Competency Standard

UNIT TITLE: PROMOTE TOURISM PRODUCTS AND SERVICES	NOMINAL HOURS: 60

UNIT NUMBER: D2.TCS.CL5.21	

UNIT DESCRIPTOR: This unit deals with skills and knowledge required to identify customer needs and respond appropriately by identifying and encouraging the purchase of suitable tourism products and services

ELEMENTS AND PERFORMANCE CRITERIA	UNIT VARIABLE AND ASSESSMENT GUIDE
Element 1: Develop tourism produce and services knowledge	**Unit Variables**
1.1 Identify *opportunities to develop tourism product and service knowledge*	The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment.
1.2 Describe the *benefits of staff having high levels of product and service knowledge*	This unit applies to the promotion and selling of tourism products and services to customers within the labour divisions of the hotel and travel industries and may include:
1.3 Apply *formal and informal research techniques* to gain product and service knowledge	1. Travel Agencies
	2. Tour Operation
1.4 Seek *customer feedback* to supplement product and service knowledge	*Opportunities to develop tourism product and service knowledge* may be related to:
1.5 *Share product and service knowledge* with other relevant internal personnel	• Personal experience
	• Reading informational brochures and other materials provided by suppliers, providers and carriers
1.6 *Contribute to changes to tourism products, services and service standards* to meet identified customer need	• Reading brochures and marketing materials including items for public consumption and restricted access materials designed solely for industry operators
	• Attending product launches

Element 2: Develop tourism market knowledge **2.1** Explain *the concept of target markets* **2.2** Define *the concept of niche markets* **2.3** *Describe how promotions and offers may vary* to suit differing target markets **2.4** Identify *sources of information about enterprise-specific target markets* **2.5** Describe the *demographic characteristics* of enterprise target markets **2.6** *Initiate action to identify changes* in customer preferences, needs, wants and expectations **2.7** Explain the *benefits of using target markets* within an organisation **Element 3: Identify individual customer needs** **3.1** *Interpret statements* made by customers **3.2** *Ask questions* to determine requirements **3.3** *Consider the buying history* of the customer **3.4** Establish *buying parameters* **Element 4: Promote tourism products and services** **4.1** Describe *promotional initiatives* that may be used to promote tourism products	• Visiting suppliers, providers and carriers • Talking to sales representatives and agency representatives. *Benefits of sales staff having high levels of product and service knowledge* will include: • Being able to provide professional assistance to customers • Being able to distinguish between alternatives • Meeting customer expectations • Maximising selling opportunities • Being better able to meet and overcome buying objections. *Product and service knowledge* must include all tourism-related products and services provided by the host enterprise and may include: • Tours, trips, travel and transfers including all types of travel, rates, fares, schedules and travel insurance • Special deals and packages • Conferences, conventions, events and meetings including use of function and entertainment facilities, venue bookings and availability of associated equipment and services • Natural and built attractions • Accommodation and dining including large-scale catering, where applicable • Shopping facilities at destinations including retail shops in properties. *Formal and informal research techniques* may include: • Discussions with colleagues, management and customers • Reading internal enterprise material about tourism products and services • Becoming familiar with customer comments and feedback including complaints • Reading product and services information sheets provided by suppliers, providers and

4.2 Demonstrate how to develop and produce a *static in-house promotion*	carriers
	• Comparing similar tourism products and services to identify points of difference
4.3 *Verbally promote tourism products and/or services* to customers	• General media research
Element 5: Apply selling skills	• Developing, distributing and analysing responses to questionnaires
	• Reading surveys and ratings undertaken by industry third parties.
5.1 *Approach the customer* in a sales environment	*Customer feedback* should include:
5.2 *Gather information* about customer needs, wants and preferences	• Developing, distributing and analysing the responses to questionnaires
	• Talking to customers and actively seeking their opinion and thoughts on tourism products and services they have considered and/or purchased
5.3 *Demonstrate selling skills*	• Checking internal buying patterns and trends of customers.
5.4 *Overcome buying objections*	*Share product and service knowledge* should relate to:
5.5 *Maximise sales opportunities* within a buying situation	• Conducting internal staff meetings to share information
5.6 *Close the sale*	• Developing paper-based information and data sheets for staff use
	• Allowing staff to experience tourism products and services provided by the organisation, where appropriate.
	Contribute to changes to tourism products, services and service standards may involve:
	• Suggesting evidence-based reasons for change
	• Preparing presentations to support personal recommendations for change
	• Ensuring all suggestions for change are supported by a formal rationale and are fully costed
	• Developing an action plan for implementing recommended changes
	• Participating in group activities designed to identify and develop relevant changes
	• Critiquing suggestions made by others.
	The concept of target markets may relate to:

- Identifying target markets used by the host enterprise

- Identifying points of differentiation between established target markets

- Describing why the established target markets were chosen

- Explaining how the host enterprise tailors its tourism products and/or services to meet the identified needs of its target markets

- Identifying relevant tourism products and/or services as they apply to each of the host enterprise's designated target markets

- Analysing market research used as the basis for target market development.

