

Training Package	Tourism (THT02)	HSC Requirements and Advice
Title:	Source and provide destination information and advice	
Unit Code	Unit Descriptor:	HSC Indicative Hours:
THTSOP02B	This unit deals with the skills and knowledge required to source and provide destination information and advice including general product information (eg what types of product the destination can offer). More specific and detailed product knowledge is covered in the unit THTSOP03B Access and interpret product information and selling skills are covered by the unit THTSOP04B Sell tourism products and services. This unit may be applied in a domestic or international context and is relevant for staff across multiple tourism sectors. The essential knowledge base for this unit will vary according to the tourism sector and local industry needs, and it is vital that any training take account of these. Funding and hours allocated to training must reflect the breadth and depth of knowledge required to meet the requirements of specific industry sectors and local tourism industry employers.	55

Essential Knowledge and Skills to be Assessed	Critical Aspects of Assessment	Context of Assessment and Resource Implications	Assessment Methods	HSC Requirements and Advice
<p>The following knowledge and skills must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • sources of information on destinations • knowledge of industry information networks • fundamental research skills • ways that individuals update their knowledge in the tourism industry, including Internet • understanding of the ways in which customers seek information • destination knowledge as appropriate to the sector or specific workplace. 	<p>Evidence of the following is critical:</p> <ul style="list-style-type: none"> • ability to research current, relevant and accurate information on tourism destinations and the styles of product offered in those destinations • knowledge of current industry information networks and sources. 	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> • demonstration of skills in sourcing and providing destination information and advice to meet multiple and different customer needs (ideally as a component of integrated work activity). • demonstration of skills within a fully-equipped industry-realistic office environment using appropriate computers, printers, information programs and publications • sourcing and provision of information and advice within timeframes and constraints that reflect typical industry practice. 	<p>Assessment methods must be chosen to ensure that the skills required to source and provide a range of destination information and advice can be practically demonstrated. Methods must include assessment of knowledge as well as assessment of practical skills.</p> <p>The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • direct observation of the candidate providing advice to customers • evaluation of integrated activities completed by the candidate (may include destinations, products, quotations and ticketing) • case studies/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 destination features • review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate 	<p>Key Terms and Concepts</p> <ul style="list-style-type: none"> • channels of communication • customer information needs • customer service • destination features • effective communication • familiarisations (famils) • feedback • formal research • informal research • information storage systems • local area (LGA/LTA) • primary research • product information • product launch • product type • regional destination • secondary research • sources of information • tourism authority information system • town • trade seminars.
		<p>Linkages with Other Units</p> <p>This unit has strong linkages to the range of Sales and Office Operations units. It underpins effective performance in a range of sales and operational activities and combined training and assessment is strongly recommended. Depending on the industry sector or enterprise context, this unit could be assessed with:</p>		

		Linkages with Other Units		
		<ul style="list-style-type: none"> • THTSOP01B Operate an automated information system • THTSOP04B Sell tourism products and services • THTSOP05B Prepare quotations • THTSOP06B Receive and process reservations • THTSOP07B Book and co-ordinate supplier services • THTSOP09B Process non air documentation • THTSOP15B Process and monitor meeting/event registrations 		

