

Training Package	Tourism, Hospitality and Events (SIT07)		HSC Requirements and Advice
Unit title	Sell tourism products and services		
Unit code	Competency field	Sector	HSC Indicative Hours
SITTTSL005A	Tourism Sales and Operations	Tourism	20

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to sell tourism services and products proactively in a range of industry contexts. It requires the ability to provide quality customer service while identifying specific customer needs, suggest a range of products to meet those needs, provide current and accurate product information and close the sale.</p> <p>The sale of some tourism products and services is subject to specific regulation under several federal and state or territory pieces of legislation. In most States and Territories, organisations that sell air tickets must meet the requirements of relevant state or territory Department or Office of Fair Trading to hold a travel agent's licence.</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>Any inbound tour operator (ITO), no matter where the business is located, who sells and organises the operation of tours within Queensland is subject to the Queensland Tourism Services Act (2003). ITOs must register with the Queensland Office of Fair Trading. All tour guides residing in any part of Australia are also covered by this law when working in Queensland. ITO business operators and guides do not need to meet any training or certification requirements, however ITOs and guides may be fined if they participate in unconscionable conduct when selling Queensland based tourism products and services.</p> <p>This unit covers the sale of any type of tourism product or service to any destination. Therefore, training and assessment must take into account the specific requirements of tourism related legislation as it applies to selling the product or destination.</p>
Prerequisite units	<p>This unit must be assessed after the following prerequisite unit:</p> <ul style="list-style-type: none"> • SITTTSL002A Access and interpret product information.
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. The tourism or hospitality organisation could be a principal (the supplier) or an agent selling products and services on behalf of the principal.</p> <p>This unit has particular application to those personnel who sell as a key focus of their job role and for whom selling is an essential skill. It 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 retail travel consultants, corporate consultants, inbound tour coordinators, visitor information officers, account managers for professional conference organisers, event coordinators, tour guides, restaurant managers, banquet coordinators or managers, resort activities coordinators, tour desk officers, reservations sales agents and owner-operators of small tourism businesses.</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 communicate with the customer and correctly interpret the customer's requirements • ability to apply sales techniques in response to a range of different customer situations • underpinning product knowledge • understanding of consumer liability issues • demonstration of selling skills for multiple products and services and to meet varying customer needs • Project or work activities that show the candidates' ability to sell tourism products and services 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 • completion of sales activities 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 computers, printers, information programs, publications and software programs currently used in the tourism industry to assist the sales function 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 customers to demonstrate selling techniques • use of relevant and current product information to support the sales process, including brochures, timetables, tariffs and product sales kits. 	<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 using various sales techniques to sell a product or service • project and role play activities that allow the candidate to demonstrate selling skills, including sourcing initial and subsequent products to suit changing customer requests and finalising the sale • written and oral questioning or interview to test knowledge of the consumer regulations that apply and communication principles that underpin sales • 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.</p> <ul style="list-style-type: none"> • any related Tourism Sales and Operations units to which this unit has strong links, for example: <ul style="list-style-type: none"> – SITTSL003A Source and provide international destination information and advice – SITTSL004A Source and provide Australian destination information and advice – SITTSL006A Prepare quotations – SITTSL007A Receive and process reservations. 	<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"> • sales techniques • fundamental communication techniques, specifically active listening and questioning • literacy skills to read and interpret the content and format of complex product information documents, including rate schedules and supplier tariff sheets, and sufficient to read plain English documents that relate to legislative requirements of tourism product sales • writing skills to present product options to the customer, such as in the form of an itinerary • numeracy skills to calculate any fees that will apply to the sales and related product coordination activities. 	<p>The following knowledge must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • broad and working knowledge of the principles of selling and sales communication, especially as they relate to intangible products • broad and working knowledge of the legal liability and implications of consumer legislation and regulations relating to selling tourism products appropriate to the particular industry sector and job role • special laws relating to the sale of prohibited products and services, e.g. Child Sex Tourism Law • product knowledge appropriate to the organisation or industry sector • content and format of product information • formats and styles of information presentation, including styles that cater for those with special needs (eg presenting information in large print or providing information electronically) • considerations in selling, such as negotiated costs, contractual arrangements or preferred supplier or agent arrangements that may be in place. 	
		<p>Key Terms and Concepts</p> <ul style="list-style-type: none"> • after sales service • ethical and legal commitments • fees • legislation • products • sales techniques • specific customer needs • terms and conditions.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
1 Identify customer needs.	1.1 Accurately identify specific customer needs and preferences, including cultural needs and expectations.	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>Learning experiences for the HSC must address:</p> <p>An understanding of customer expectations of tourism personnel including:</p> <ul style="list-style-type: none"> • good communication and interpersonal skills • up-to-date product knowledge • excellent personal presentation • consistency • attention to detail • the ability to rectify issues of dissatisfaction • prompt service. <p>Quality service including:</p> <ul style="list-style-type: none"> • definition of customer-focused service • characteristics of quality service • customer service skills including: <ul style="list-style-type: none"> - meeting customer requirements - handling customer requests and complaints - developing rapport - promoting suitable products and services • responsibilities of the organisation and staff for service • contribution of staff behaviour to quality customer service • importance of quality customer service to the tourism industry. <p>Types of customers including:</p> <ul style="list-style-type: none"> • new or repeat • external or internal • customers with routine special needs/requests • people from a range of social, cultural and ethnic backgrounds • people with disabilities. <p>An understanding of the difference between customer preferences, needs and expectations.</p> <p>An understanding that customer preferences, needs and expectations are influenced by a range of factors including:</p> <ul style="list-style-type: none"> • cultural • family status

