Activity Marking Guide

SITTTSL002

Access and interpret product information



**TAFE NSW would like to pay our respect and acknowledge Aboriginal and Torres Strait Islander Peoples as the Traditional Custodians of the Land, Rivers and Sea. We acknowledge and pay our respect to the Elders, both past and present of all Nations.**

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# Icon legends

|  |  |
| --- | --- |
| Icon | Description |
|  | **Activity**  Learning activities help you to gain a clear understanding of the content in this unit of competency. It is important for you to complete these activities, as they support the online learning resources and will enhance your learning. The activities will prepare you for assessments. |
|  | **Collaboration**  You will have opportunities to collaborate with others during your study, both in the classroom and via the forum activities. This could involve group activities such as mini projects or discussions that will enable you to explore and expand your understanding of the content. |

# Getting started

#### What will I learn by completing these activities?

The following learning activities have been developed for the unit of competency SITTTSL002 Access and interpret product information.

These activities are broken down into three lessons to align with the content available via the Moodle. The three lessons are:

1. Accessing product information
2. How to interpret product information
3. Updating product information

OK, let’s get started!

Lesson 1: Accessing product information

Complete the following activities as directed by your Teacher.

## Introduction

 Activity 1

[www.google.com/maps](http://www.google.com/maps) - maps

[www.seatguru.com](http://www.seatguru.com/) – seat reviews

[www.traveldoctor.com.au](http://www.traveldoctor.com.au/) – travel health information

[www.sunloverholidays.com.au](http://www.sunloverholidays.com.au/) – accommodation and packages

[www.vroomvroomvroom.com.au](http://www.vroomvroomvroom.com.au/) – car hire

[www.hotelscombinded.com.au](http://www.hotelscombinded.com.au/) – hotel accommodation

[www.tripadvisor.com.au](http://www.tripadvisor.com.au/) – customer reviews

<https://www.bing.com/translator/> - translator

1. Go to the following websites and identify the type of information that can be accessed:

 Activity 2

1. What is a product? Write a brief definition of a product in your own words.

Tourism products are often services or experiences (rather than products) that the customer does not keep or take home with them. This means they are intangible and inseparable from the place where the service operates. For instance, imagine choosing to stay in a hotel near a beach. You can’t touch the room or the beach before you travel to the place where it is Because tourism products are intangible, customers often rely on you as the expert about the product they are seeking to purchase and therefore you must know as much as possible about products in the destination where you live and work—Australia and the Pacific—so that you can answer questions customers would normally find out by examining a tangible product. Of course, it’s impossible to remember every detail about every product in Australia, so you need to be able to find the right information easily.

1. List six (6) different products offered in the tourism industry:

|  |
| --- |
| Products |
| Flights |
| Hotel Accommodation |
| Car Hire |
| Rail Travel |
| Cruises |
| Excursions |

 Activity 3 - Scenario

**Scenario 1:**

Three retired women from Lismore would like to spend a couple of hours on Sydney Harbour. They are not very familiar with Sydney and they are keen to learn as much as possible. They're hoping for a pensioner discount and have asked you to recommend a suitable product.

Choose a product that you think would satisfy them and make a quick list of product features so that you can advise them of what to expect.

Example

Captain Cook sightseeing cruise with commentary/cocktails or afternoon tea/coffee

Or

Hop on Hop Off Cruises

Check special offers

**Scenario 2:**

A man is looking for a present for his wife and has decided on an evening cruise on Sydney Harbour. He has asked you to recommend two different choices that include dinner and something special, if possible. Money is no object.

Choose a product that you think would satisfy them and make a quick list of product features so that you can advise them of what to expect.

Example:

Tall Ship Twilight Dinner Cruise with drinks package

• Jump aboard a vintage 1850's style tall ship

• Enjoy a appetising dinner and sunset while sailing around the worlds most beautiful harbour

• Discover Sydney's most iconic landmarks including the Sydney Harbour Bridge, Sydney Oprah House and much more!

• Take the opportunity to hoist the sails and steer the ship!

Latino Show and Buffet Dinner Cruise on Sydney Harbour – Vagabond cruises

• Soak up the sights of Sydney Harbour on an epic 4 hour cruise

• Enjoy appetizers, desserts and a delicious international style buffet dinner

• Explosive Brazilian show with live drums & latino dancing

• Dance lessons, competitions, prizes and giveaways on-board!

• Professional DJ and dancefloor - something for everyone

• The perfect idea for special events or just a fun night on the Harbour

 Activity 4 - Scenario

**Determining features and benefits of products**

Practise your skill in identifying product features and benefits by answering the following questions.

It may be helpful to access a car rental brochure or access a car hire company online to help you with this exercise.

**Scenario** : You work for a visitor information centre in a large regional city and you have a customer information request regarding car rental services in your area.

1. Give an example of a car rental service in your area. List the different vehicle types available at this service.

Example:

Hertz Newcastle Airport 30 Vehicle types – 10 categories

• Green Collection AU

• Prestige Collection AU

• Adrenaline Collection AU

• Family Collection AU

• Car/Sedan

• Wagon/Estate

• SUV/Minivan/4x4

• Commercial Van/Truck

• Special

• Dream Collection AU

1. List some features that are available in rental cars that would be useful to your customers.

Example: The Hertz Car/Sedan collection features your classic compact and full-size sedan rental cars. We offer renters a variety of cars suitable for any budget and occasion. When you rent a compact or economy car with Hertz, you can expect anything from a Nissan Versa, Toyota Corolla, Chevrolet Impala or a similar vehicle. This is your go-to collection for everyday budget friendly and quality car rentals. Whether you're trying to road trip on a budget or traveling for work, our compact and economy car rentals will get you to where you need to be. Make a reservation and pick-up your economy car rental at any of our convenient locations nationwide, including airport locations today.

1. A corporate executive calls into your centre wishing to hire a vehicle for the day. It is the middle of summer. Referring to your lists for Questions 1 and 2, state what features would benefit the corporate executive and why.

Audi Q2 Inc. GPS - Economy Prestige

5 Passengers

1 Large Suitcase, 1 Small Suitcase

Automatic Transmission

Air Conditioning

Dual Airbags

ABS

1. How would you convince the corporate executive that she or he needs the features you have identified in Question 3?

Space for colleagues

Air conditioning/climate control

Automatic

Extensive fleet/convenient pick up

1. A family with two small children also come to you asking for advice for a suitable vehicle for them to hire to tour your local region. What car/features would you recommend to the family and what benefits would these features offer to them?

Family Collection

Kia Carnival or Similar

People Mover - 8 Seater

Radio, CD, Central Locking, Cruise Control, Driver Airbag, Dual Airbags, Dual Mirrors, Power Mirrors, Power Steering, Power Windows, Tilt Steering, V6 Engine

Plus child seats/baby seats

GPS system

Extra Insurance

 Activity 5

Complete the table below by listing as many different types of products as you can for each of these four sectors of the tourism industry. For example, in the accommodation sector there are hotels, resorts, backpacker hostels and many others. It may be helpful to look through a tourism brochure or the internet to get some ideas. Answers will depend on student research

|  |  |
| --- | --- |
| Sector | Products |
| Accommodation | Examples: Weekend packages  Family resorts   hotels, resorts, backpack packers  Sheraton Hotel Port Douglas |
| Transport | air, train, rail, bus  The Ghan, Qantas    A coach pass  a cruise to the south pacific |
| Attraction | theme park, canyons, national parks,  The Kimberleys, The Twelve Apostles |
| Tour operator and wholesaler | Contiki, Sunlover, Insight    AAT Kings, Qantas Holidays |

 Activity 6

1. What are the international air gateways to Australia? Make a list and highlight your closest international airport. Don't forget to include the non-capital city gateways!

Sydney, Melbourne, Perth, Adelaide, Cairns, Brisbane, Darwin, Canberra, Gold Coast, Hobart

1. What are the 3 letter codes for these airports?

SYD/MEL/PER/ADL/CNS/BRS/DRW/CBR/OOL/HBA

1. What sources of information would be most appropriate to help you answer Question 1. Write down the sources you used as part of the exercise.

