



Australian Government

Department of Education, Employment and Workplace Relations

SITTGDE001B Work as a guide

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to work effectively as a guide. It covers key legal, ethical, safety, environmental and professional development issues that must be considered by guides in their day-to-day work. It is an essential skill for all guides and underpins all guiding activities.

All tour guides residing in any part of Australia are subject to the Queensland Tourism Services Act (2003) when working in Queensland. They do not need to register or meet any training or certification requirements but they can be fined if they participate in unconscionable conduct when selling Queensland-based tourism products and services.

This unit covers the requirement for guides to deliver tours according to legal and ethical requirements. The Queensland Tourism Services Act (2003) specifically deals with ethical practices. Therefore, training and assessment of this unit must take into account the specific requirements of this legislation as it has implications on all guiding activities when a guide operates within the Queensland borders.

No occupational licensing or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit

This unit describes a key tour guiding function for guides working in a range of locations and in multiple tourism industry sectors and organisation types. Guides can work within a particular city, region and tourist precinct or at a single site, but commonly work across a variety of sites, cities and regions.

Guides are frontline personnel who operate with some level of autonomy or under limited supervision and guidance from others. They apply discretion and judgement within predefined organisational procedures and, when on tour, take the lead role without supervision. They may be engaged as employees or contractors or may perform guiding functions as one of the many occupational roles within their own small business.

Guiding functions are undertaken by a diverse range of people such as tour guides, tour managers, tour directors, site guides, interpretative guides, walking guides, outdoor recreation guides, museum guides, heritage guides, cultural guides, nature-based guides, driver guides, specialist guides and owner-operators of small tour operations.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units

Nil

Employability Skills Information

Employability skills

The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

- | | |
|--|---|
| 1 Apply knowledge of the guiding sector. | 1.1 Conduct day-to-day guiding activities in a manner that takes account of the roles and responsibilities of different types of guides.
1.2 Identify key guide information sources and contacts.
1.3 Use industry knowledge and guide networks to enhance the quality of guiding services provided to customers. |
| 2 Guide tours according to safety, ethical and legal requirements. | 2.1 Conduct day-to-day guiding activities according to the legal requirements governing the industry.
2.2 Actively and regularly <i>participate in risk assessments</i> according to established organisational policies and procedures and identify situations where a risk assessment may be required.
2.3 Guide tours according to <i>general ethics of guiding and specific ethical considerations</i> for particular contexts.
2.4 Guide tours according to safety requirements and in a manner that minimises risk to customers and colleagues.
2.5 Guide tours in a manner that <i>minimises any negative impact on the social or natural environment</i> . |

ELEMENT	PERFORMANCE CRITERIA
3 Develop guiding skills and knowledge.	<p>3.1 Identify and use <i>opportunities to update the knowledge and skills</i> required by guides.</p> <p>3.2 Identify and access sources of assistance and support for guides when required.</p> <p>3.3 Share knowledge with colleagues to enhance the quality of service provided to customers.</p>
4 Communicate with tourism industry operators in English.	<p>4.1 Articulate information clearly using industry acceptable language.</p> <p>4.2 Achieve mutual understanding and agree on details relevant to guiding activities.</p> <p>4.3 Provide accurate information and explanations about customer requirements and any special requests.</p> <p>4.4 Communicate according to <i>social, cultural and business requirements</i>.</p> <p>4.5 Identify the nature and key facts of operational problems and provide an appropriate solution by consulting and openly communicating with the <i>tourism operator</i>.</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

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

- ability to access appropriate risk assessment templates
- critical thinking skills to facilitate rational and logical analysis of ethical and environmental issues and the making of decisions on appropriate behaviours and actions
- speaking and listening skills to carry out predictable and creative communication in English involving daily transactions and interactions of a non-routine and varied nature.

