Assessment Requirements for SITXCRI002 Manage a business continuity crisis

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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 assess ramifications of at least two internal and two external crises on business continuity
- demonstrate the following for each of the above internal or external crises on business continuity:
  - develop a clear, accurate and complex emergency operational plan
  - assess and adapt business operations to manage business continuity
  - implement the emergency operational plan and monitor, evaluate and adapt the plan based on outcomes.

Knowledge Evidence

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

- trigger factors for downturns in tourism, travel, hospitality and event business:
  - changes in the length and regularity of holidays taken by the source market
  - changes in the popularity of:
    - destinations
    - style of tourism, travel and hospitality products
    - budget or premium product
  - closure of major transport suppliers:
    - airlines
    - coach companies
    - cruise operators
  - closure of the operation of multiple suppliers in a destination
  - downturn in local economic growth
  - global financial downturn
  - impending economic recession or crisis
  - in destinations used by the business, warnings of impending:
    - natural disasters
    - political and civil uprisings

- terrorism acts
- wars
- ramifications of an internal crisis on business continuity:
  - breakdown or complete failure of key equipment
  - accident, death, major injury or illness, or repatriation of a customer, tour guide or tour manager
  - destruction of infrastructure
  - failure of marketing program
  - financial loss through non-compliance with the law or litigation
  - death, family crisis, fraud, long term illness or professional incompetence of a key employee
  - media coverage of business accident, incident or impending failure
  - major work health and safety accident or near miss incident
- ramifications of an external crisis on business continuity:
  - breakdown or complete failure of supplier equipment
  - plane crash
  - for destinations used by the business:
    - chemical spill
    - civil uprising
    - destruction of tourism infrastructure
    - health epidemics or pandemics
    - natural disaster
    - outbreak of war or political coup
    - radiation leak
    - terrorism
  - financial recession or crisis for the source market
  - industrial dispute
- specific industry sector:
  - key characteristics of internal and external crises
  - impacts of crises on the provision of products and services and business viability
  - historical impacts of crises on tourism, hospitality and event operations
  - major triggers for a downturn in customer sales
  - consultative mechanisms commonly used by organisations
  - promotion and public relations activities commonly used by organisations during a crisis
  - role of key external people and organisations in managing a business crisis
  - techniques to adapt business operations to manage a business in crisis
- specific organisation:
  - roles and responsibilities of key staff members and external consultants
  - contents and role of organisational documents in managing the business

    SkillsIQ

- key people involved in the assessment of a business continuity crisis:
    - business accountants
    - customers and their families
    - colleagues
    - consultants:
        - crisis management
        - marketing
        - public relations
    - financial controllers
    - insurance brokers and providers
    - legal representatives
    - suppliers
    - travel insurance providers
- organisational documents to determine current financial and operational status of a business:
    - brochures
    - budgets
    - business plans
    - current contracts relating to current financial and operational business matters
    - customer surveys
    - financial reports and forecasting
    - product costings and published tariffs and price lists
    - reports
    - tenders, proposals or bids
    - terms and conditions for credit provision
    - provision of products and services to customers
- possible recommendations to ensure financial viability of businesses in continuity crisis:
    - cancelling impending departures to affected destinations
    - cancelling unprofitable products or services
    - closing particular departments
    - moving premises to a less costly location
    - price rises or reductions
    - re-aligning product style and pricing to meet current market needs
    - reducing staff hours, or staff redundancies
    - sale of equipment
    - scaling promotional activities up or down
    - temporary cancellation of products in affected destinations
    - temporary closure of affected locations
- formats for and inclusions in emergency operational plans

- features and functions of financial software programs for preparing and monitoring financial reports.

Assessment Conditions

Skills must be demonstrated in a tourism, travel, hospitality or event industry business operation or event facing a business continuity crisis. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- computers, software programs, printers and communication technology used to administer crisis management
- current commercial plans and financial reports
- crisis information:
  - emergency services reports
  - health advisory notices and vaccination information issued by local and international bodies
  - industry associations and organisations
  - industry journals
  - informal discussions and networking with internal and external colleagues
  - media reports on external crises
  - press releases and emergency advice notices issued by:
    - local, state, territory or federal governments
    - destination marketing companies
    - regional, state and national tourism offices
    - franchisors
  - staff, contractor, supplier reports on:
    - accidents
    - breakdown or complete failure of key equipment
    - death
    - injury
    - major work health and safety incidents
  - travel warning advice issued by the federal government for Australian travellers
- a team so that consultative actions can be implemented; this can be:
  - team in an industry workplace who are assisted by the individual during the assessment process; or
  - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -
https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694