Answer depends on student response

1. Write down the names of the airlines in each of the following airline alliances:

|  |  |
| --- | --- |
| Oneworld | Star Alliance |
| A few below:  British Airways  Japan Airlines  Iberia  Malaysian Airlines  Qantas  Qatar Airlines  Finnair  Royal Jordanian  Cathay Pacific  Latam Airlines | A few below  Air Canada  Air China  Air New Zealand  ANA  United  Singapore Airlines  Swiss |

1. What is the name of the other main airline alliance?

Skyteam

1. Name 2 airlines in this alliance.

Delta/China Southern/Aeroflot/KLM

1. Explain your understanding of airline alliances.

Agreement/arrangement between two or more airlines, code share/marketing arrangements/share routes/access to lounges/ frequent flyer point agreements

Cooperation on a substantial level

1. In addition to the airlines involved in the Oneworld and Star Alliance networks that you have identified, many other airlines offer products and services to Australia. In the table below, write the names of some of the airlines that you believe connect Australia to overseas destinations.

|  |  |
| --- | --- |
| Destination Region | Airlines |
| Europe | e.g. Emirates British Airways, Cathay Pacific, Emirates, Etihad Airways, Malaysian Airlines, Qantas, Qatar Airways, Singapore Airlines, Thai Airways, United Airlines, Virgin |
| Pacific | Air Calin, Air New Zealand, Air Niugini, Air Vanuatu, Fiji Airways, Jetstar, Qantas |
| North and South America | Air Canada, Air New Zealand, Cathay Pacific, LATAM Airlines, Malaysian Airlines, Qantas, United Airlines |
| Asia | Air China, Asiana Airlines, Cathay Pacific, China Airlines, China Eastern Airlines, China Southern Airlines, Garuda Indonesia, Japan Airlines, Jetstar Asia, Korean Air, Malaysian Airlines, Qantas, Singapore Airlines, Vietnam Airlines |
| Africa and the Middle East | Emirates, Etihad Airways, Qatar Airways, Qantas, South African Airways |

 Activity 7 - Scenario

A client has come in to your agency requesting a quote for friends from Japan wishing to holiday in Australia for 7 - 10 days. They would like you to include flights within Australia, accommodation and sightseeing tours.

Select and list 5 appropriate products/suppliers/sources of product information you would access in order to prepare the quote for them.

|  |  |  |
| --- | --- | --- |
| Product | Supplier | Source of Product Information |
| *E.g.: Product- Travel insurance* | *Suppliers - Covermore Insurance* | *Brochure or website*  [*www.covermoretravelincusrance.com*](http://www.covermoretravelincusrance.com) |
| 1 Domestic Flights | GDS/CRS/Airline website | Jetstar website  [www.jetstar.com](http://www.jetstar.com) |
| 2.Accommodation | Sunlover | <https://www.sunloverholidays.com.au/>  Sunlover |
| 3. Excursions | AAT Kings | <https://www.aatkings.com> |
| 4. Tours | AAT Kings | <https://www.aatkings.com> |
| 5. Train | Great Southern Rail The Ghan | <https://greatsouthernrail.com.au/about/about-the-ghan/> |
| 1. Car Hire | Sunlover  Budget car Hire | <https://www.sunloverholidays.com.au/>  Sunlover  [www.budget.com.au](http://www.budget.com.au) |

 Activity 8

Write a list of as many things as you can that may help you choose Australian or Pacific products to satisfy your customers' needs. Write these in the table below.

|  |  |
| --- | --- |
| General information about customer | Specific information about customer |
| e.g. purpose of travel  When they wish to Travel     Who’s is travelling  Age range       Special requests     Hotel or campsite  Specific Interests | e.g. budget     16th April- Scholl Easter Holidays     2 Adults 1 child of 8years with date of birth  1 child 10 years with dayte of birth     Vegetarians/ Disability     Specific accommodation – 1 room for 4 maximum $100 per day     Keen to do black runs at skiing   Special interests |

 Activity 9

For the following question, you will need to obtain a Qantas Holidays, Sunlover or other brochure on Queensland’s Gold Coast region. There also are many other wholesalers’ brochures from which to choose. (Speak to your teacher/facilitator before contacting any companies). You may also access brochures on the Internet.

Select a suitable accommodation property for the customers described below, focusing on the product features and benefits that you think will most satisfy their needs

For each customer group list the following:

• name of accommodation property

• property features

• benefits for customers.

Answers will depend upon student research.

1. Three young women are keen to soak up the sun, laze on the beach and enjoy the nightlife of the Gold Coast. They have a moderate budget and are looking for a three- to four-star product that is close to all the action of Surfers Paradise, near Cavill Ave.
2. A middle-aged couple would like a relaxing weekend break. Money is no object and they would like to stay in luxurious accommodation. He is interested in gambling at the casino and in golf; she is interested in playing tennis and shopping.

 Activity 10 - Scenario

Assume you work for a Visitor Information Centre. You have received a telephone call from a customer who requires motel style accommodation for 3 nights. They have advised you that wheelchair facilities are required.

1. What special requirements will your client need?

Hotel with facilities for wheelchair assistance

Lift/Ramp

Handles in bathroom/Toilet

Wide doors and larger room to accommodate the wheelchair

1. What sources of product information will you access to satisfy these needs?

Hotel website/suppliers website

Now assume you work for a convention firm. You need to organise a business conference for 100 people flying into Darwin from various states of Australia. They will require accommodation, a venue, catering and transfers to and from the airport via coach and private car.

1. What major sources of product information do you think you would need to access?

Hotel website/suppliers website

1. Access some appropriate sources and identify the products offered by various tourism industry operators in Darwin.

Group flight information with Jetstar or virgin with group prices.

Hotels that can accommodate 100 people (50 twins)

Hotels with business/conference facilities or near to a business/conference facility

Novotel Darwin has meeting facilities

## Prepare, source and interpret product information

 Activity 1

1. Name a travel company/travel operator in Australia which offers package tours to the following areas. Do not use the same operator more than once.

|  |  |
| --- | --- |
| Destination | Company |
| West Coast USA | Topdeck |
| Canada | Contiki |
| Brazil | Cosmos |
| South Africa | Bench |
| Egypt | Intrepid Travel |
| Vietnam | Tucan Travel |
| Sweden | Trafalgar |
| China | Wendy Wu Tours |

 Activity 2

Find the following information from the Intrepid website/e-brochure.

Answers will be based on current information.

**Part 1:**

1. How many days does the Antarctic Explorer via South Shetland Islands trip take and where does it depart from?
2. How many days does the Gorillas to Victoria Falls Tour take and which countries does it go through?
3. What are the 3 trip styles?
4. Name 10 of the Intrepid themes?
5. How much is a Morocco Family Sahara Holiday?
6. What is the intrepid foundation?

**Part 2:** Locate the Patagonia Wilderness Tour (15 days) and answer the following:

1. Where does it depart from?
2. What is the theme?
3. What is the physical rating?
4. What is the minimum age?
5. What meals are included?
6. What accommodation do they stay in?

 Activity 3

For each of the customer types given below, create a list of factors that may help you decide which accommodation property best suits the needs of the customer. A list of product features that may interest the first customer type is provided as an example.

|  |  |
| --- | --- |
| Customer Type | Product Features |
| *Business executive* | *• location near to business appointments (e.g. central city)*  *• early or late check-in and out to coincide with flight arrangements*  *• business or secretarial services such as email, fax, business centre*  *• room service for convenience after busy days*  *• gym or swimming pool for exercise*  *• corporate rates or discounts.* |
| Young, single backpacker | Cheap/near shops and night life/near public transport/basic and clean |
| Honeymoon couple | Luxury/spa resort/double bed/seaview/quiet/swimming pool/restaurant/champagne in room |

 Activity 4

This task is designed to increase your knowledge of the range of attractions to be found throughout Australia. As you are sourcing information on each of the attractions, take note of any individual products such as passes or tours. For each of the states or territories, select a sample of the major attractions and complete the table. An example has been added to help you start.

