

Training Package	Tourism, Hospitality and Events (SIT07)		HSC Requirements and Advice
Unit title	Source and package tourism products		
Unit code	Competency field	Sector	HSC Indicative Hours
SITTPPD003A	Planning and Product Development	Tourism	20

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to source and package tourism products to meet the needs of particular markets or customers. It requires the ability to create, tailor and cost packages that may include complex itineraries or a wide range of products. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p> <p>The unit builds on the more operational skills found in the Tourism Sales and Operations units, such as:</p> <ul style="list-style-type: none"> • SITTTSL006A Prepare quotations • SITTTSL008A Book and coordinate supplier services. <p>Negotiating with suppliers for any product component is covered in SITXMGT006A Establish and conduct business relationships.</p> <p>This unit does not cover the ability to participate in the strategic development of the organisation's product range. SITTPPD001A Research, assess and develop tourism products, takes a more strategic focus to product development and covers the high-level market research and analysis function of product planning.</p>
Prerequisite units	<p>This unit must be assessed after the following prerequisite unit:</p> <ul style="list-style-type: none"> • SITTTSL006A Prepare quotations.
Application of the unit	<p>This unit describes the product planning function for a diverse range of tourism and hospitality packaged products and services and applies to the full range of industry sectors.</p> <p>The unit applies to the development of new or enhanced packaged tourism products. It describes the generic tourism product packaging process that applies to the development of any style of packaged product for the domestic or international customer and covering any Australian or international destination.</p> <p>The unit has particular application to inbound and outbound tour wholesalers and to tour operators. Tour operators might source and package tourism products and services for a range of different products, e.g. brochured touring products, incentive and special interest groups and series tours.</p> <p>The sourcing and packaging of tourism products and services involves complex itinerary planning, costing and operational coordination. This unit applies to senior tourism and hospitality industry personnel who operate with some level of autonomy or under limited supervision and guidance from others. These roles would include product development coordinator, senior tour coordinator, senior inbound tour coordinator, incentive account manager, account manager for a professional conference organiser, senior operations consultant or manager for a tour operator and owner-operators of any type of tourism business.</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 proactively source, package and match destinations and products that meet the needs of specific customers or markets • ability to develop and cost practical programs that meet both customer needs and organisation business requirements • ability to source and package multiple programs in response to multiple customer needs or organisational requests covering a range of tourism products and services • project or work activities that show the candidates' ability to source and package 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 • project or work activities conducted over a commercially realistic period of time so that all aspects of the packaging process can be assessed • completion of product or program costings that meet the deadlines determined by the customer and the organisation. 	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> • that the candidate has accessed a fully equipped industry-realistic office environment using appropriate computers, communication technology, software and information programs and publications currently used in the tourism industry to facilitate the processes involved in sourcing, packaging and costing tourism products • access to current tourism industry destination and product information sources, especially information about appropriate product match • access to an operation for which tourism products or programs would be developed or access to comprehensive and sufficient information about that tourism operation and its market base to allow the candidate to fully develop appropriate packaged products or programs • use of relevant and current product information to support the costing process, e.g. brochures, tariffs, product sales kits and supplier contracts. 	<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"> • project activities to develop packaged tourism products or programs in conjunction with an industry operator • project activities to develop packaged tourism products or programs for the training college or local community • review of completed product costing and pricing structures for specific packaged products or programs • case studies to assess the candidate's ability to research and meet the needs of customers or markets with differing product preferences and requirements • written and oral questioning or interview to test knowledge such as structure of the tourism industry, tourism industry interrelationships, distribution networks, mark-up and commission structures • 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"> • SITTTSL002A Access and interpret product information • SITTTSL003A Source and provide international destination information and advice • SITTTSL004A Source and provide Australian destination information and advice. 	<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

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills **must** be assessed as part of this unit:

- basic research skills to obtain general information on destinations, product base within the destination and customer or market product preferences and requirements
- ability to assess research findings and match destinations and products to meet the needs of the specific customer or market
- literacy skills to read and interpret documents, such as:
 - customer requests
 - organisational documents that outline the range of current products and style
 - complex supplier component product information, including contracts and costs
 - information obtained on customer or market product preferences and requirements
- writing skills to document complex product information, programs and pricing structures, including the specific applicable conditions
- numeracy skills to calculate complex costing components and a range of different commission and mark-up structures.

