

Competency Standard

UNIT TITLE: SOURCE AND PRESENT INFORMATION		NOMINAL HOURS: 25
UNIT NUMBER: D2.TGA.CL6.12		
UNIT DESCRIPTOR: This unit deals with skills and knowledge required to undertake basic research and present the captured information in response to identified need.		
ELEMENTS AND PERFORMANCE CRITERIA	UNIT VARIABLE AND ASSESSMENT GUIDE	
<p>Element 1: Define the context for information</p> <p>1.1 Describe the <i>identified need</i> for the <i>information</i></p> <p>1.2 Determine the <i>type of information required</i></p> <p>1.3 List the potential <i>sources of information</i> for <i>products and services</i></p> <p>1.4 Determine <i>presentation requirements</i> for the required information</p> <p>1.5 Identify the <i>timelines for the information required</i></p> <p>1.6 Identify <i>budget</i> for sourcing and presenting the information</p> <p>1.7 Define the <i>scopes of authority</i> relating to research and information related activities</p> <p>Element 2: Research the identified information requirements</p> <p>2.1 Determine sources of information relevant to the identified information need</p>	<p>Unit Variables</p> <p>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.</p> <p>This unit applies to all industry sectors that have a need to identify and share product and/or service information within the labour divisions of the hotel and travel industries and may include:</p> <ol style="list-style-type: none"> 1. Travel Agencies 2. Tour Operation <p><i>Identified need</i> may be related to:</p> <ul style="list-style-type: none"> • Providing information regarding products and services to customers and agents • Comparing information offered from different suppliers • Evaluating products and services, including suppliers, providers, destinations, offers and carriers • Updating databases and information inventories and files 	

