

Training Package	Tourism (THT02)	HSC Requirements and Advice
Title:	Access and interpret product information	
Unit Code	Unit Descriptor:	HSC Indicative Hours:
THTSOP03B	This unit deals with the skills and knowledge required to access and interpret specific tourism product information. Tourism personnel need to correctly interpret product information to fulfil a range of sales and operational activities such as selling tourism products and issuing documentation. This unit does not cover detailed interpretation of airfare information. This is covered by the range of airfare units: THTSOP19A Construct domestic airfares, THTSOP20A Construct normal airfares, THTSOP21A Construct promotional airfares and THTSOP13B Apply advanced airfares rules and procedures.	35

Essential Knowledge and Skills to be Assessed	Critical Aspects and Assessment	Context of Assessment & 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 tourism product information • major categories of tourism products and services • industry terminology and common abbreviations in relation to major product categories • use of the 24 hour clock • general procedures in relation to major product categories • specific legal issues relating to different product categories. 	<p>Evidence of the following is critical:</p> <ul style="list-style-type: none"> • ability to access and correctly interpret information on different categories of tourism products within enterprise acceptable timeframes. • knowledge of product terminology and procedures (the range of products will vary according to the industry sector and workplace). 	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> • demonstration of skills in accessing and interpreting product information to meet multiple and differing 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 • accessing and interpretation of information within timeframes and constraints that reflect typical industry practice. 	<p>Assessment methods must be chosen to ensure that the skills required to access and interpret a range of product information 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"> • evaluation of integrated activities completed by the candidate (may include destinations, products, quotations and ticketing) • case studies to assess ability to obtain current, accurate and relevant destination and 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 	<p>Key Terms and Concepts</p> <ul style="list-style-type: none"> • audiovisual equipment • booking conditions • booking and confirmation procedures • brochures, promotional materials such as videos, CD-ROM • cancellation and amendment procedures • commercial agreements • computerised reservations system (CRS) • costings • deposit and final payment conditions • enterprise policy • 24-hour clock • inclusions • industry incentives • internet product sites • inventory control database • legal obligations • 3-letter city codes • 2-letter operator codes • optional or add-on offers • product codes • rates
		<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	Assessment Methods	HSC Requirements and Advice
		<ul style="list-style-type: none"> • THTSOP01B Operate an automated information system • THTSOP02B Source and provide destination information and advice • THTSOP04B Sell tourism products and services • THTSOP05B Prepare quotations • THTSOP06B Receive and process reservations • THTSOP07B Book and co ordinate supplier services • THTSOP08B Operate a computerised reservations system • THTSOP09B Process non air documentation • THTSOP15B Process and monitor meeting/event registrations • THTSOP16B Maintain a product inventory <p>Where the skills and knowledge required to access and interpret product information is an underpinning requirement to other Sales and Operations units, this unit is specifically mentioned in those units.</p>	<ul style="list-style-type: none"> • review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate. 	<ul style="list-style-type: none"> • room configuration types • specifications of service providers • tariffs • taxes.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
<p>1 Identify and access product information</p>	<p>1.1 Identify and access sources of product information.</p>	<p>This unit applies to all tourism industry sectors and enterprises where product information must be accessed and interpreted to fulfil sales and operational requirements. The following explanations identify how this unit may be applied in different workplaces, tourism sectors and circumstances.</p> <p>Product information systems may be:</p> <ul style="list-style-type: none"> • manual • computerised. <p>Sources of product information may include but are not limited to:</p> <ul style="list-style-type: none"> • the principal or supplier of the product • product library of the enterprise • Internet • enterprise designed information systems eg inventory control database • state government tourism authority information systems • national government tourism authority information systems • international government tourism authority information systems • central reservations systems (CRS). <p>Specific product information may be found in:</p> <ul style="list-style-type: none"> • brochures • timetables • tariff sheets • confidential tariff • sales kits • supplier information kits • product manuals • advertising fliers • manufacturer's specifications. 	<p>Learning experiences for the HSC must address:</p> <p>Identifying and accessing sources of information including:</p> <ul style="list-style-type: none"> • manual or automated information and reservations systems • brochures or fliers • product manuals • timetables • schedules • tariff sheets • confidential tariff contracts • internet product websites • product videos and CD-ROMs • overseas government tourism authorities • national government tourism authorities • state government tourism authorities • local community tourism authorities. <p>Identifying and accessing the wide range of tourism product available including:</p> <ul style="list-style-type: none"> • coach transportation • rail networks • vehicle rental • cruising/shipping • accommodation • package tours • sightseeing tours • natural and man-made attractions • special events • recreational/entertainment facilities • meeting/convention facilities • food and beverage • banking/currency facilities • travellers cheques/access to funds • passport and visa applications • international driving permits • travel insurance • special offers • industry incentives.