The following knowledge **must** be assessed as part of this unit:

- detailed knowledge of the tourism industry, including structure and interrelationships, tourism industry networks and information sources
- industry information or destination marketing networks and their value in conducting research for the packaging process
- in-depth destination and product knowledge appropriate to the specific tourism or hospitality industry sector and components to be included in the product or program
- in-depth knowledge of customer or market product preferences and requirements
- negotiated cost of supply and contractual arrangements with suppliers
- key principles and elements of calculating complex packaged product costings and pricing structures
- in-depth knowledge of distribution and marketing networks, especially those involved in distributing the proposed tourism product or program
- industry commission or mark-up procedures and rates appropriate to the particular sector and the varying organisations within the distribution network
- industry practices in packaging products and presenting pricing structures appropriate to different sectors, including:
 - different costing options, e.g. per person, room or group; all inclusive; and ground content only
 - typical package styles for different markets or customer types
- broad and working knowledge of legal and consumer protection issues that relate to packaging products or programs and to the products covered by the costing.

Element	Performance Criteria	Range Statement
1 Source component products.	1.1 Identify product objectives in consultation with appropriate colleagues and customers.	<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>Customer or consumer market to be serviced</i> may include:</p> <ul style="list-style-type: none"> • domestic tourists travelling within Australia • international tourists travelling within Australia (inbound) • Australians travelling internationally (outbound) • groups • individuals • leisure travellers • business travellers • those travelling on incentive tours • conference delegates • event participants • special interest groups, including: <ul style="list-style-type: none"> – educational groups – sporting groups • customers or groups of a particular cultural background. <p><i>Research</i> may include:</p> <ul style="list-style-type: none"> • desk research • personal contact with tourism authorities, product suppliers or distribution network • destination or site inspection. <p><i>Component products and services</i> to be packaged might include:</p> <ul style="list-style-type: none"> • accommodation • transport, such as air, rail, bus or coach, and shipping • hire car • entrances to attractions, museums, events and exhibits • food, beverage and catering • entertainment • tours • cruises • conference facilities • tour guiding services • activities • meals • functions
	1.2 Identify and determine destination and product preferences and requirements of <i>customer or consumer market to be serviced</i> .	
	1.3 Identify and <i>research</i> potential destinations and <i>component products and services</i> using appropriate methods.	

Element	Performance Criteria	Range Statement
		<ul style="list-style-type: none"> • special items with customer corporate branding • venue hire • speaker services • audiovisual services • meeting or event equipment • special event consumable items.
	1.4 Assess destination and product details relating to market or customer suitability, including costs, availability or accessibility, features and benefits, product match to preferences and requirements, and profit potential.	
	1.5 Select destinations and products based on research conducted.	
2 Package component products.	2.1 Develop packaged products or programs to meet the <i>requirements of specific customers or markets</i> .	<p><i>Requirements of specific customers or markets</i> may relate to:</p> <ul style="list-style-type: none"> • budget • product or service preferences and requirements • time constraints • cultural issues • integration into a wider touring, event or sporting program.
	2.2 Combine and integrate program components to create maximum value and saleability within nominated constraints.	
	2.3 Make agreements with suppliers according to organisation profit and other requirements and confirm in writing in line with organisation procedures.	
	2.4 Cost programs using appropriate technology to take account of key financial factors, including: <ul style="list-style-type: none"> • full range of commission or mark-up structures that would apply to each organisation involved in the distribution network for the product • desired profit margin for the packaged product • application of appropriate mark-up to achieve a profitable selling price • any additional taxes, <i>special fees and other charges</i> • any applicable exchange rate implications. 	<p><i>Special fees and other charges</i> may include:</p> <ul style="list-style-type: none"> • service fee • transaction fee • itinerary preparation fee • visa and passport handling fee • loyalty program (e.g. frequent flyer) redemption fee • product booking fee • amendment fee • cancellation fee • reconfirmation fee • courier fee

Element	Performance Criteria	Range Statement
		<ul style="list-style-type: none"> • credit card fee • communication fee.
	2.5 Document the product or program and pricing structures clearly to include full details of all inclusions, exclusions and add-ons and present to colleagues or customers.	
	2.6 Review and adjust products or programs and pricing structures in response to feedback from customers or colleagues.	
	2.7 Check and incorporate legal requirements.	
	2.8 Present final details of products or programs to appropriate colleagues or customers for approval prior to finalisation of operational or marketing details and within required timeframes.	