The concept of niche markets should include:

- Definition of niche markets

- Benefits of identifying and establishing niche markets

- Identifying the niche markets the host enterprise has created and/or established

- Identifying how the host enterprise meets the identified needs of their niche markets explaining how these offerings differ from what is offered to other target markets.

Describe how promotions and offers may vary may relate to:

- Considering the marketing mix price, place, product, promotion

- Identifying the development and research process that underpins offers made and packages developed for different target markets

- Identifying the monitoring process and relevant Key Performance Indicators (KPIs) that determine whether promotions are being effective or not.

Sources of information about enterprise-specific target markets may include:

- Internal historic records such as bookings and sales records, customer purchase histories and customer databases

- Customer market research

- Information from support businesses such as suppliers, providers, carriers, agents,

	associates, head office and industry peak bodies
	• Customer feedback, paper-based, electronic/on-line, verbal feedback, customer complaints and comments.
	Demographic characteristics may relate to:
	• Age
	• Gender
	• Marital status including details of family
	• Identifying the nature and size of the buying unit company, individual, agent, wholesale, retail, government, domestic and international
	• Earning level and/or level of disposable income
	• Access to credit
	• Ethnicity and language spoken
	• Geographic location
	• Employment type and status
	• Transport used
	• Media used
	• Preferred buying/payment option.
	Initiate action to identify changes may include:
	• Undertaking market research activities
	• Engaging the services of an external market research company
	• Tracking trends and changes in internal sales patterns within the enterprise with reference to customer databases, bookings and/or sales
	• Initiating customer focus groups or similar
	• Participating in industry-wide surveys

	• Obtaining, reading and understanding wider industry market research on changes in customer preferences. *Benefits of using target markets* may relate to: • Being better able to meet identified need • Increased, faster and more profitable sales • More satisfied customers • Ability to become established as a specialist organisation for nominated tourism products and services • Enhanced levels of repeat and referral business from satisfied niche market customers • Being able to get to know the target market better as the level of interaction with them builds • Reducing the likelihood of competitors entering into the marketplace. *Interpret statements* should include: • Listening to verbal descriptions, aspirations and requests • Paying attention to non-verbal cues that accompany verbal language • Reading material supplied by the customer • Reading 'between the lines' • Applying reflective and active listening techniques. *Ask questions* should relate to: • Applying open and closed questioning techniques • Refining options available through the use of questioning • Using reflective questioning techniques • Paraphrasing customer statements • Seeking additional information

	• Confirming previously received messages.
	Consider the buying history may include:
	• Seeking information from the customer about their travel and tourism experiences
	• Reviewing client history files
	• Reviewing customer complaints and compliments, where applicable.
	Buying parameters may include:
	• Timing
	• Budget
	• Individual needs, wants and preferences for suppliers, providers and carriers
	• Negotiable and non-negotiable elements of the proposed purchase.
	Promotional initiatives may relate to:
	• Media campaigns
	• Internal promotions such as static displays, videos, competitions, celebrity appearances, 'specials' and packages.
	Static in-house promotion may include:
	• Window and counter displays including pricing tickets and itineraries
	• Use of point-of-sale material provided by suppliers, providers and carriers
	• Advertising material that promotes nominated tourism products and/or services
	• Informational and other print-based materials including posters
	• Use of appropriate props to support, extend and highlight the tourism product and/or service being promoted
	• Integration with external media and other campaigns.
	Verbally promoting tourism products and/or services must include:

	• Honesty and accuracy in descriptions
	• Adherence to enterprise policies and procedures governing selling
	• Using appropriate questioning and listening techniques
	• Using descriptive phrases
	• Selling the benefits and not the features
	• Comparison of various tourism products and services
	• Making suggestions and recommendations
	• Meeting identified customer need
	• Using brochures and marketing materials to supplement and illustrate the verbal explanation.
	Approach the customer may relate to over-the-telephone and face-to-face situations and may include:
	• Determining and applying appropriate timing of the approach
	• Greeting and welcoming the customer
	• Identifying self and making an offer of assistance
	• Identifying and applying the preferred sales approach given the factors that apply at the time
	• Creating and conveying a positive impression to arouse and/or sustain customer interest
	• Responding to observed or verbal customer buying behaviour.
	Gather information may include:
	• Applying or extending questioning techniques to determine customer buying motives
	• Continuing to use listening skills to determine customer requirements
	• Interpreting and clarifying verbal and/or non-verbal customer communication cues
	• Using customer name where possible and appropriate