|  |  |  |  |
| --- | --- | --- | --- |
| Attraction name | Location | Contact details and web address of tour operators | Brief description |
| *Western Plains Zoo* | *Dubbo NSW* |  | *Open range zoo with lakes, walking trails, zoofari accommodation and more than 1400 animals* |
| Sovereign Hill | Ballarat Victoria |  | Historic open air theme park depicting the gold rush days |
| Phillip Island Penguin Parade | Phillip Island Victoria |  | Popular location for sunset viewing of fairy penguins from viewing platform |
| Port Arthur Historic Village | Port Arthur Tasmania |  | Complex showcasing Tasmanian heritage, food, wine and innovative adventure activities |
| Penny Royal Adventures | Launceston TAS |  | Complex showcasing Tasmanian heritage, food, wine and innovative adventure activities. |
| Seppeltsfield Winery | Barossa Valley SA |  | The Barossas’ most historic operational winery. Classified as a historic village, the original gardens and winery and grounds have been impeccably maintained in their original manner |
| Rottnest Island | Off Perth and Fremantle WA |  | Popular day trip by ferry; well-known location of the quokka |
| Monkey Mia | Near Denham, WA |  | Popular feeding ground for wild dolphins. Guaranteed observation from close proximity |
| Territory Wildlife Park | Near Darwin, NT |  | Wildlife Park 45-minute drive south of Darwin where you can see wildlife of northern Australia, up close in their natural habitats |
| Yellow Waters Cruise | Cooinda, Kakadu NP, NT |  | Popular cruise on Yellow Waters billabong, where you can see many kinds of birds as well as crocodiles and other wildlife |
| Tjapukai Aboriginal Culture Park | Cairns QLD |  | Well known Aboriginal dance group offering performances and art and crafts |
| Sky Rail Rainforest Cableway | Cairns QLD |  | Travels just above the tree tops and has two stops. The trip takes one hour |

 Activity 5

When you work with Australian touring products, you need to be familiar with the terms that are used. Investigate the meanings of the terms in the following table. Make sure you understand the implications each term has for your customer. For example, will they be travelling alone or in a small or large group? Will they need to pay extra for particular features, or are they included?

Complete the following table.

|  |  |
| --- | --- |
| Term | Definition |
| FIT (Fully Independent Traveller) | A tour that includes all components of a holiday package, like meals, accommodation, all transport and so on. |
| GIT (Group Inclusive Tour) | A tour that involves groups of ten or more people travelling on the same itinerary (e.g. Contiki 18-35s to Europe). There is no flexibility on these tours for departure, accommodation and so on. The traveller stays with the group and is not made aware of a breakdown of charges for tour components. |
| Inclusive components or tour | All the products that are included in a given tour |
| Optional components or tour | Additional sight-seeing or extras that can be included at an extra charge to the customer |
| B, L, D (as seen on an itinerary) | Breakfast, lunch and dinner are indicated on a tour when the tour itinerary includes these meals |
| Charter | A service (usually transport) that is specially arranged for a tour, either because of the size of the group or because it is not a tour that is scheduled normally |
| Guaranteed departure | A guaranteed departure for a tour indicates that the tour will proceed even if it is not full |
| Local payment | A component of travel that is booked in the tourist generating region (TGR) but needs to be paid locally in the tourist destination region (TDR.) |
| Single supplement | This term refers to accommodation arrangements when a person is travelling alone. An additional charge is made by the customer, especially when participating in a tour where twin share is specified |
| Orientation tour | A tour that involves only sightseeing and familiarisation with an area, with no disembarking during the tour. |
| Sightseeing tour | A tour that involves seeing and possibly entering some major attractions of a destination |
| Evening at leisure | No organised activities have been arranged and the customer is free to do their own thing |
| FOC | Free of charge; this means that there is no payment required |
| Special interest tour and special purpose tour | A prearranged package tour designed to appeal to a group of people with special interests (e.g. diving, bushwalking, gardens, history) |

 Activity 6

Investigate your local area and make a list of the tour operators, taking note of what kind of services they offer. You may also like to categorise the tour operators depending on length of tours offered or style of tour (e.g. sightseeing tours versus adventure tours).

Answers will be based on student research

|  |  |  |
| --- | --- | --- |
| Tour Operator | Contact details or Web address | Product description |
| *Example: Bob’s Fishing Frenzy* | *123 Ocean Ave*  *Seaville ph 987654*  [*www.bobsfishing.com*](http://www.bobsfishing.com/) | *Half day and full day fishing tours, both open sea and river. Suitable for both beginners and experienced anglers.*  *Will take overnight trips for groups of six or more.* |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

 Activity 7

Using tour brochures you have already collected, consider the following questions.

1. What do you perceive as the benefits for a customer of taking an extended coach tour?

The benefits for a customer of taking an extended coach tour are that every detail of the holiday is arranged for the customer. If you are travelling long distances, there is no need to drive yourself, be concerned about getting lost, to look for accommodation and so on. A customer can really relax and enjoy the scenery and activities. There is flexibility also in terms of meals and tour variations although some of these would incur extra charges. Also, the tours allow customers to meet other people on the tour and form friendships.

1. What do you see as the disadvantages for a customer of taking an extended coach tour?

There are some disadvantages in extended coach touring. These include the inability to change details of the itinerary to suit individuals and the inability to stay at a destination longer without leaving the tour. Also there are other people on the tour with whom a customer may not wish to spend time with and this may cause discomfort and displeasure.

1. Look at the terms and conditions for one of your tour brochures (sometimes listed as booking conditions) and answer these questions:
2. How does a customer book a tour?
3. How much is the deposit?
4. What happens if the customer cancels the tour booking?
5. When is full payment due for the tour?
6. Does the customer have to purchase travel insurance to join the tour?

Answers will be based on student research

 Activity 8

Gather information or brochures for two (2) national tour operators. Select a tour that both operators offer and compare and contrast these two products by answering the following questions. Answers will be based on student research

1. Are there any discounts or incentives for booking early or taking multiple tours? If so, what are they?

Tour A:

Tour B:

1. Is there any airfare discount to join or leave the tour?

Tour A:

Tour B:

1. What meals are included on tours? How do you know?

Tour A:

Tour B:

1. What other tour features are included in the tour price?

Tour A:

Tour B:

1. Who would you recommend this company to, e.g. older or younger customers, singles, and families?

Tour A:

Tour B:

 Activity 9 - Scenario

The Williams family of Sydney have three children aged ten, seven and four. They are keen to visit Tasmania to see the historical buildings and magnificent national parks. The family wish to see as much of the island as possible in the time they are there.

They are thinking of travelling during the Christmas school holidays and can only afford two weeks holiday, including travelling time to and from Sydney. They would like to travel as cheaply as possible (however, convenience must also be considered).

Accommodation should also be economical; however, they don’t wish to stay in campsites or youth hostels. They have asked you to consider ways to save on living expenses as well, so that they can spend money on entrance fees and activities.

***Task:***

Design an itinerary for the Williams, including transport, accommodation and sightseeing options. The products should be specifically named. After you have designed their itinerary and chosen suitable products, create a list of points explaining why you believe you have chosen the best itinerary and products to satisfy their needs.

Answers will be based on student research

 Activity 10

A customer wants information about getting to Rottnest Island in Western Australia. We know that not only is this possible but that ferries travel to Rottnest Island from Perth.

Find out:

• From where ferries depart

• Frequency of service

• Cost (is there a family ticket?)

• How to purchase tickets

• Can we buy a ticket that covers both the ferry and accommodation on the island

• Are there restricted times or seasons?

• What other restrictions operate on the island?

• What conditions apply to ticket purchase?

Answers will be based on student research

Make a list of all the sources we can use (not just those you did use) to access the required information. Which of these sources were you able to access and which were the most helpful? Why?

Answers will be based on student research

Were you able to understand (interpret) all the information (jargon, use of abbreviations, 24 hour clock)?

Answers will be based on student response

Where did you get help?

Answers will be based on student response

 Activity 11

A client approaches you and provides the following information:

*I have 3 weeks to spend in Africa and would like a small group organised group tour for my wife and I. Flights will be booked using my frequent flyer points.*

*Please* ***recommend*** *a tour and tell me the approximate* ***cost per person*** *and what the tour* ***includes.***

*I am interested in visiting:*

*Table Mountain.*

*Kruger National Park*

*Victoria Falls*

*I have heard that you can take a Victoria Falls Helicopter Ride, can you let me know if this is possible, duration and cost.*

Choose a brochure /website and put together the information for your client below.

Answers will be based on student research

 Activity 12

Search for travel insurance companies online and explore their quoting page, policy information, PDS and FSG.

