

Competency Standard

UNIT TITLE: SOURCE AND PROVIDE DESTINATION INFORMATION AND ADVICE		NOMINAL HOURS: 50
UNIT NUMBER: D2.TTA.CL2.19		
UNIT DESCRIPTOR: This unit deals with skills and knowledge required to obtain and make available current destination information to colleagues and clients.		
ELEMENTS AND PERFORMANCE CRITERIA	UNIT VARIABLE AND ASSESSMENT GUIDE	
<p>Element 1: Generate initial destination knowledge</p> <p>1.1 Identify <i>sources</i> of destination information</p> <p>1.2 Describe <i>criteria for capturing destination information</i></p> <p>1.3 Identify <i>client needs relating to destination information</i> that may be required</p> <p>1.4 <i>Research</i> destination information</p> <p>1.5 Capture and <i>record and classify</i> destination and <i>general product information</i></p> <p>Element 2: Update destination knowledge</p> <p>2.1 <i>Register to receive updated destination information</i></p> <p>2.2 <i>Integrate updated information</i> into existing destination information</p> <p>2.3 <i>Initiate new files</i> for new information and/or new destinations</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 the obtaining current destination information and making it available to colleagues and clients, within the labour divisions of the hotel and travel industries and may include:</p> <ol style="list-style-type: none"> 1. Front Office 2. Housekeeping 3. Food and Beverage Service 4. Food Production 5. Travel Agencies 6. Tour Operation <p><i>Sources</i> may relate to:</p> <ul style="list-style-type: none"> • Internal business sources, including databases, brochures, destination and product libraries and books • Direct contact with: 	

<p>Element 3: Communicate destination knowledge</p> <p>3.1 Identify <i>client and colleague needs</i> relating to destination information that is required</p> <p>3.2 <i>Share destination information</i></p> <p>3.3 <i>Advise clients</i> in relation to information about specific destinations</p> <p>3.4 Present hard copy information to clients</p> <p>Element 4: Review provision of destination knowledge</p> <p>4.1 <i>Evaluate sources of destination information</i></p> <p>4.2 <i>Evaluate methods of provision</i> of destination information</p> <p>4.3 <i>Evaluate effectiveness of destination information provision</i></p> <p>4.4 <i>Amend or confirm sources</i> of destination information</p>	<ul style="list-style-type: none"> ▪ Travel suppliers including airlines, cruise operators, railway operators, bus lines, car rental businesses, limousine hire, taxis ▪ Suppliers and providers of support and ancillary services, including accommodation, conference and similar venues ▪ Tour operators and wholesalers ▪ Travel agencies and associations ▪ Peak travel bodies ▪ Government tourism industry bodies and authorities, including domestic and international bodies <ul style="list-style-type: none"> • Literature, including reference maps, city guides, books, magazines and newspapers • Websites, including individual companies, directories, news sites, surveys and research sites • Personal network of contacts, including those within the host enterprise and those external to the business. <p><i>Criteria for capturing destination information</i> must include:</p> <ul style="list-style-type: none"> • Accuracy • Currency • Completeness • Reliability and reputation of source • Cost • Ease-of-access • Copyright-free status of information. <p><i>Client needs relating to destination information</i> will vary depending on the products and services provided by the host enterprise and may include:</p> <ul style="list-style-type: none"> • Major tourist attractions, including natural and man-made • Directions on moving around the destination, including maps and directories
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- Major tourist areas within destinations, including designation and location of various unique precincts
- Geographical features, including near-by regional features
- Famous buildings and landmarks, including near-by regional features
- Festivals and religious occasions
- Local economy, including state of the economy, financial institutions, access to funds, currency used and exchange rates
- Local customs, including observances, religious requirements, actions that may give unintentional offence, needs for local specific sensitivity and special features of the destination community/ies
- Legislation and regulations, including offences and personal responsibilities across a wide range of topics with special reference to specific prohibitions that may not exist in client home country or the country of departure
- Local facilities, including public and fee-for service
- Health, safety and security considerations
- Government warnings, travel advisories and updates
- Specific sporting, shopping, cultural, religious and other facilities and services
- Degree and sophistication of basic infrastructure, including roads, power and utilities
- Climate and seasonal weather conditions
- Ability of destination to cater for clients with special needs, including age-related needs, language, and disabilities
- Food and beverages, including identification of local dishes and drinks
- Range of choice and availability of products and services, for all facilities, retail purchases, accommodation, basic needs, transport and specific client needs
- Passport and visa requirements

- Customs and taxes.

Research refers to formal and informal research techniques and may include:

- Informal discussions with colleagues and clients
- Formal study, including study undertaken on-the-job provided by employers or vocational training undertaken in personal time and at personal expense
- Reading literature, including brochures, magazines, media articles, trade journals, guide books and destination material
- Attending relevant information sessions and events, including product launches, updates, seminars, trade conferences and exhibitions
- Visiting destinations, venues, attractions and sites, including familiarisations
- Direct contact with organisations from the targeted destination
- Accessing the internet and targeted destination websites
- Watching videos, television and films.

Record and classify information may include the use of:

- Card reference systems
- Files and notes of destinations
- Files and notes for touring routes and locations
- Files and notes for target market groups
- Computerised databases – including division of data into folders, sub-folders and files
- Index to assist in identifying required information
- Compliance with internal guidelines and authorities regarding the entering of data onto systems.

General product information may be found, in addition to the above sources, in the following:

- Industry, establishment and destination brochures – including those produced by private companies and public tourist agencies and authorities
- Sales and supplier information kits provided by destination providers – including accommodation outlets, providers and support businesses, shopping centres and precincts, attractions and event organisers
- Product manuals
- Advertising fliers.