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
			<ul style="list-style-type: none"> • gender • socioeconomic status • age • personality • areas of interest • time available. <p>The importance of respecting cultural differences and adopting a sensitive approach.</p> <p>A knowledge of customer buying motives:</p> <ul style="list-style-type: none"> • emotional • rational. <p>An understanding that customer needs are determined by asking a range of open and closed questions.</p> <p>Range of customers with different needs, preferences and expectations.</p> <p>Receiving requests and enquiries through:</p> <ul style="list-style-type: none"> • telephone • workplace forms (paper or electronic) • electronic mail • face-to-face • facsimile. <p>An understanding of:</p> <ul style="list-style-type: none"> • different methods of approaching the customer <ul style="list-style-type: none"> - greeting - merchandise - service • timing of approaches • opening techniques. <p>Effective verbal communication including:</p> <ul style="list-style-type: none"> • appropriate language • clear voice • audible tone • courteous tone • active listening • asking questions or rephrasing to clarify or confirm understanding. <p>Knowledge of paper-based and electronic means for recording customer requests/enquiries.</p>

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
	1.2 Identify any customer requirements which, if met, would breach <i>ethical and legal commitments</i> .	<p><i>Ethical and legal commitments</i> may relate to the sale of:</p> <ul style="list-style-type: none"> • child sex tourism products or services • products that breach environmental laws. 	<p>Learning experiences for the HSC must address:</p> <p>A basic understanding of current legislative and regulatory requirements including:</p> <ul style="list-style-type: none"> • Trade Practices Act 1974 (Cth) (as amended) • Fair Trading Act 1987 (NSW) (as amended) • Crimes (Child Sex Tourism) Act 1994 (Cth) (as amended) • industry codes of practice. <p>An awareness of the existence of child sex products or services in overseas countries and the need to ensure that assistance is not provided to customers seeking overseas travel for this purpose.</p> <p>A broad and working knowledge of the legal liability and implications of consumer legislation and regulations relating to selling tourism products appropriate to the particular industry sector and job role.</p> <p>A knowledge of tourism products and services that may breach environmental laws.</p>
	1.3 Establish rapport with the customer to promote goodwill and trust.		<p>Learning experiences for the HSC must address:</p> <p>Appropriate forms of address in communication with customers of different age groups, gender and cultural backgrounds.</p>
	1.4 Disclose any <i>fees determined by the organisation</i> to ensure charges for sales and product coordination activities are clearly understood by the customer.	<p><i>Fees determined by the organisation</i> may include:</p> <ul style="list-style-type: none"> • service fee • transaction fee • itinerary preparation fee • visa and passport handling fee • loyalty program (eg frequent flyer) redemption fee • product booking fee • amendment, cancellation or reconfirmation fee • courier fee • credit card fee • communication fee. 	<p>Learning experiences for the HSC must address:</p> <p>A knowledge of any fees that may be passed on to the customer including:</p> <ul style="list-style-type: none"> • service • transaction • itinerary preparation • visa and passport handling • loyalty program • product booking • amendment, cancellation or reconfirmation • courier • credit card.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
2 Suggest products to meet customer needs.	2.1 Undertake any required research to source information to meet <i>specific customer needs</i> .	<p><i>Specific customer needs</i> may relate to:</p> <ul style="list-style-type: none"> • preferences of different cultures and nationalities • family status • disability • age • gender • available budget • time available • special interests. 	<p>Learning experiences for the HSC must address:</p> <p>Basic research skills:</p> <ul style="list-style-type: none"> • identification of relevant information • questioning techniques to obtain information • sorting, summarising and presenting information. <p>Knowledge of sources of product/service information including:</p> <ul style="list-style-type: none"> • internet, intranet and extranet • colleagues, supervisor/team leader and/or manager • 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. <p>Identification and understanding of a range of tourism products and services available to customers.</p>
	2.2 Tailor product options to the customer's specific needs.		<p>Learning experiences for the HSC must address:</p> <p>Matching the preferences, needs and expectations of customers through:</p> <ul style="list-style-type: none"> • consultative selling • focusing customer on specific product/service • identification of customer needs (needs analysis) <ul style="list-style-type: none"> - functional - psychological • building a relationship with the customer • awareness of customer demographics <ul style="list-style-type: none"> - age - gender - families - individual customer - corporate customer - lifestyle - income