	• Presenting sample offers of tourism products and services and noting the response to those suggestions.
	Demonstrate selling skills may relate to:
	• Matching Customer Needs To Appropriate Tourism Products And Services
	• Communicating knowledge of tourism products and services to customer
	• Explaining the features and selling the benefits of tourism products and services to customers
	• Involving internal organisational specialists in the interaction
	• Answering routine customer questions about tourism products and services accurately and honestly or referring to more experienced sales staff.
	Overcome buying objections may involve:
	• Identifying and accepting customer objections
	• Categorising objections into price, time, product and/or service characteristics
	• Offering solutions according to enterprise policies and individual customer objection
	• Applying problem-solving to overcome customer objections
	• Using the 'feel-felt-found' approach.
	Maximise sales opportunities must include:
	• Recognising and utilising opportunities for making add-on sales
	• Advising customer of complimentary tourism products or services according to identified need
	• Demonstrating the ability to 'up-sell', to use 'suggestive selling' techniques and to use the 'ABC' approach to maximising sales
	• Complying with enterprise policies in relation to selling.
	Close the sale must include:
	• Monitoring, identifying and responding appropriately to customer verbal and non-verbal

buying signals

- Encouraging customer to make purchase decisions through the use of appropriate and acceptable verbal and non-verbal prompts

- Congratulating customer on their selection

- Thanking customer for their business

- Encouraging customer to return to make further purchases.

Assessment Guide

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

- The enterprise's policies and procedures in regard to promoting and selling tourism products and services

- Principles of promotion and selling

- Research skills

- Communication, negotiation and interpersonal and rapport building skills

- Tourism product and service knowledge

- Knowledge of target markets for the host enterprise

- Compliance with legal issues of the host country in relation to the promotion and sale of tourism products and services

- Knowledge of differing customer preferences, needs and wants

- Ability to meet and overcome buying objections

- Ability to make suggestions and recommendations in line with identified customer wants, needs and preferences

- Ability to apply a variety of acceptable sales techniques that will achieve a win-win situation without putting pressure on the customer.

Linkages To Other Units

- Access and retrieve computer-based data

- Develop and update local knowledge

- Promote products and services to customers

- Receive and resolve customer complaints

- Gather and present product information

- Maintain a paper-based filing and retrieval system

- Process a financial transaction for services rendered

- Process transactions for purchase of goods and services

- Process financial transactions

- Plan and implement sales activities or campaigns

- Prepare and deliver a presentation

- Create promotional display stand

- Maintain product information inventory

- Plan and implement sales activities

- Source and present information.

Critical Aspects of Assessment

Evidence of the following is essential:

- Understanding of host enterprise policies and procedures in regard to promoting and selling tourism products and services

- Demonstrated ability to develop product and/or service knowledge for a nominated range of tourism products and services and be able to apply such knowledge in a real or simulated sales situation

- Demonstrated ability to develop knowledge about the target markets established by the host enterprise and apply that knowledge in a nominated real or simulated sales or promotion situation

- Demonstrated ability to promote a nominated range of tourism products and services internally within the host enterprise

- Demonstrated ability to effectively sell a nominated range of tourism products and services to a specified target group in a real or simulated sales situation.

Context of Assessment

Assessment must ensure:

- Actual or simulated workplace application of selling and promotion techniques.

Resource Implications

Training and assessment must include the use of real tourism products and services involving real or simulated customers.

Assessment Methods

The following methods may be used to assess competency for this unit:

- Observation of practical candidate performance

- Role plays

- Oral and written questions

- Third party reports completed by a supervisor

- Project and assignment work.

Key Competencies in this Unit

Level 1 = competence to undertake tasks effectively

Level 2 = competence to manage tasks

Level 3 = competence to use concepts for evaluating

	Key Competencies	Level	Examples
	Collecting, organising and analysing information	1	Research, gather and assimilate tourism product and service information
	Communicating ideas and information	2	Provide tourism product and service information to customers
	Planning and organising activities	2	Prepare sales approaches
	Working with others and in teams	1	Include sales specialists in the selling process
	Using mathematical ideas and techniques	1	Calculate selling prices for customers as part of the selling/negotiation process
	Solving problems	2	Overcome buying objections
	Using technology	1	Use technology to research and obtain tourism product and service information