Obtain a quote online from any Insurance Company: One adult travelling to Bali, 1-8 December, 35 years of age.

Answer the following questions: Answers will be based on student research

1. What is the name of the insurance company?
2. What type of insurance policy is the quote for?
3. How much is the quote for the policy?
4. How much does the policy cover for cancellation and medical expenses?
5. Is there a copy of the FSG and PDS easily accessible on the website?

## Health and safety risks

 Activity 1

Please go onto the following website: <http://www.smartraveller.gov.au/> and answer the following questions.

1. What should Australians going overseas to live or work read?

Guide for all travellers

1. What is the phone number of the 24 hour Consular Emergency Centre?

61 2 6261 3305 from overseas

1300 555 135 from within Australia

+61 421 269 080 via SMS

1. List the countries that you are advised NOT to travel to:

Answer will be based on current information

1. What countries should you reconsider travelling to?

Answer will be based on current information

1. What specific events or travel issues can you find out more information on – List 5?

Answer will be based on current information

1. Check the information for Bali, what should you tell your clients?

Answer will be based on current information

1. Why should you register with DFAT before travelling overseas?

Check the basics tab – “before you go”

 Activity 2

**Visa and Health Requirements for Travellers**

Look up the following countries and give essential information on visa and health requirements: Answers will be based on current information

|  |  |  |
| --- | --- | --- |
| Country | Visa Requirements | Health Requirements |
| China |  |  |
| Vietnam |  |  |
| India |  |  |
| Russia |  |  |
| Pakistan |  |  |
| Egypt |  |  |
| Burma |  |  |
| Mongolia |  |  |
| Indonesia |  |  |
| Mauritania |  |  |
| Kenya |  |  |
| Gabon |  |  |
| Madagascar |  |  |
| Paraguay |  |  |
| Bolivia |  |  |
| Ukraine |  |  |
| Congo |  |  |
| Uganda |  |  |
| Saudi Arabia |  |  |

 Activity 3

Use the following guide on obtaining a Vietnamese visa then answer the following questions.

*Vietnam Visa Information*

*Processing Options*

*Standard issue - $85 (2 business day(s) from the date of lodgement at the diplomatic mission)*

*Urgent issue - $115 (1 business day(s) from the date of lodgement at the diplomatic mission)*

*Visa validity:*

*Entry and exit must be within visa validity.*

*Requirements:*

*The applicant must provide:*

*Application form - Complete visa application form pm white A4 paper. Most application forms can be*

*completed on screen, printed then signed or, if they cannot be completed on screen, they can be printed and*

*written in blue or black ink*

*Passport photo - Provide 1 photograph(s). Glued or stapled, standard size*

*Travel Itinerary - Provide a detailed travel itinerary issued by a travel agent, airline or cruise company*

*including name of the applicant, the dates and places of entry and exit, mode of transport*

*Important information:*

*Please note that the dates entered on the application form, will be the issue dates on the visa. Entry and exit*

*must occur within the dates that are issued on the visa*

*Children under the age of 12 years pay $75 visa fee. Urgent fees remain the same.*

*Passport validity*

*Minimum required: 6 months from date of visa expiry*

1. How much validity do you need on your passport to travel to Vietnam?

6 months

1. What is the cost for a standard issue visa?

$85.00

1. What are the requirements of the consulate to issue a visa?

Completed application form, 1 passport photo, travel itinerary

1. What is the visa fee for children under 12 years of age?

$75.00

## Sales and Operational Risks

 Activity 1

Using travel brochures (hard copy), answer the following questions: Answers will depend on student research

1. What procedures usually apply to the cancellation and / or amendment of products (refer to the Booking Conditions on the back of a few brochures)?
2. In reference to the Booking Conditions, list some of the areas you should highlight to your customers prior to booking.
3. What are the legal implications for failing to disclose sales or operational risks to your client (e.g. booking conditions or travel insurance information)?
4. What are currency fluctuations and how can they affect travellers?
5. List two ‘seasonal’ destinations and explain why they could be described as such.

 Activity 2

Research and give a definition with examples of the following terms:

1. Dark Tourism

Is often referred to as - grief tourism- places where horrible things have happened-

Chernobyl- nuclear leak

Concentration camps in Poland

1. Doom Tourism

Visiting places that are endangered or may not be there much longer- moving to extinction due to man-made or natural disasters

Melting glaciers in Patagonia

Great Barrier Reef

1. Eco tourism

Primary focus on sustainability, low impact tourism, small scale- fosters environmental and cultural understanding, appreciation and conservation.

African wildlife- camp/low impact, small groups, educate

1. Medical Tourism

Going overseas for medical procedures, usually infers going to a less developed country for lower priced medical treatment’s

e.g. laser Eye surgery in Thailand

1. Wellness tourism

Promoting health and well-being- often physical and spiritual

Yoga retreats- Bryon Bay or Bali

Lesson 2: Interpret Product Information

Complete the following activities as directed by your Teacher.

## Industry terminology and jargon

 Activity 1

Explain the following jargon to a client:

|  |  |
| --- | --- |
| Term | Explanation |
| Single supplement | Extra payment for single use |
| DBL | Double room either 2 beds or double bed |
| Layover | Stopover between flights |
| B & B | Bed and breakfast |
| ETA | Estimated time of arrival |
| CRS | Computer reservation system |

 Activity 2

Research the following terms and give a definition.

