



**Australian Government**

# **Assessment Requirements for SITTPD007 Research and analyse tourism data**

**Release: 1**

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## Modification History

Not applicable.

## Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- identify and plan a tourism research project, based on an organisational or situational analysis that includes at least two of the following research objectives:
  - comparative analysis
  - competitor activity
  - customer preferences
  - distribution networks
  - hypothesis testing
  - identification of trends
  - industry pricing policies
  - visitation patterns
- conduct above tourism research project, showing effective application of:
  - research and data collection methods
  - information from suitable range of sources, including as appropriate:
    - government agency websites and tools
    - industry associations
    - regional, state or territory, and federal tourism marketing agencies
  - reliable data analysis
  - research presentation techniques.

## Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- role of research for different purposes in a tourism industry context:
  - product development and innovation
  - marketing
  - sales
- research techniques and methodologies and their application to different industry situations
- ethical research practices related to intellectual property, confidentiality and privacy

- research and data collection methods, their features and suitability for different purposes:
  - desk-based research
  - electronic counters
  - evaluation of secondary data
  - interviews:
    - face-to-face
    - telephone
    - virtual
  - focus groups
  - information from other organisations
  - observation and listening:
    - questionnaires and surveys
- methods of data analysis:
  - data sampling
  - feedback on results
  - peer review
  - review of previous research
  - statistical analysis
- major tourism research bodies, types of research produced by those agencies and its value to different tourism operators
- types of technology used in the conduct of research projects.

## Assessment Conditions

Skills must be demonstrated in an operational tourism environment. This can be:

- an industry workplace
- a simulated industry environment set up for the purposes of assessment.

Assessment must ensure access to:

- an organisation for which tourism research can be conducted
- current information and communications technology
- current tourism industry data and information sources.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors; and:

- have worked in industry for at least three years where they have applied the skills and knowledge of this unit of competency.

## **Links**

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>