<p>2.2 <i>Arrange to receive information</i> identified as necessary</p> <p>2.3 <i>Search the identified sources</i> for information</p> <p>2.4 <i>Identify relevant information</i></p> <p>2.5 <i>Seek external assistance</i>, as required</p> <p>Element 3: Capture the identified information</p> <p>3.1 Establish <i>files</i> and folders to record identified information</p> <p>3.2 <i>Download electronic files</i> from the internet</p> <p>3.3 <i>File hard copy material</i> received</p> <p>3.4 <i>Visit identified sources</i></p> <p>3.5 Extract data from <i>internal information</i> sources</p> <p>3.6 <i>Request additional information</i> as circumstances determine</p> <p>3.7 <i>Undertake market research</i> activities</p> <p>Element 4: Prepare the captured information</p> <p>4.1 <i>Review the captured information</i></p> <p>4.2 <i>Analyse the captured information</i></p> <p>4.3 <i>Manipulate the captured information</i> to meet identified needs</p> <p>4.4 Produce required information in a <i>draft format</i> suitable to meet identified presentation requirements</p> <p>4.5 <i>Present draft material for feedback</i></p>	<ul style="list-style-type: none"> • Reviewing customer information on identified target markets or target demographics • Maintaining currency with industry offerings, trends and initiatives • Complying with relevant legislation, industry codes of practice, industry benchmarks and best practice standards • Developing new or revised products and services • Identifying, evaluating and determining costs, prices, schedules, commissions, discounts, rebates, bonuses and other industry/supplier issues. <p><i>Information may relate to:</i></p> <ul style="list-style-type: none"> • Products and/or services, including products and services provided by, and/or sold by, the enterprise • Internal use, including information for use by individual persons, nominated department or specified operations • External use, including information for business partners, joint venture partners, sub-agencies, head office and customers • Periodicals, newsletters, updates and bulletins received by the enterprise, whether solicited or unsolicited, from public and private sector organisations • Information required by the enterprise for operational purposes, general industry background and contextual information, specific industry-sector information and information from other sectors with the potential to impact on the enterprise and/or the industry. <p><i>Type of information required may be related to:</i></p> <ul style="list-style-type: none"> • Text-based information, including manuals, media articles, reports, summaries, brochures, marketing materials and books • Statistics • Testimonials
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<p>4.6 <i>Revise draft material</i> on the basis of feedback received</p> <p>4.7 <i>Prepare sufficient supplies</i> of information to meet identified requirements</p> <p>Element 5: Present the information</p> <p>5.1 <i>Make a verbal presentation</i> of the material</p> <p>5.2 <i>Distribute hard copy materials</i> to identified users</p> <p>5.3 <i>Post electronic material</i> as required</p>	<ul style="list-style-type: none"> • Specifications • Quotations • Image-based material, including photographs, and recordings • Personal observations, including record of interviews, and first-hand meetings. <p><i>Sources of information</i> may relate to:</p> <ul style="list-style-type: none"> • Internal business sources, including databases and reservation systems either manual or computerised • Direct contact with: <ul style="list-style-type: none"> ▪ Travel suppliers and carriers, including airlines, cruise operators, railway operators, bus lines, car rental businesses, limousine hire, taxis ▪ Suppliers and providers of support and ancillary services, including travel insurance providers, finance providers, currency exchange, conference and similar venues, interpreters ▪ Tour operators and wholesalers ▪ Travel agencies and associations ▪ Peak travel bodies ▪ Government and industry tourism bodies and authorities, including domestic and international bodies • Literature, including reference books, general media and trade publications, brochures and marketing materials • Websites, including individual companies, directories, news sites, surveys and research sites • Personal network of contacts including those within the host enterprise, such as colleagues, other personnel, management and those external to the business, such as customers. <p><i>Products and services</i> may relate to:</p> <ul style="list-style-type: none"> • Travel, including air, cruise, train, bus, car
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	<ul style="list-style-type: none">• Destinations, including statistical information and details relating to climate, currency, maps, travel guides, events, languages, history, safety, government information, time zones, culture and communications• Tourist activities and attractions, including natural and man-made• Tours, trips, sight-seeing and excursions• Accommodation facilities ranging from 5-star to back-packer venues• Services, including medical, personal, entertainment, sporting, shopping• Travel requirements, including requirements relating to entry, passport, visas, warnings and advisory bulletins, customs information• Finance• Travel insurance. <p><i>Presentation requirements</i> may include:</p> <ul style="list-style-type: none">• Verbal presentation on material, including verbal presentation to nominated individuals and/or groups both within the enterprise and external to the business• Hard-copy presentation of material which may include the specified need for statistical manipulation and presentation, including tables, charts, graphs and the alignment of data and information with enterprise requirements in terms of format and layout for reports and research findings• Electronic presentation• Confidential treatment of material, including restricted access and distribution of information and materials. <p><i>Timelines for the information required</i> may include:</p> <ul style="list-style-type: none">• Immediate, including all tasks prioritised as urgent• As soon as possible
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	<ul style="list-style-type: none"> • Within a designated timeframe, which specifies a number of hours, days, weeks or months, including tasks to be completed before the set deadline Regular cyclical events in accordance with designated enterprise policies which, for example, may include: <ul style="list-style-type: none"> ▪ The need to review supplier wholesale prices every month ▪ The need to update customer data every three months ▪ The need to gather destination, supplier and carrier information for new or revised packages every season. <p><i>Budget may include:</i></p> <ul style="list-style-type: none"> • Time allocation to undertake research • Staff to undertake research and/or assist in the analysis, preparation and presentation of the material captured • Funds to obtain secondary research data • Funds to enable the undertaking of primary market research • Materials, registrations, subscriptions and other activities necessary to register to receive or to purchase identified information. <p><i>Scopes of authority may include:</i></p> <ul style="list-style-type: none"> • Defining authorities and abilities to second staff and delegate tasks • Granting of authorities to make purchases on behalf of the enterprise and to make commitments on behalf of the organisation • Establishing access protocols to internal information and databases • Determining responsibilities and channels of communication related to the identified position. <p><i>Arrange to receive information may include:</i></p> <ul style="list-style-type: none"> • Registering to receive material • Paying to receive material
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- Asking organisations to forward information
- Asking internal colleagues to provide existing information
- Requesting colleagues to manipulate existing data in order to generate new data.