|  |  |
| --- | --- |
| Term | Definition |
| Abbreviations and acronyms | The tourism industry is full of common tourism abbreviations and acronyms, e.g. 3 letter city codes, operator codes e.g. PP (per person), PR (per room), rooming codes e.g. TWN, SGL. |
| Adjacent rooms | Rooms in accommodation that are on opposite sides of a hallway. |
| Adjoining rooms | Rooms in accommodation that are next to each other. |
| Add-ons | ‘Add-ons’ are extras and are an additional charge to the initial payment paid. These add-ons must be clearly identified on all publications and reiterated to clients when discussing their plans. Examples of add-ons may include: additional meals while on a tour, some entry fees to attractions and departure taxes. |
| Amendment | Any change made to travel arrangements. Fees may be incurred as a result of amendments by both suppliers and agents. |
| American Breakfast | An American breakfast is commonly classified as a hot breakfast. It often consists of toast with bacon and/or sausages, eggs and sometimes fried tomatoes, mushrooms etc. |
| American Plan (AP) | Accommodation that includes 3 meals per day. |
| Apartment | Apartment-style accommodation featuring a large living space, separate bedroom(s) and kitchen facilities. |
| Attractions | Places of interest to tourists. It is important to note that there are two distinctly different types: |
| Availability | 1) natural, e.g. Uluru; the Great Barrier Reef |
| Bed and Breakfast (B&B’s) | 2) man-made, e.g. the Sydney Harbour Bridge; Sea World. |
| BBR | When a traveller wants to make a booking it is necessary to first check the dates that the product or service is available. This is called checking availability. |
| BSR | A small and intimate type of accommodation that includes breakfast. B&B’s are often family-run accommodation businesses that offer a small number of comfortable rooms in the family home. |
| Booking and confirmation procedures | Bank Buying Rate—the rate at which a bank or money exchange shop will buy foreign currency. |
| Booking conditions | Bank Selling Rate - the rate at which a bank or money exchange shop will sell foreign currency. |
| Booking form | The procedures required to book tourism products, e.g. deposit amount and due date (usually required within seven days of confirmation) and date final payment is due (usually 30-60 days prior to departure date). |
| Brochures | Same as Conditions of Sale. These are the conditions of the holiday booking, e.g. payment conditions, cancellation fees, liability, exclusions etc. |
| Cancellation procedures | This is a form that travellers are often asked to complete prior to travel. It is supplied by the tour operator/wholesaler/travel agency and forms part of the contract of sale. The traveller is usually asked to provide some personal details/requests and to sign the form. |
| Cancellation | Brochures contain information on a tourism destination or a particular product. There are millions of different travel brochures available in many different formats. Brochures are an excellent source of tourism information. Tourism industry staff need to be able to access and interpret this information for customers. |
| Cancellation charge | The procedures that must be followed in the event of a cancellation. This will include any fees that will be charged and can be found on the booking conditions page of any tourism product. |
| Carrier | Notice given that a client no longer requires the product or use of the service. Often required in writing by email or fax. |
| Check-In | A fee charged or amount forfeited by the client should a cancellation be made within a specific period prior to travel. |
| Check-Out | Another term for a transport company—airlines, coaches, shipping, etc. |
| Commission | Earliest time at which guests can occupy their room. |
| Conditions | The client is vacating their room and paying all charges to settle the final account. |
| Confirmed | Term given to the income received by a tourism organisation for the sale of a principal’s products. It is generally expressed as a percentage of the sale price. For example, a client pays agent $200 for a coach tour. The commission for this booking is 10%. Agent then deducts 10% of $200, i.e. $20 as payment for booking the tour and sends remaining $180 to the principle. |
| Confirmation Advice | Requirements to which a client must adhere in order to make use of a travel product |
| Confirmation Number | Operator codes HK, KK (or OK), used to indicate that booking has been confirmed. |
| Connecting rooms | Written acknowledgement from a principal that a service requested by a client will be supplied. |
| Departure date/s | Number provided by a reservation agent to indicate that a booking is confirmed. This number should be quoted in all further dealings relating to the booking. Referred to by airlines as a ‘RELOC’ or Record Locator. |
| Deposit | Two or more rooms immediately adjacent to each other with a connecting door. |
| Deposit conditions | The set dates that tours leave or date of commencement of travel. |
| Destination city | The amount of money that a client must pay to secure the reservation of a tourism product. Deposit amounts vary however the exact amount can be found in the booking conditions for each product. |
| Enterprise policy | When the deposit must be paid, commonly within seven days of the reservation being confirmed. |
| European Plan (EP) | The city where a sector of travel ends, e.g. when travelling from Sydney to Brisbane, Brisbane is the destination city and Sydney is the origin city. |
| Exclusions | The policy of a company in regards to the way it operates its business, e.g. booking and confirmation policies, refund policy, amendment policy etc. |
| Famil or Familiarisation | Accommodation that does not include any meals. |
| Final payment | Products or services not included in a packaged holiday. |
| Final payment conditions | Educational trip offered by airlines and/or other tourism providers to travel agents to sample the products offered by those companies. |
| FIT | The balance owing on a holiday after a deposit has been paid. |
| Foreign Currency | When the final payment must be paid. Some products require instant payment while others may require final payment four to six weeks prior to travel. |
| Franchise | Fully independent traveller—A traveller who is not part of a group tour. They may however pre book accommodation, transport and sightseeing as part of their own itinerary. |
| Frequent Flyer Program | The currency of a country other than the country you are in. |
| Fully Escorted Tour | Many travel agencies today belong to franchise groups such as Helloworld Travel and Flight Centre. The benefit for the agencies is stronger buying power, group advertising and brand awareness. |
| Gross price (or amount) | A membership program that rewards travellers for flying with one particular airline and its affiliated airlines. Points earned can be redeemed for free flights and upgrades. |
| Group tour | A tour package that includes the services of a tour escort for its entire duration. |
| Group—Inclusive Tour | The selling price to the traveller. Agent’s Commission or mark ups have already been added into the gross price. It is the amount paid by a customer without agents’ commission deducted. |
| Group rate | This is a prepaid tour where all group members travel together on a preset itinerary. |
| Hostels | Pre-paid tours where all members of a particular group travel together for the entire tour duration. |
| Hotels | The group rate is a discounted price applying to group bookings. |
| Incentive | Hostels are a low cost and simple form of accommodation. Facilities are usually basic e.g. bed, alarm clock, maybe a TV. Many rooms do not have their own private facilities. Hostels are popular with backpackers and many are aimed directly at the youth market. |
| Inclusions | A form of accommodation that can be small, medium or large in size. Hotels are different to motels in that they are licensed to sell alcohol and have bars, restaurants or bistros and entertainment facilities. Large hotels usually belong to chains, e.g. Sheraton; Novotel etc. |
| Interconnecting rooms | A reward given for selling a particular product or service. Rewards can be extra commission or prizes. There are usually a number of conditions that apply. |
| International driving permit | Products or services included in a packaged holiday. |
| Legal obligations | Rooms that are next to each other and have an interconnecting door between them. |
| Local currency | A permit that allows international tourists to drive in other countries. The motoring organisation in your state i.e. NRMA, RACV, RACQ, RACWA etc., provides information on the countries that require a permit and issues the permits for a nominal fee. Also see the national AAA tourism website below. |
| Mark up | The legal responsibilities tourism employees have when selling tourism products to consumers. Common legal obligations are to advise travel & booking conditions and to recommend travel insurance. |
| Meet and greet services | The currency of the country a traveller is travelling to. |
| Modified American Plan (MAP) | The dollar or percentage amount tour wholesalers or travel agencies add to a net price to make a profit. |
| Motels | When a representative of a tour company meets and greets it customers to welcome them. Tour companies often ‘meet and greet’ their customers at the airport before they transfer them to their hotel. |
| National government tourism authorities | Accommodation that includes 2 meals per day. |
| Nett price | This form of accommodation is different to hotels because the restaurant (if they have one) is usually the only place that is licensed to sell alcohol. Motels are usually smaller and have fewer facilities than hotels (clients can usually drive up to the door of their room). Examples of major motel chains in Australia are Flag Inns and Golden Chain Motels. |
| Nett/nett price | The term National means Australia wide. Australia’s National government tourism body is known as the Australian Tourist Commission (ATC) or Tourism Australia. The ATC looks after the development of tourism products and the promotion/advertising of Australia as a Tourism Destination Region (TDR) to Australians as well as the international market. The ATC is an excellent source for tourism products in Australia. |
| Optional extras or add-on offers | The amount the travel agency pays to the principal or supplier after they have deducted their agency commission. |
| Origin city | The amount the tour wholesaler or tour operator pays to its principals or suppliers after they deduct their mark-up. |
| Orientation tour | Extra cost ‘non-compulsory’ products or services that a traveller can choose to select whilst on a group tour. |
| Override commission | The city where a sector of travel begins, e.g. when travelling from Sydney to Brisbane, Sydney is the origin city. |
| Overseas government tourism authorities | A tour that familiarises tourists with the layout of a TDR. Tourists do not disembark from the coach during an orientation tour. Major attractions and places of interest are simply pointed out to them. |
| Package tour | Bonus agency commission paid for additional sales. Bonus commission is often used as an incentive for agents to sell more. Often the principal will set a minimum sales target to be met and then offer override commissions for sales above the target. |
| Passport | Many overseas/international governments have tourism authorities similar to Australia’s own National government tourism authority. They look after the development of tourism products and the promotion/advertising of a country as a TDR to Australians and the rest of the world. They are an excellent source of information for tourism products in their TDR. |
| Passenger Name Record | A combination of a variety of pre-arranged tourism product reservations for an individual or group. |
| Per person (PP) | An international travel identification document issued by a passport office to identify the travellers’ country of residence. Passports are required for international travel. Tourism industry staff need to be able to identify different types of passports and interpret the information contained in them. |
| Per room (PR) | All relevant information regarding a booking stored in a computer reservation system. The PNR will have a booking number or record locator. |
| Preferred product agreements | The cost for each person travelling. |
| Principal | The cost for each room. This rate is often divided by the total number of people sharing a room to obtain the per person cost. |
| Private facilities | See commercial agreements, also commonly known as preferred product agreements. These agreements are between principals/suppliers and tour wholesalers/travel agencies with regards to sales targets, levels of commission and incentives. Where such an agreement exists with a supplier, the travel agency receives higher agent’s commission levels for selling that supplier’s products in preference to other similar products. |
| Product codes | The owner or operator of a product or service. Owners can be companies or individuals. Also commonly referred to as suppliers. |
| Product manual | Private facilities mean that a room has its own private bathroom or en-suite. |
| Product specifications | Codes given to individual products in a brochure. The codes are used when making reservations in computer systems. |
| Product validity | A manual detailing information about a particular tourism product such as a hotel, airline or cruise ship. |
| Promotional material | A product is defined by specifications, that is the details of what is included, for instance a tour will have specific details of the itinerary and what is included, car hire products will advise make, model, number of seats etc. Specifications can also be for what is covered e.g. travel insurance will have a product disclosure statement and details of the cover provided. |
| Quotes or quotations | The date that the brochure and its products are valid until. |
| Quote | Promotional material can include brochures, DVD videos, CD-ROM’S, posters, special fliers and show bags filled with company hats, coffee mugs, rulers, stickers etc. |
| Rack Rate | The prices travel industry staff research and prepare for customers. Professional quotations should be typed and a copy given to the customer outlining the prices and all relevant booking conditions. |
| Rate or Standard Rate | Can also be an estimate provided to a client of the cost of particular travel services |
| Rates | The official published tariff or room rate of an accommodation property. It is the room cost without any discount. |
| Rate of exchange | Basic cost or charge. Usually used in relation to car rental and accommodation. |
| Refund | The price/cost of tourism products or services, e.g. the rate per night for accommodation or the rate per day for car hire. |
| Request | The rate at which the bank or money exchange shop converts foreign currency, e.g. BBR and BSR. |
| Reservation | Money returned to a passenger when reserved travel and tourism services are cancelled or, for some reason, are not used. This amount may be less than that originally paid if cancellation charges or other conditions apply. |
| Reservation data | Refers to the status of a booking. On request indicates that the seat, room or place for a client has not as yet been confirmed (RQ). |
| Room configurations | Written, oral or electronic communication to hold a seat, room or place for a client. Also called a booking |
| Run-Of-House | Personal information about a client and their travel arrangements such as name, contact details and travel details. |
| Sales kit | Accommodation term describing the occupancy of a room eg:- |
| Schedules | Single Room (SGL)—one bed/one person in room. |
| Seasonal availability | Double Room (DBL)—two people sharing one bed in a room (can be a double, queen or king bedded room). |
| Seasonal factors | Twin Room (TWN)—two beds for two people sharing a room. |
| Service Fee | Triple Room (TPL)—three people sharing room |
| Service No. | Quad Room (QUAD)—4 people sharing room - and so on etc. |
| Service Order | (Twin share can also mean 2 people paying a twin share rate staying in either a double/queen or king bed). |
| Sightseeing tour | Accommodation term for a room rate which does not define a particular grade or style of room. The customer will receive the best room available on the day of check-in. However this does not necessarily mean a client will get a suite, usually they are offered either a standard or superior grade room - depending on the hotel. |
| Single Room (SGL) | A kit of information on a destination or tourism product. A sales kit may include maps, rooming guides or car hire fleet descriptions, aircraft configurations, brochures, DVD’s etc. |
| Single Supplement  (SGL SUP) | Set dates and times when tourism products depart origin cities and arrive to destination cities. They are also commonly referred to as timetables. |
| Special events | When tourism products are only available at certain times of the year. There are often low and high demand seasons as well. |
| Special offers | Changes of season, eg Spring, Summer, Autumn; Winter can have an impact on a traveller’s holiday. Travellers will require information about seasonal factors before they travel. Seasonal factors will also often affect the cost of travel as well. |
| Specifications of service providers | Some agencies charge their client a fee for the provision of services, such as organising visas |
| State government tourism authorities | Identifying number given to a particular rail, coach or air service, eg QF499 is the flight (service) number for a route on the Qantas Airways network. |
| Supplier | A voucher supplied by a tourism organisation to a client who has booked, and often paid for, a rental vehicle. This voucher details reservation information and costs. |
| Tariff | A tour that takes in popular tourist attractions in a TDR. |
| Taxes | When a room is sold for one occupant. This is especially necessary when a client is participating in a tour which specifies double occupancy or ‘twin share’. The client will need to pay the single supplement to secure a room on their own rather than share. |
| Ticketing Time Limit | An extra amount paid for sole/single use of a room. |
| Timetables | Popular events like The Australian Open in Melbourne for Tennis, the Indy Grand Prix or a rock concert. |
| Three (3) letter city codes | Special offers are packages that are offered for sale only for a short period of time. Some specials offer a discounted price while others are based on the normal cost with extra items included for free during the validity of the special offer. |
| Travel documents | The booking conditions detail the specifications of service providers. The specifications may include: deposit and final payment conditions, inclusions, exclusions, room configurations, rates, tariffs, seasonal factors, taxes etc. |
| Travel agency | Every state and territory in Australia has its own tourism authority. They look after the development and promotion/advertising of tourism for that state/territory, e.g. Tourism NSW and Tourism and Events Queensland.. Tourism authorities are an excellent source of information for tourism products. |
| Travel insurance | The owner or provider of a product or service. Owners can be companies or individuals. Also commonly referred to as principals. |
| Tourist Destination Region (TDR) | Tariff is a special name for rates & prices given for accommodation products, transport, tours, and attractions. |
| Tour guide | Government fees charged on top of tourism products and services, e.g. airport taxes, bed taxes etc. Customers need to be advised which taxes apply to their bookings. This is a legal obligation. |
| Tour operator | The date by which full monies must be collected from a client and a ticket issued for a journey. TTL |
| Tour wholesaler | See schedules. |
| Transfers | Three letter city codes are given to every major city and airport in the world, e.g. Sydney’s 3-letter code is SYD and Los Angeles is LAX. NOTE: codes are always written in CAPITAL letters and cities with more than one airport may have more than one code. These codes are used in CRS systems and on client files however they must be decoded on any written information given to a client. |
| Travellers’ cheques | Necessary paperwork related to a given trip including itinerary, tickets, vouchers, etc. |
| Triple reduction | Definition |
| Triple Room (TPL) | The tourism industry is full of common tourism abbreviations and acronyms, e.g. 3 letter city codes, operator codes e.g. PP (per person), PR (per room), rooming codes e.g. TWN, SGL. |
| Twenty four (24) hour clock | Rooms in accommodation that are on opposite sides of a hallway. |
| Twin Share (TWN) | Rooms in accommodation that are next to each other. |
| Two (2) letter operator codes | ‘Add-ons’ are extras and are an additional charge to the initial payment paid. These add-ons must be clearly identified on all publications and reiterated to clients when discussing their plans. Examples of add-ons may include: additional meals while on a tour, some entry fees to attractions and departure taxes. |
| Up-Selling | Any change made to travel arrangements. Fees may be incurred as a result of amendments by both suppliers and agents. |
| Validity | An American breakfast is commonly classified as a hot breakfast. It often consists of toast with bacon and/or sausages, eggs and sometimes fried tomatoes, mushrooms etc. |
| Visa for travel | Accommodation that includes 3 meals per day. |
| Voucher | Apartment-style accommodation featuring a large living space, separate bedroom(s) and kitchen facilities. |
| Waitlisted | Places of interest to tourists. It is important to note that there are two distinctly different types: |