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	1.2 Select appropriate sources in accordance with enterprise policy, commercial agreements and specific needs.	Sources of product information may include but are not limited to: <ul style="list-style-type: none"> • the principal or supplier of the product • product library of the enterprise • Internet • enterprise designed information systems eg inventory control database • state government tourism authority information systems • national government tourism authority information systems • international government tourism authority information systems • central reservations systems (CRS). 	Learning experiences for the HSC must address: How to identify and access product information sources including: <ul style="list-style-type: none"> • product brochures and fliers • internet product sites • confidential tariff contracts • local community tourism authority information systems • state government tourism authority information systems • national government tourism authority information systems • international government tourism authority information systems • manual and computerised reservations systems (CRS).
	1.3 Source specific product information to meet the particular sales or operational need.	Specific product information may be found in: <ul style="list-style-type: none"> • brochures • timetables • tariff sheets • confidential tariff • sales kits • supplier information kits • product manuals • advertising fliers • manufacturer's specifications. Specific details about the product may include: <ul style="list-style-type: none"> • costs/tariffs/rates • conditions and rules • scheduling information • product codes • booking procedures • point of departure • touring inclusions and exclusions • technical specifications for audio visual and other meetings and events equipment • specifications for products to be branded with corporate details. The particular sales or operational need may include: <ul style="list-style-type: none"> • providing destination information and advice • selling tourism products to the customer • preparing quotations • booking and co-ordinating a supplier services for the customer 	Learning experiences for the HSC must address: Identifying and accessing specific client product information sources including: <ul style="list-style-type: none"> • brochures or fliers • product manuals • timetables • schedules • tariff sheets • confidential tariff contracts • internet product sites • product videos and CD-ROMs. Understanding and identifying a range of product details required to respond to sales or operational needs including: <ul style="list-style-type: none"> • product validity and availability • gross and net costs per person • applicable taxes • special offers or promotional discounts • tariffs/rates • seasonal price variations • departure dates • schedules and timetables • price inclusions • optional or add-on offers • booking conditions and legal obligations • cancellation or amendment procedures • deposit and final payment conditions • product codes

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		<ul style="list-style-type: none"> • receiving and processing a reservation from a customer • processing financial transactions • issuing non air documentation • organising functions • processing and monitoring meeting or event registrations • purchasing promotional products • hiring special equipment. <p>Products and services offered within the tourism industry are diverse. Some examples of products and services are:</p> <ul style="list-style-type: none"> • transportation • transfers • accommodation • entertainment • tours • cruises • entrance to attractions or sites • tourist 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 • special event consumable items • food and beverage/catering • currency and banking services 	<ul style="list-style-type: none"> • booking and confirmation procedures. <p>An understanding of the overall process of providing information to clients including:</p> <ul style="list-style-type: none"> • responding to client's initial request for product information and advice • preparing quotation for product selected • booking and confirming client reservation either manually or via a computerised reservations system (CRS) • processing deposit and final payments • issuing tickets or vouchers • monitoring supplier arrangements eg for conferences or conventions. <p>An overview of the wide range of products and services within the tourism industry including:</p> <ul style="list-style-type: none"> • coach services • rail transport • shipping and cruising • meet-and-greet services • coach or car transfers • accommodation services • vehicle rentals • tour packages • special interest tours • travel insurance • sporting or entertainment tickets • attractions (natural and man-made), sightseeing tours and entrance tickets • meal or restaurant bookings • tour guiding services • speaker services • conference and convention bookings • meeting or special event bookings and equipment • passport and visa assistance and advice • international driving permits assistance and advice • medical and health requirements assistance and advice • travellers cheques and access to funds assistance and advice.
<p>2 Interpret product information</p>	<p>2.1 Interpret general and/or brochure information and apply this to meet the particular sales or operational need.</p>	<p>Specific product information may be found in:</p> <ul style="list-style-type: none"> • brochures • timetables • tariff sheets • confidential tariff • sales kits 	<p>Learning experiences for the HSC must address:</p> <p>Interpreting specific client product information including:</p> <ul style="list-style-type: none"> • brochures or fliers • product manuals

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
		<ul style="list-style-type: none"> • supplier information kits • product manuals • advertising fliers • manufacturer's specifications. 	<ul style="list-style-type: none"> • timetables • schedules • tariff sheets • confidential tariff contracts • internet product sites.
	<p>2.2 Interpret specific details about the product and accurately apply this to meet the particular sales or operational need.</p>	<p>Specific details about the product may include:</p> <ul style="list-style-type: none"> • costs/tariffs/rates • conditions and rules • scheduling information • product codes • booking procedures • point of departure • touring inclusions and exclusions • technical specifications for audio visual 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>Interpreting specific product details including:</p> <ul style="list-style-type: none"> • product validity and availability • gross and net costs per person • applicable taxes • special offers or promotional discounts • tariffs/rates • seasonal price variations • departure dates • schedules and timetables • price inclusions • optional or add-on offers • booking conditions and legal obligations • cancellation or amendment procedures • deposit and final payment conditions • product codes.
	<p>2.3 Interpret any special jargon or specifications used in product information and accurately apply this to meet the particular sales or operational need.</p>	<p>Special jargon or specifications may include:</p> <ul style="list-style-type: none"> • industry terminology • common abbreviations applied in the tourism industry • use of the 24 hour clock • technical capacity of equipment. 	<p>Learning experiences for the HSC must address:</p> <p>Interpreting industry terminology and jargon including:</p> <ul style="list-style-type: none"> • use of 24-hour clock • use of 3-letter city codes • use of 2-letter operator codes • use of room configuration types • use of common abbreviations in each tourism product sector.

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 product information is needed, establishing the correct source of the information system and accessing the required information
Communicating Ideas and Information	1	Correctly interpreting industry jargon and explaining this to a customer during sales activities
Planning and Organising Activities	1	Prioritising the order of product information to be accessed according to the deadline of the information requirement
Working with Others and in Teams	1	Sharing newly accessed product information with colleagues who also need to access product information
Using Mathematical Ideas and Techniques	1	Checking the costs of products and comparing these to other products to estimate the best fit for a customer sale
Solving Problems	1	Conducting further searches when information on a requested product cannot be initially found
Using Technology	1	Using a computerised information system Using faxes and email systems to source information