General product information may include:

- Styles of product and services available within destinations
- Seasonal availability of product, including low and high seasons, and weather-related seasonal influences
- Geographic location of products and services at the destinations.

Register to receive updated destination information may include:

- Registering on-line
- Paying a fee
- Establishing required password and username, if required
- Lodging host enterprise details with information source
- Establishing the *bona fides* of the host enterprise
- Joining an association or body in order to enable access.

Integrate updated information may include:

- Deleting dated information
- Deleting information files and folders no longer required
- Implementing version control procedures

- Up-dating relevant control index to reflect revised information files and folders
 - Adding data to identify date of last update.
- Initiate new files may include:*
- Up-dating relevant control index to reflect new information files and folders
 - Informing colleagues of the presence of new information.
- Client and colleague needs may include:*
- Reference to specific requests or questions that have been made
 - Specific data sharing with sales staff and specialist destination colleagues
 - Providing detailed information to new employees
 - Specific requirements relating to target client groups with which nominated colleagues are engaged.
- Share destination information may include:*
- Advising verbally, including face-to-face and over the telephone
 - Providing hard copy information, including internal distribution and mailing/couriering to agencies and sub-agencies
 - Forwarding files electronically.
- Advise clients may include:*
- Advising verbally, including face-to-face and over the telephone
 - Providing hard copy information, including face-to-face handouts and mailing/couriering to client address
 - Forwarding files electronically
 - Arranging a meeting with the client
 - Conducting in-house destination information evenings/sessions for targeted groups
 - Delivering advice personally in client office or home

- Promoting destinations to groups as part of the selling process, including the delivery of a presentation
- Providing advice and suggestions factoring in identified requirements and constraints, including budget, duration, timing and personal preferences
- Preparing draft itineraries and quotations
- Offering alternatives
- Making recommendations based on personal knowledge and experience.

Evaluate sources of destination information may include:

- Seeking feedback from colleagues
- Seeking feedback from clients on their return from destinations
- Comparing information from different sources regarding the same destination
- Relating destination information to personal experience and knowledge
- Undertaking a cost-benefit analysis, where applicable
- Assessing source against criteria for capturing destination information.

Evaluate methods of provision may include:

- Seeking feedback from clients on the utility of current methods
- Appraising new options
- Assessing methods used by the competition
- Revising current information provision methods on the basis of feedback and emerging options.

Evaluate effectiveness of destination information may include:

- Seeking feedback from clients on satisfaction with information provided, including scope and content
- Identifying deficiencies in information provided

- Creating new areas for information provision.

Amend or confirm sources may include:

- Checking and verifying information provided by sources being used
- Researching new sources
- Determining sources used by other businesses for provision of destination information.

Assessment Guide

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

- Enterprise policies and procedures in regard to sourcing, accessing and using destination information
- Principles relating to copyright and intellectual property issues
- Ability to use standard research techniques
- Communication, interpersonal and information-sharing skills
- Basic keyboarding and data entry skills
- Industry knowledge relating to basic destination information
- Market research data regarding the target market segments for the host enterprise.

Linkages To Other Units

- Operate an automated information system
- Source and package tourism products and services
- Promote tourism products and services
- Prepare and submit quotations
- Access and retrieve computer-based data
- Communicate on the telephone
- Receive and process reservations

- Book and co-ordinate supplier services
- Construct and ticket a non-air travel plan
- Construct and ticket domestic airfares
- Construct and ticket promotional international airfares
- Construct and ticket regular international airfares
- Access and interpret product information
- Prepare and deliver a presentation.

Critical Aspects of Assessment

Evidence of the following is essential:

- Understanding of arrangements that exist to determine and authenticate sources of information that are to be used
- Demonstrated ability to research, obtain and provide hard copy current destination information for a nominated range of domestic and international destinations to meet given end-user needs
- Demonstrated ability to capture and electronically record destination information for a nominated range of domestic and international destinations to meet given end-user needs
- Demonstrated ability to update nominated destination information categories/classifications for a given list of domestic and international destinations
- Demonstrated ability to provide verbal advice, including options and recommendations, to a client in relation to a single nominated destination across a range of identified destination information categories/classifications
- Demonstrated ability to obtain verbal or written feedback from a client in relation to the form and content of previously provided destination information.

Context of Assessment

Assessment must ensure:

- Actual or simulated workplace application of strategies, techniques and procedures for researching, obtaining, recording and supplying destination information.

Resource Implications

Training and assessment must include use of actual systems, databases, materials, information sources and actual or simulated clients in an actual or simulated office environment; and access to workplace standards, procedures, policies, guidelines, tools and equipment.

Assessment Methods

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

- Observation of practical candidate performance
- Simulated exercises
- Portfolio of documentation and information obtained in the course of research, sourcing and information gathering, recording and updating activities
- 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	2	Source, evaluate, capture information on destinations from a variety of sources on a variety of topics
	Communicating ideas and information	1	Request destination information from sources; advise clients in relation to destination information obtained
	Planning and organising activities	1	Determine sources of destination information to research and schedule those research activities to integrate with other work activities
	Working with others and in teams	1	Share destination information with colleagues/clients
	Using mathematical ideas and techniques	1	Cost elements of captured information; determine travel times and distances
	Solving problems	1	Identify and access alternative and/or additional sources of destination information where necessary; resolve itinerary conflicts
	Using technology	1	Use internet/computerised systems to research, access, capture, record, transmit destination information