## Industry specifications

 Activity 1

**Rail Activities** Answers will depend on student research

Go to: [www.gsr.com.au](http://www.gsr.com.au)

1. At which cities do the following rail journeys begin and end?

|  |  |  |
| --- | --- | --- |
| Rail Journey/Service | Origin City | Destination City |
| The Ghan |  |  |
| Indian Pacific |  |  |
| The Overland |  |  |
| The Great Southern |  |  |

1. What are the Gold Service rail fares for the following rail journeys?

|  |  |  |  |
| --- | --- | --- | --- |
| Rail Journey/Service | From | To | Adult Rail Fare |
| The Ghan | Adelaide | Alice springs |  |
| Indian Pacific | Adelaide | Perth |  |

1. What is the Pensioner rail fare for the following journey?

|  |  |  |  |
| --- | --- | --- | --- |
| Rail Journey/Service | From | To | Pensioner Rail Fare |
| The Overland | Adelaide | Melbourne |  |

Go to: [www.railplus.com.au](http://www.railplus.com.au)

1. What time does the first train depart Hull and arrive in London on a Monday in 3 months’ time?
2. Which rail station in London will I arrive at from Manchester?
3. Which stations does the Eurostar depart from in the UK?
4. What speed do you travel at on the Eurostar?

**Rail Transport Products - Research**

1. Access information for NSW TrainLink, V/Line or another state rail system via a brochure or the Internet and describe the products they offer. Look for some of the following product types:

* first class
* sleeper berths
* on-board facilities (e.g. showers, dining cars, entertainment)
* tour products (e.g. combined rail travel and accommodation, sightseeing tours)
* rail passes.

Record your information below.