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

- general knowledge of the tourism industry and in particular tour operations and wholesaling sectors and the way that guiding fits into the tourism industry
- roles, responsibilities and career paths for different types of guides, including tour guides, tour managers, site guides, adventure guides, meet and greet guides, city hosts and driver guides
- roles and services provided to guides by peak body Guiding Organisations of Australia (GOA) and industry associations
- broad and working knowledge of industry and legal compliance requirements that affect guiding operations, including:
 - consumer protection laws
 - occupational licensing and industry accreditation
 - contents of various guiding codes of conduct or practice (e.g. GOA and Ecotourism Association of Australia) and the impacts of compliance and non-compliance
 - public liability and the guide's duty of care
 - environmental laws
 - permit requirements for operating within regulated land managed areas
- Queensland Tourism Services Act (2003), associated requirements for guides when working in Queensland, the code of conduct imposed on inbound tour operators (ITOs) and impacts on guides when engaged by an ITO to work in Queensland
- safety issues that specifically affect guiding operations in particular contexts
- broad and working knowledge of risk management systems
- format and use of appropriate risk assessment templates
- the key features of environmental impact and minimal impact practices to be considered when guiding in environmentally sensitive areas
- key factors to consider in minimising negative impacts on the social and natural environments in which tours take place
- social, cultural and business conventions applicable to working as a guide.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- provision of guiding services in a safe, ethical and legally compliant manner
- broad knowledge of roles and responsibilities of different types of guides
- knowledge of safety, ethical, environmental protection and legal issues to be considered in specific guiding contexts
- speaking and listening skills to communicate with industry colleagues in English and achieve mutual understanding on day-to-day operational requirements.

Context of and specific resources for assessment

Assessment must ensure:

- working safely, ethically and legally within commercially realistic guiding environments, e.g. at a tourist site, on a coach tour, in a national park or on a walking tour
- access to plain English documents that describe the legal requirements of the Queensland Tourism Services Act (2003), consumer laws and environmental management issues
- access to industry association membership information and codes of conduct
- interaction with others to ensure communication in English on practical guiding matters.

EVIDENCE GUIDE

Methods of assessment

A range of assessment methods should be used to assess the practical skills and knowledge required to work safely, ethically and legally as a guide. The following examples are appropriate for this unit:

- case studies and problem-solving to assess application of knowledge to different guiding situations and contexts, including analysis of ethical issues
- review of reports of guiding activities undertaken as part of industry placement and training with an industry operator
- role-plays to assess the candidate's ability to communicate in English on practical guiding issues
- written and oral questioning or interview to test knowledge of different guide roles, the content of industry codes of conduct and the content and impact of the Queensland Tourism Services Act (2003) and other legal issues
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SITTIND001B Develop and update tourism industry knowledge
- SITTGDE003A Coordinate and operate a tour
- SITTGDE004A Lead tour groups
- SITTTSL005A Sell tourism products and services.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording in the performance criteria is detailed below.

Participation in risk assessments may involve:

- identifying hazards and conducting risk assessments individually or with others
- reporting hazards and identifying a need for a risk assessment
- using hazard identification and risk assessment template documents
- making simple reports using template-reporting documents.

General ethics of guiding and specific ethical considerations may include:

- truth and honesty regarding all information given to customers
- provision of services as promoted or confirmed
- ethical dealings with local communities
- compliance with specific requirements of industry codes of conduct or ethics
- relationships with industry colleagues, customers and suppliers
- cultural considerations
- environmental considerations and sustainable practice.

RANGE STATEMENT

- Minimising any negative impact on the social or natural environment*** may involve:
- environmental sustainability of tourism destinations
 - using minimal impact practices to protect and sustain the natural and cultural integrity
 - guiding within the guidelines set by land management and protection authorities
- Opportunities to update knowledge and skills and key guide information sources*** may include:
- industry seminars
 - training courses
 - familiarisation tours
 - participation or membership in professional guide associations
 - participation in industry accreditation schemes
 - use of industry codes of conduct or ethics
 - formal and informal research
 - internet research.
- Social, cultural and business requirements*** may relate to:
- body language
 - cultural customs and mores.
- Tourism operators*** may be:
- suppliers of any tourism product or service that is a component of the touring itinerary, including:
 - coach company
 - tour operators and cruise operators
 - airlines
 - accommodation providers
 - food and beverage outlets
 - attraction or theme parks
 - inbound tour operators
 - retail outlets, including:
 - opal or souvenir outlets
 - tax free stores
 - factory outlets
 - other guides.

Unit Sector(s)

Sector

Tourism

Competency field

Competency field

Guiding