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
			<ul style="list-style-type: none"> - customer with special needs - international customer • knowing your product or service <ul style="list-style-type: none"> - features - benefits <ul style="list-style-type: none"> ▪ rational ▪ emotional. <p>Sales approaches and appropriate situations for their use including:</p> <ul style="list-style-type: none"> • face-to-face • over the telephone • online. <p>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 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 custom - add-on and complementary selling • selling benefits to customer <ul style="list-style-type: none"> - highlighting benefits of particular products and services to match customer needs.
	<p>2.3 Make any product suggestions according to current organisation promotional focus and any preferred product arrangements where appropriate.</p>	<p>There is a broad range of products and services sold within the tourism industry, including:</p> <ul style="list-style-type: none"> • transportation • airfares • travel insurance • brochured tour packages • specially tailored itineraries • inclusive products or optional touring 	<p>Learning experiences for the HSC must address:</p> <p>A basic awareness of the range of products and services available within the tourism industry including:</p> <ul style="list-style-type: none"> • transport • attractions • accommodation • tours

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
		<ul style="list-style-type: none"> products • transfers • accommodation • entertainment • tours • coach/train • cruises • hire cars • entrance to attractions or sites • tour guiding services • activities • meals • functions • special items with customer's corporate branding • venue bookings • speaker services • audiovisual services • meeting or event equipment • special event consumable items • catering. 	<ul style="list-style-type: none"> • entertainment • conventions • cruises • services • destination <p>Knowledge of ecotourism options.</p> <p>Knowledge of workplace/company product and service range.</p>
	2.4 Make the customers aware of additional products and options that may enhance their itinerary.		<p>Learning experiences for the HSC must address:</p> <p>A knowledge of possible add-ons and extras including:</p> <ul style="list-style-type: none"> • travel insurance • bike/car hire • bus/rail pass • airport transfer • meal plan • pre-booked day tour • ticket for sporting/cultural event.
	2.5 Provide all options within the appropriate or agreed timeframe.		
	2.6 Present all options in a format and style most appropriate to the particular customer and according to organisation procedures.		<p>Learning experiences for the HSC must address:</p> <p>Knowledge of methods of providing information to customers including:</p>

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
			<ul style="list-style-type: none"> • email • telephone • facsimile • letter • face-to-face.
3 Provide product information and advice.	3.1 Accurately identify the specific product information and advice needs of the customer.		
	3.2 Provide current and accurate product information and advice, including relevant product conditions in a timely manner.		<p>Learning experiences for the HSC must address:</p> <p>A knowledge of a range of product information and advice including:</p> <ul style="list-style-type: none"> • product features and benefits • deposit requirements • booking conditions • cancellations and amendment conditions/fees • inclusions/exclusions • validity of prices.
	3.3 Ensure the scope and depth of the information are appropriate to customer needs.		
	3.4 Present the information and advice in an appropriate format and style.		
	3.5 Clearly explain and promote product features and benefits to the customer.		
	3.6 Provide additional information to address customer questions and objections.		<p>Learning experiences for the HSC must address:</p> <p>Common causes of customer dissatisfaction and complaints Customer objections including:</p> <ul style="list-style-type: none"> • price • time • product and service characteristics • dissatisfaction with <ul style="list-style-type: none"> - service - product.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
	<p>3.7 Select and use techniques at the appropriate time to close the <i>sale</i> with the customer.</p>	<p>Sales:</p> <ul style="list-style-type: none"> • may be made for: <ul style="list-style-type: none"> - a single product or service - multiple products and services making up a complete itinerary - individual customers - groups - one off touring arrangements - series tours - incentive tours - meetings - conferences • could be: <ul style="list-style-type: none"> - face to face - on the phone - in writing - by fax - by email or other electronic transmission - related to the sale of a destination - related to the sale of a specific product. 	<p>Handling difficult customers.</p> <p>A range of strategies for overcoming customer objections.</p> <p>Learning experiences for the HSC must address:</p> <p>Understanding of procedures for payment options and record relevant information on file.</p> <p>Calculations related to cash transactions.</p> <p>Typical sales documentation including:</p> <ul style="list-style-type: none"> • invoices • credit notes • stock/inventory/price lists • order forms • financial transaction dockets/slips.
	<p>3.8 Identify and act on opportunities to enhance the quality of service to customers.</p>		
<p>4 Follow up sales opportunities.</p>	<p>4.1 Where appropriate, make follow up contact with the customer.</p>		<p>Learning experiences for the HSC must address:</p> <p>An understanding of the value of after-sales service to:</p> <ul style="list-style-type: none"> • determine customer satisfaction • make or close a sale (if not already achieved) • provide an opportunity to offer additional products/ services. <p>Procedures to review personal sales outcomes including:</p> <ul style="list-style-type: none"> • analysis <ul style="list-style-type: none"> - statistical - comparative

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
			<ul style="list-style-type: none"> • feedback <ul style="list-style-type: none"> - customer - supervisor • personal evaluation. <p>An understanding of:</p> <ul style="list-style-type: none"> • the importance of sales performance appreciation • strategies to improve future sales.
	4.2 Provide any required after sales service according to organisation procedures.		<p>Learning experiences for the HSC must address:</p> <p>Provision of after-sales service in accordance with organisation/workplace policy.</p>