Answers will depend on student research

1. Imagine that you've been asked to compare and contrast two famous rail journeys in Australia for a customer. You can decide which of the following you would like to concentrate on:

The Inlander <https://www.queenslandrailtravel.com.au/railexperiences/ourtrains/theinlander>

The Spirit of Queensland <https://www.queenslandrailtravel.com.au/railexperiences/ourtrains/spiritofqueensland>

The Indian Pacific <https://bookings.greatsouthernrail.com.au/>

The Ghan <https://bookings.greatsouthernrail.com.au/>

So that you are able to answer your customers' questions regarding Australian rail products, you’ll need to gather information about the following product features for the rail journey you have selected. Fill in the table below with the relevant information.

|  |  |  |
| --- | --- | --- |
|  | Rail Journey 1 | Rail Journey 2 |
| Journey name | Answers will depend on student research |  |
| Destinations and stopover points |  |  |
| Train facilities and services, including sleeping and dining cars |  |  |
| Booking and cancellation procedures and conditions |  |  |
| Costs, including possible discounts and passes |  |  |
| Schedules and trip duration |  |  |
| Motorail service |  |  |

1. Gather information on one of the day excursion rail products that are of interest to tourists (some of these are listed in the readings for this topic). Make sure you include information about the location of the train, how to get there, the cost, and the features of the service. Who would you recommend the service to?

|  |  |
| --- | --- |
| Name of the train service | Answers will depend on student research |
| Location of the train |  |
| How do you get there? |  |
| Cost |  |
| Features of the service |  |
| Who would you recommend the service to? |  |

1. You don’t have very much information in your office about the Indian Pacific rail journey so you decide to create a product inventory for it. Complete the following table to find out more about this product.

|  |  |  |
| --- | --- | --- |
| **Terminal cities** | Answers will depend on student research | |
| Major stops along route |  | |
| Length of journey (km) |  | |
| Duration of complete journey |  | |
| Frequency of service |  | |
| Departure days ex SYD |  | |
| SYD (PER one-way fare)  Adult fare (non-peak)  Adult fare (peak)  Aust pensioner (non-peak)  Aust pensioner (peak) | Platinum Service | Gold Service |
| Included in fares  (major features only) | Platinum Service | Gold Service |
| Booking point for tours |  | |
| Motorail service cost SYD–PER |  | |

 Activity 2

**Car Hire**

1. Find the following car hire terminology:

|  |  |
| --- | --- |
| Term | Meaning |
| CDW | Collision Damage Waiver |
| LDW | Loss damage waiver |
| PAI | Personal accident insurance |
| Special Equipment | Car seats GPS |
| Car Group | Type of car – compact mid size |
| Inclusive Rental | Unlimited kms, insurance |
| IDL | International drivers licence |
| One way rental | Pick up and drop off in a different location |
| TP | Theft Protection Insurance |
| Age Limits | Always check as may not be able to hire if under 25 years of age, or have to pay a supplement between the age of 21 and 25years  Check maximum age, may not hire over 80 years of age  Check which age for which category of car |

1. Compare and contrast 2 car hire companies and their products. You choose the other car hire company. Answers will depend on student research

|  |  |  |
| --- | --- | --- |
| Feature | 1: Avis Car Hire | 2: |
| Driver Qualifications |  |  |
| One Way Rental  Conditions |  |  |
| Minimum Rental Period |  |  |
| Insurance Options |  |  |
| Cost of a small car for 1 day in Sydney |  |  |
| Types of small cars available |  |  |

1. Gather vehicle hire product information from a number of companies. From your information, recommend a suitable vehicle hire product for the following customers. Write a brief explanation stating why you are recommending a particular vehicle or company. Answers will depend on student research
2. A group of six young skiers want to hire a vehicle for a three-day weekend in the Snowy Mountains. They will have their skis with them. Two of the party are aged over 25 and hold a current unrestricted driver's license.
3. A business executive is flying to Sydney in January for two days of meetings with companies located in different parts of the city. He will have a lot of sample merchandise to take with him.
4. A couple from Singapore will be flying into Sydney. They would like to hire a car for three weeks and travel at their own pace within New South Wales.

 Activity 3

**Accommodation**

For each of the accommodation types listed below give some examples from your local region and its location.

Answers will depend on student research

|  |  |  |
| --- | --- | --- |
| Property Type | Accommodation | Location |
| 5 star hotel |  |  |
| 4 star hotel |  |  |
| 3 star hotel |  |  |
| 2 star hotel |  |  |
| Motel |  |  |
| Resort |  |  |
| Apartment |  |  |
| Camping/Caravan park |  |  |
| Farm Stay |  |  |
| Hostel – Backpacker Lodge |  |  |
| Bed and Breakfast |  |  |
| Houseboat |  |  |

 Activity 4

**Accommodation Product Terms**

There are lots of specific terms used to describe features of accommodation products. These terms may describe the inclusions or services offered. Complete the following grid:

|  |  |
| --- | --- |
| Term | Definition |
| Half Board |  |
| Run of House |  |
| Suite |  |
| Valet Service |  |
| Twin Share |  |
| Rollaway bed |  |
| Rack Rate |  |
| Table d’hôte |  |
| Validity Date |  |
| American Plan |  |
| B&B |  |
| European Plan |  |

 Activity 5

To fully appreciate the differences in accommodation product types in your local area, try to arrange a visit to a selection of properties. You will need to do this with prior approval of the management. Most accommodation properties will be happy to take you on an inspection tour if you make an appointment prior to your visit.

Answers will depend on student research

|  |  |
| --- | --- |
| Date Visited |  |
| Name of property |  |
| Property location |  |
| Major tourist feature in the area |  |
| Distance from major tourist features, and transport facilities |  |
| Services and facilities available in the local area |  |
| Property features (e.g. areas for general use such as bars, shops, pools) |  |
| Property services (e.g. laundry, valet parking, business) |  |
| Room features |  |
| Check-in and check-out times and procedures |  |
| Tariffs |  |
| Contact details and reservation procedures |  |
| Unique features that may distinguish the product |  |
| Other e.g. maintenance |  |

 Collaboration – Activity 6

Obtain for a brochure detailing Queensland island accommodation options, or access the Internet.

Choose a suitable island and an accommodation product that might cater to the needs of the customers described below.

Justify your choice of accommodation by listing the benefits to each customer group associated with your chosen property features.

Discuss your findings with your peers.

Answers will depend on student research

1. The Taylors have two children (aged eight and six) who have been looking forward to visiting the Great Barrier Reef and relaxing by the pool. The parents are hoping to relax and enjoy time with the family; however, they would also like to enjoy an evening meal together without the children. They wish to stay for a week and, while money is not a problem, they would like to take advantage of any discounts or features that could save them money.
2. Jun and Eloise Chang are newlyweds who are planning their honeymoon. They would like to stay in a luxury property and are not concerned with the cost. They would prefer something exclusive. Their honeymoon will be in February.
3. Jackie, Sue and Wendy are three Year 12 students from Bega who have saved for a holiday on one of the Queensland islands. The girls would like to share the same room. They would like to meet people, swim and enjoy activities such as tennis, but don’t want to spend too much money on their accommodation. Jackie is a keen bushwalker and loves nature, Sue is a party girl and would prefer somewhere with bars and restaurants, and Wendy would like to scuba dive.

 Activity 7

**Water Transport Products**

Access information on the Spirit of Tasmania Ferry and answer the following questions:

Answers will depend on student research

1. Name the departure and arrival ports
2. List the days of the week and the times the ferry departs the mainland port
3. How long is the journey
4. What are the facilities and services on board the vessel?
5. What do you think are the benefits of taking the Spirit of Tasmania ferry instead of a fly/drive package?

 Activity 8

Your customers, two couples in their mid-twenties, are interested in a river cruising holiday. One of them uses a wheelchair. They understand that they can hire a houseboat or stay on a paddle steamer on the Murray River. They ask you to find out the names of two suitable, wheelchair-accessible products.

Find two suitable products and describe the features of each product below:

Answers will depend on student research

|  |  |  |
| --- | --- | --- |
| Product name |  |  |
| Departure points |  |  |
| Durations of the cruises available |  |  |
| Facilities on board |  |  |
| Wheelchair access |  |  |

 Activity 9

**Coach Travel**

Source information on Greyhound and another local coach operator in your area. Complete the table below. Answers will depend on student research

|  |  |  |
| --- | --- | --- |
| Feature | Greyhound Australia | Operator of your choice: |
| Contact details, including Web address |  |  |
| Destinations or regions serviced |  |  |
| Onboard facilities |  |  |
| Passes offered |  |  |
| Sample fares for major journey (state validity dates) |  |  |

Which pass would you recommend for Sven from Sweden, who is on holiday in Australia for six months and wants to see as many sights as possible? He arrives and departs from Sydney. Justify your choice of pass by listing the benefits to Sven.