Search the identified sources may include:

- Reading material
- Interrogating databases
- Asking questions
- Exploring options
- Conducting web based searches, including the use of search engines and bookmarked sites relevant to the industry and enterprise.

Identify relevant information may include:

- Book marking websites
- Recording sources in a project-specific index.

Seek external assistance may include:

- Employing professional external third party information providers
- Employing researchers
- Networking.

Files may include:

- Paper-based files
- Electronic files.

Download electronic files may include:

- Saving files to established folders
- Printing hard copy material
- Saving the location of source material.

File hard copy material may include:

- Using established paper-based files
- Organising material in relevant classifications
- Filing material by date and/or alpha order
- Applying version controls to track currency of material
- Recording source and date of all material filed.

Visit identified sources may include:

- Talking with personnel to obtain, clarify, update and identify supplementary relevant information
- Obtaining hard copy material
- Reviewing additional information available at the source
- Viewing operations and making personal observations
- Recording interviews and taking photographs or other recorded images.

Internal information may be obtained from a number of different sources depending on the scope, nature and technological capabilities of the host enterprise and may include:

- Customer databases
- Sales figures
- Internal reports
- Accounting and operational statistics
- Data from sub-agencies and head office
- Customer feedback information
- Automated information systems
- Computerised reservation systems
- Products and services inventories.

Request additional information may include:

- Asking for more current data
- Asking for data interpretation
- Asking for supplementary material
- Asking for material referred to in existing material.

Undertake market research may include:

- Defining the market research objectives
- Initiating research on qualitative and quantitative data
- Initiating primary and secondary data research
- Identifying market research techniques to be applied
- Determining the market research population
- Trialling and applying the identified market research techniques.

Review the captured information may include:

- Confirming the applicability and utility of material researched and provided
- Determining if additional information, material or data is required to meet identified needs
- Verifying the accuracy, relevance and sources of the data
- Ensuring that no obvious sources of information have been overlooked
- Meeting with the information user to check that the material gathered is appropriate for their needs
- Meeting with researchers to clarify points of ambiguity, as appropriate.

Analyse the captured information may include:

- Evaluating The Information
- Classifying the information

- Determining trends, patterns and undertaking an identified statistical examination
- Comparing information to identified benchmarks, businesses, industries, timeframes, countries, carriers and others as required
- Preparing reports reflecting the analysis that has been undertaken
- Preparing summaries with supporting evidence of the results of the data analysis.

Manipulate the captured information may include:

- Maintaining the integrity of the data at all costs
- Eliminating superfluous material
- Using identified information and statistics to generate fresh results
- Using statistical data in new calculations to produce fresh figures
- Over-laying data from one set of circumstances in comparison with a similar occurrence
- Generating averages, trends, patterns, ratios, percentages and other statistical data as required.

Draft format may include:

- Complying with host enterprise format and layout
- Aligning with required structure
- Ensuring content matches identified need.

Present draft material for feedback may include:

- Distributing drafts in accordance with identified internal end-user need
- Recording details of draft distribution
- Identifying timelines and procedures for feedback
- Ensuring the draft is identified as a draft copy