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
<p>1 Develop destination knowledge</p>	<p>1.1 Identify and access information sources for current and accurate information on destinations.</p>	<p>This unit applies to all tourism industry sectors and enterprises where advice on destinations is provided to customers. The following explanations identify how this unit may be applied in different workplaces, tourism sectors and circumstances.</p> <p>The range of destination knowledge required to provide advice to customers will vary according to the industry sector and workplace. Training organisations should ensure the tailoring of this knowledge to meet the specific needs of the target group. For example, in a retail travel context both domestic and international knowledge would be required. Providers of pre-employment training programs should elect to cover a broad range of destination knowledge in order to provide a choice of vocational outcomes.</p> <p>Destination knowledge may include:</p> <ul style="list-style-type: none"> • major tourist areas • geographic features • history • local economy • local customs • special regional features • cultural elements • special features of the host community • appropriate health and safety considerations • climate and seasonal factors • local facilities • banking, currency information • facilities for customers with special needs. <p>Sources of destination information may include:</p> <ul style="list-style-type: none"> • destination and product library of the enterprise • Internet • state government tourism authority information systems • national government tourism authority information systems • international government tourism authority information systems. 	<p>Learning experiences for the HSC must address:</p> <p>Destination knowledge including:</p> <ul style="list-style-type: none"> • major tourist areas • geographic features • history • local economy • local customs • special regional features • cultural elements • special features of the host community • appropriate health and safety considerations • climate and seasonal factors • local facilities • banking and currency information • facilities for customers with special needs. <p>Sources of information including:</p> <ul style="list-style-type: none"> • trade product publications • local government areas (LGA) and local tourism authorities (LTA) • Tourism New South Wales data base and website –visitnsw.com.au • regional tourism data bases and websites • Australian Tourist Commission (ATC) website and published product information.

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	1.2 Obtain information on features of the destination and the general style of tourism products available.	General product information may be found in: <ul style="list-style-type: none"> • brochures • sales kits • supplier information kits • product manuals • advertising fliers. 	Learning experiences for the HSC must address: Sources of general product information including: <ul style="list-style-type: none"> • product launches • sales kits • supplier information kits, advertisements, brochures and web sites • product manuals. Destination features including: <ul style="list-style-type: none"> • geographic, climatic and seasonal features • local economy, banking and currency information • local customs and cultural elements • local facilities and tourist areas • local health issues and facilities for customers with special needs • local products available.
	1.3 Identify and obtain information on different tourism products available which can meet different customer needs.	General product information may include: <ul style="list-style-type: none"> • styles of product available within the destination • seasonal availability of product • location of product within the destination. 	Learning experiences for the HSC must address: Tourism products classified by: <ul style="list-style-type: none"> • type of product • seasonal availability • location within the destination. Types of product including: <ul style="list-style-type: none"> • accommodation • events • attractions • tours • visitor services.
	1.4 Record and store information for future use in accordance with enterprise systems.	Storage of destination information may include: <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. 	Learning experiences for the HSC must address: Storing and accessing information resources including: <ul style="list-style-type: none"> • creation and indexing resources • electronic or hard copy backups • updating files and resource information • location of resources/filing systems. Storage systems including: <ul style="list-style-type: none"> • card file • data base • brochure racks • compactus.

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			Filing classifications including: <ul style="list-style-type: none"> • alphabetical • numerical • geographical • chronological • subject • key word. Maintaining system integrity through updating records. Following enterprise security and confidentiality procedures.
2 Update destination knowledge	2.1 Use informal and formal research to update destination and general product knowledge.	Informal and formal research may include: <ul style="list-style-type: none"> • informal discussions with colleagues • formal study • reading of brochures • trade and general media • product updates and launches • promotional seminars • direct contact with other organisations • familiarisations • reading of travel guide books • accessing the Internet • personal on site observation/exploration • organising information from own memory and experiences • watching TV, videos and films • listening to radio • reading newspapers, books and other references. 	Learning experiences for the HSC must address: Conducting research to update destination and general product knowledge of the following: <ul style="list-style-type: none"> • region/town/area • accommodation • events • attractions • tours • visitor services. Types of research: <ul style="list-style-type: none"> • formal research • informal research. Sources of information including: <ul style="list-style-type: none"> • formal training • trade and general media • product updates and launches • trade seminars • direct contact with other organisations • familiarisations (famils) • accessing the Internet, newspapers and brochures • personal on-site observation/exploration.
	2.2 Seek feedback on experience with destinations from both colleagues and customers and provide this to other organisations where appropriate.		Learning experiences for the HSC must address: A range of methodologies for obtaining customer feedback: <ul style="list-style-type: none"> • feedback forms • follow-up emails • focus groups • call centres • Internet message boards/chat rooms.