 Activity 10

**Tours**

Search the website [www.aatkings.com](http://www.aatkings.com) for the 3 day Flexi Tour called “THE RED CENTRE SIGHTS and SOUNDS “and find the following information:

1. Where does the tour start?
2. Where does the tour end?
3. What meal is included on the day 1?
4. Where will I stay for standard Accommodation?

1. What is the Tour Code for this tour?

1. When is the cost in a twin standard room (based on 2 adults) approximately 2 months from today?

Answer will depend on student research

 Activity 11

**Air**

Investigate Qantas and another international airline of your choice. For your chosen airlines, compare and contrast each of the following products, discussing features such as facilities, availability, costs, conditions and possible benefits. Before you start, think about the most appropriate sources of information for each of the products listed.

Answer will depend on student research

|  |  |  |
| --- | --- | --- |
| Airline | Qantas | Other Airline: |
| Source of information |  |  |
| First class travel |  |  |
| Business class travel |  |  |
| Economy travel |  |  |
| Frequent Flyer program |  |  |
|  |  |  |

As part their products, many airlines offer services for their customers inside the airport terminal. To complement your knowledge of airline products, it’s beneficial to consider airport terminals. Familiarise yourself with your local airport facility by visiting the appropriate website or by checking with the airport manager to arrange a visit (liaise with your teacher).

 Activity 12

**Tourist Attractions**

Using brochures you have already collected, look at the terms and conditions for one of your tour brochures (sometimes listed as booking conditions) and answer these questions:

Answers will depend on student research

1. How does a customer book a tour?
2. How much is the deposit?
3. What happens if the customer cancels the tour booking?
4. When is full payment due for the tour?
5. Does the customer have to purchase travel insurance to join the tour?

## Airline companies and abbreviated codes

 Activity 1

Use the World Airport Codes website ([www.world-airport-codes.com/](http://www.world-airport-codes.com/)) to search for the airport codes of the following international gateway city airports worldwide.

|  |  |  |  |
| --- | --- | --- | --- |
| City | Airport name | Country | Airport code |
| Toronto | Lester B Pearson International | Canada | YYZ |
| Ottawa | Macdonald-Cartier Int’l | Canada | YOW |
| Vancouver | Vancouver International | Canada | YVR |
| Mexico City | Internacional Benito Juarez | Mexico | MEX |
| San Francisco CA | San Francisco International | USA | SFO |
| Denpasar, Bali | Ngurah Rai International | Indonesia | DPS |
| Munich | Franz Josef Strauss | Germany | MUC |
| Johannesburg | Oliver Reginald Tambo International (Jan Smuts International) | South Africa | JNB |
| Beijing | Beijing Nanyuan Airport | China | NAY |

## NATO phonetic alphabet

 Activity 1

Translate the following using the phonetic alphabet:

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Quebec, Alpha, November, Tango, Alpha, Sierra | | | | | | | | | |
| Q | A | | N | | T | | A | | S |
| 1. Hotel, Oscar, Tango, Echo, Lima | | | | | | | | | |
| H | | O | | T | | E | | L | |
| 1. Foxtrot, Lima, India, Golf, Hotel, Tango | | | | | | | | | |
| F | L | | I | | G | | H | | T |
| 1. Event (decode) | | | | | | | | | |
| ECHO | | VICTOR | | ECHO | | NOVEMBER | | TANGO | |

 Collaboration – Activity 2

The only way to become confident using the phonetic alphabet is practising using it. Complete this activity with a partner. The objective is to make yourself understood by your partner using the phonetic alphabet and industry-accepted pronunciation of numbers.

|  |  |
| --- | --- |
|  | Phonetic version |
| Qantas |  |
| Palm Springs convention centre |  |
| Flight QF234 |  |
| Legends Hotel |  |
| Casino Royale |  |
| Mr & Mrs Bronski |  |
| Atatafi Hughes-Smith |  |

## The 24 hour clock

 Activity 1

1. Convert the following into 24 Hour clock times (decoding).

|  |  |  |  |
| --- | --- | --- | --- |
| 11 am | 1100 | 7.00 pm | 1900 |
| 5.55 pm | 1755 | 9.45 pm | 2145 |
| 3.20 am | 0320 | 12.30 pm | 1230 |
| 12.00 midnight | 2400 | 6.15 pm | 1815 |

1. Convert the following from 24-hour clock times into 12-hour clock times. (encoding)

|  |  |  |  |
| --- | --- | --- | --- |
| 2325 | 11.25pm | 1610 | 4.10pm |
| 0940 | 9.40am | 2030 | 8.30pm |
| 0335 | 3.35am | 2215 | 10.15pm |
| 1715 | 5.15pm | 1345 | 1.45pm |

Lesson 3: Updating product information

Complete the following activities as directed by your Teacher.

## Updating Product Knowledge

 Activity 1

Current and emerging technologies allow customers to access and update a range of tourism information other than hardcopy brochures. An example is Hayman Island Resort which uses a website, Facebook, twitter, apps and You Tube clips to provide information, offers and instant availability.

Watch <https://www.youtube.com/watch?v=hphVMXs91RA> (5 MINS)

Now look at the website: <http://www.hayman.com.au>

Answers will depend on student research

1. List SIX features of the island resort
2. What client type would you recommend to holiday on Hayman Island? Why?
3. List five benefits of Hayman Island to the above client type:

1.

2.

3.

4.

5.

 Activity 2

Many tour organisations distribute information about their products and services in a multitude of ways – brochures, extranet, internet, and retail outlets. The target markets have usually been identified, but by using a variety of distribution networks, organisations are better able to bring their products to the attention of the majority of those target markets, and to on-seller of their products. One such organisation is World Expeditions, which offers a number of products, different destinations and styles of trip.

A client has indicated that they heard that World Expeditions offers great hiking and cycling tours as well as culinary tours and family adventures. Using the website, [www.worldexpeditions.com](http://www.worldexpeditions.com), research the product information required to meet the needs of a group of 4 friends (late 20s) visiting New Zealand, who are keen to cycle. They are fit, healthy, and looking for an organised tour to ‘explore the great outdoors of New Zealand’! (You can source and access an alternate tour company if required.)

Recommend an appropriate tour and answer the following questions they may ask.

Answers will depend on student research

1. Which specific tour would you recommend to these clients (taking into account the clients' wants and needs)?
2. “Where does the tour go to (state/region)?”
3. “What are the inclusions?”
4. “What are the departure dates?”
5. “What is the cost p.p (per person)?”
6. Clients need to be informed of any risks that relate to products. Check the ‘trip grading’ of the tour and explain the safety risks in participating in this tour:

 Activity 3

Holiday Spot Hotel

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 15 Jan - 01 Dec | Adults | 1 night | 5 nights | 7 nights |
| 1 Bed standard | 1 to2 | 150.00 | 500.00 | 700.00 |
| 2 Bed deluxe | 1 to 4 | 200.00 | 800.00 | 1000.00 |
| 02 Dec - 14 Jan |  |  |  |  |
| 1 Bed standard | 1 to 2 | 180.00 | 600.00 | 800.00 |
| 2 Bed deluxe | 1 to 4 | 230.00 | 900.00 | 1100.00 |

Max room capacity 1 bedroom - 3 2 bedroom - 5

Children 0-12 years free in existing bedding

Extra adults $30 per person per night

Look at the above information and answer the following questions:

How much is the 1 bedroom standard room, for 1 night in February? $150.00

How many people can fit into the 2 bedroom deluxe room? 5

How many people are included in the cost for a 2 bedroom deluxe room? 4

What is the cost for 5 people to stay for 7 nights in a 2 bedroom deluxe room from the 10-17th of December? $1100 for 4 plus 1 extra person @ $30pppn = $1310

What is the cost for 2 adults and 1 child (7 years) to stay in a 1 bedroom standard room for 3 nights in June? $450.00