	<ul style="list-style-type: none"> • Protecting the confidentiality of materials • Obtaining confirmation that drafts have been received. <p><i>Revise draft material</i> may include:</p> <ul style="list-style-type: none"> • Deleting material • Accepting or rejecting feedback • Including additional material • Revising conclusions, suggestions and summaries • Providing new inclusions • Revising format and presentation. <p><i>Prepare sufficient supplies</i> may include:</p> <ul style="list-style-type: none"> • Preparing photocopies of the material • Using internal capabilities to compile, assemble, bind and/or otherwise display information • Engaging the services of an external business to produce materials as required. <p><i>Make a verbal presentation</i> may include:</p> <ul style="list-style-type: none"> • Presenting to nominated individuals and/or groups both within the enterprise and external to the business, including formal and informal presentations • Explaining the research methodology adopted in obtaining the information • Explaining underpinning information regarding the information • Responding to questions • Following-up on questions arising. <p><i>Distribute hard copy materials</i> may include:</p> <ul style="list-style-type: none"> • Making information available in-house to colleagues, including hand delivery, distribution through internal mail systems and handing material out at meetings
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- Making information available in-house to customers, including posters, flyers, brochures and marketing materials
- Including material in scheduled communications and *ad hoc* mail-outs
- Using postal and courier services to disseminate materials
- Hand delivery.

Post electronic material may include:

- Making material available on the organisational intranet
- Making material available on the organisational website
- Providing electronic copies for customers and colleagues in accordance with established requirements.

Assessment Guide

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

- Enterprise policies and procedures in regard to the sourcing, validating and presentation of text-based information and statistical data, including the dissemination of such material
- Ability to use basic principles of research and information/data validation techniques
- Ability to determine information required from scenarios and/or problems presented
- Ability to apply basic interview, communication, questioning and data interrogation skills
- Ability to record identified information for archiving, manipulation and/or later reference
- Ability to sort, process, analyse and classify information and statistical data.

Linkages To Other Units

- Access and retrieve computer-based data
- Gather and present product information
- Access and interpret product information
- Maintain product information inventory
- Operate an automated information system
- Source and package tourism products and services
- Source and provide destination information and advice
- Research and share information on indigenous cultures
- Prepare and present tour commentaries
- Design, prepare and present various types of reports
- Prepare business documents
- Use common business tools and technology
- Develop and update local knowledge
- Maintain hospitality industry knowledge
- Develop and maintain food and beverage product knowledge
- Develop and update tourism industry knowledge
- Promote products and services to customers.

Critical Aspects of Assessment

Evidence of the following is essential:

- Understanding of host enterprise policies and procedures in regard to the sourcing, validating and presentation of text-based information and statistical data including the dissemination of such material

	<ul style="list-style-type: none">• Demonstrated ability to establish the context for a nominated topic of research and produce hard copy material to meet the stated needs for such research• Demonstrated ability to validate information provided on a nominated research topic• Demonstrated ability to prepare prescribed hard copy and electronic versions of materials suitable for use in the delivery of a nominated presentation topic to a defined target group• Demonstrated ability to deliver a verbal presentation on the findings of a nominated research topic to a defined target group. <p>Context of Assessment</p> <p>This unit may be assessed on or off the job</p> <ul style="list-style-type: none">• Assessment should include practical demonstration either in the workplace or through a simulation activity, supported by a range of methods to assess underpinning knowledge• Assessment must relate to the individual's work area or area of responsibility. <p>Resource Implications</p> <p>Training and assessment to include access to a real or simulated workplace; and access to workplace standards, procedures, policies, guidelines, tools and equipment.</p> <p>Assessment Methods</p> <p>The following methods may be used to assess competency for this unit:</p> <ul style="list-style-type: none">• Observation of practical candidate performance• Analysis of portfolio of evidence compiled by the candidate including research material, draft material and final presentation and associated materials• Project work• Oral and written questions
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- Third party reports completed by a supervisor
- Project and assignment work
- Oral presentations.

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	2	Capturing required information to meet identified need
Communicating ideas and information	2	Explaining information requirements to colleagues, customers and other third parties
Planning and organising activities	1	Scheduling research, evaluation and information preparation and presentation activities
Working with others and in teams	1	Liaising with colleagues and relevant external providers to identify and obtain required information
Using mathematical ideas and techniques	2	Analysing research data; calculating statistics related to identified research information
Solving problems	1	Identifying sources for research information
Using technology	2	Using the internet to undertake research and disseminate information