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	<p>2.3 Share updated information with colleagues in accordance with enterprise procedures.</p>		<p>A range of methodologies for obtaining industry/colleague feedback:</p> <ul style="list-style-type: none"> • industry familiarisations (famils) • message boards • trade seminars. <p>Assessing the validity of feedback and judging the value of referring this information to other organisations.</p> <p>Disseminating feedback to 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 <p>Learning experiences for the HSC must address:</p> <p>Effective communication skills including:</p> <ul style="list-style-type: none"> • active listening • questioning techniques • body language • language targeted to audience. <p>Disseminating information through a variety of communication channels including:</p> <ul style="list-style-type: none"> • team meetings • trade seminars • corporate websites/e-newsletters • one-on-one communication. <p>How sharing information can improve:</p> <ul style="list-style-type: none"> • promotion of enterprise products and services • customer service. <p>The benefits of informing colleagues of new or revised destination knowledge.</p>
<p>3 Provide destination information and advice</p>	<p>3.1 Accurately identify the specific information and advice needs of the customer.</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 in accordance with enterprise procedures.</p>	<p>Destination knowledge may include:</p> <ul style="list-style-type: none"> • major tourist areas • geographic features • history • local economy • local customs • special regional features • cultural elements • special features of the host community • appropriate health and safety considerations • climate and seasonal factors • local facilities • banking, currency information • facilities for customers with special needs. <p>Sources of destination information may include:</p> <ul style="list-style-type: none"> • destination and product library of the enterprise • Internet • state government tourism authority information systems • national government tourism authority information systems • international government tourism authority information systems. <p>General product information may be found in:</p> <ul style="list-style-type: none"> • brochures • sales kits • supplier information kits • product manuals • advertising fliers. <p>General product information may include:</p> <ul style="list-style-type: none"> • styles of product available within the destination • seasonal availability of product • location of product within the destination 	<p>Learning experiences for the HSC must address:</p> <p>Destination knowledge including:</p> <ul style="list-style-type: none"> • major tourist areas • geographic features • history • local economy • local customs • special regional features • cultural elements • special features of the host community • appropriate health and safety considerations • climate and seasonal factors • local facilities • banking, currency information • facilities for customers with special needs. <p>Product knowledge of the following:</p> <ul style="list-style-type: none"> • region/town/area • accommodation • events • attractions • tours • visitor services. <p>Tourism products classified by:</p> <ul style="list-style-type: none"> • type of product • seasonal availability • location within the destination.
	<p>3.3 Ensure that the scope and depth of the information are appropriate to customer needs.</p>		<p>Learning experiences for the HSC must address:</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.

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			<p>Questioning techniques:</p> <ul style="list-style-type: none"> • open questions • closed questions • reflective questions. <p>Establishing good customer service practices including:</p> <ul style="list-style-type: none"> • knowledge of destination information • 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.
	3.4 Present the information and advice in an appropriate format and style.		<p>Learning experiences for the HSC must address:</p> <p>Pros and cons of presenting information in the following formats:</p> <ul style="list-style-type: none"> • written • verbal • gestures. <p>Presenting information through a variety of communication channels including:</p> <ul style="list-style-type: none"> • direct mail • trade seminars • corporate websites/e-newsletters • telephone • one-on-one communication.

Key Competencies in this Unit

Key Competencies are an integral part of all workplace competencies. The table below describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform Level 2 = Administer and Manage Level 3 = Design and Evaluate

Key Competencies	Level	Examples
Collecting, Organising and Analysing Information	2	Determining what information is needed, establishing the correct source of the information and accessing the required information
Communicating Ideas and Information	1	Correctly interpreting the range of products available at a destination explaining this to a customer during sales activities
Planning and Organising Activities	1	Prioritising the order of destination information to be accessed according to the deadline of the information requirement
Working with Others and in Teams	1	Sharing newly accessed destination information with colleagues who also need to provide advice
Using Mathematical Ideas and Techniques	1	Estimating travel times to, from and within destinations
Solving Problems	1	Conducting further searches when information on a requested destination cannot be initially found
Using Technology	1	Using a computerised information system. Using faxes and email systems to source information