learning experiences for the HSC must address:</p> <p>Sources of specific product information including:</p> <ul style="list-style-type: none"> • brochures/flyers • e-brochures • product manuals • timetables/schedules • tariff sheets • confidential tariff contracts • internet product sites • product DVDs and CD-ROMs • sales kits

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		<p><i>Particular sales or operational need</i> may include:</p> <ul style="list-style-type: none"> • providing destination and specific product information and advice • selling tourism products to the customer • preparing quotations • booking and coordinating a supplier service for the customer • receiving and processing a reservation from a customer • processing financial transactions • issuing customer travel documentation • issuing crew documentation, eg operational or technical itineraries • organising functions • processing and monitoring meeting or event registrations • purchasing promotional products • hiring special equipment. 	<ul style="list-style-type: none"> • supplier information kits • manufacturer specifications. <p>A range of sales and operational work activities which require specific product information including:</p> <ul style="list-style-type: none"> • selling products/services to customers • preparing quotations • booking and coordinating a supplier service • receiving and processing a reservation or registration • processing financial transactions • issuing documentation • organising meetings and events. <p>Opportunities to source, access and interpret a range of specific tourism product/service information to meet the needs of a range of customers.</p>
2 Interpret product information.	2.1 Interpret general information and apply this to meet the particular sales or operational need.		
	2.2 Interpret <i>specific details about the product</i> and accurately apply this information to meet the particular sales or operational need.	<p><i>Specific details about the product</i> may include:</p> <ul style="list-style-type: none"> • costs, tariffs and rates • additional taxes and levies imposed • currency applied to the cost • terms, conditions and rules • scheduling information • product codes • booking procedures • point of departure • route taken • point of conclusion or disembarkation • touring inclusions and exclusions • technical specifications for audiovisual and other meetings and events equipment • specifications for products to be branded with corporate details. 	<p>Learning experiences for the HSC must address:</p> <p>An understanding of specific product details that may be applicable for a range of tourism products and services including:</p> <ul style="list-style-type: none"> • product validity and availability • departure date • point of departure • conclusion/disembarkation point • schedules and timetables • special offers or promotional discount • gross and net cost per person • currency in which the cost is priced • tariffs/rates • seasonal price variation • price inclusions and exclusions • applicable tax(es) • optional or add-on offer • product code(s)

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	<p>2.3 Interpret any <i>special jargon or specifications</i> in product information and accurately apply these to meet the particular sales or operational need.</p>	<p><i>Special jargon or specifications</i> may include:</p> <ul style="list-style-type: none"> • industry terminology • common abbreviations used in the tourism industry • use of the 24 hour clock • technical capacity of equipment. 	<ul style="list-style-type: none"> • booking conditions and legal obligations • cancellation or amendment procedure • deposit and final payment conditions <p>Learning experiences for the HSC must address:</p> <p>Industry terminology and jargon including:</p> <ul style="list-style-type: none"> • 24-hour clock • phonetic alphabet • 3-letter city codes • 2-letter operator codes • product codes • product specifications • common abbreviations in the tourism industry. <p>Industry-accepted abbreviations and codes including:</p> <ul style="list-style-type: none"> • confirmed (KK) • waitlisted (WL) • need (NN) • request (RQ) • ticketing time limit (TTL) • free of charge (FOC) • passenger (PAX) • passenger name record (PNR) • very important person (VIP) • Australian dollar (AUD).
	<p>2.4 Identify and assess any customer, sales or operational <i>risks that relate to the product</i> and apply these to meet the particular sales or operational need.</p>	<p><i>Risks that relate to the product</i> may include:</p> <ul style="list-style-type: none"> • product price increase • fluctuations in exchange rates • unclear product, tax and levy costs • unclear product provision, deposit, payment and cancellation terms and conditions • seasonal non-availability of the product • non-operation of the product (eg cancelled tour departure) • safety risk to customer in participating in touring activities, eg with adventure activities • limitations in participation due to incapacity, eg age, disability or special licence requirements, such as driver's licence or SCUBA licence. 	<p>Learning experiences for the HSC must address:</p> <p>A knowledge of product-related risks including:</p> <ul style="list-style-type: none"> • product price increase • fluctuations in exchange rates • terms and conditions • ambiguous product, tax and levy costs • seasonal factors affecting availability • non-operation of the product/service • safety risks associated with activities • special requirements for participation in activities.