



Australian Government

Department of Education, Employment and Workplace Relations

SITGDE007A Develop and maintain the general and regional knowledge required by guides

Release: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to research information on Australia for presentation to customers. It requires broad general knowledge of Australia and a breadth and depth of regional and location-specific knowledge, highlighting the need for ongoing research to update and expand the guide's knowledge.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Specialised skills and knowledge relating to cultural and heritage sites and natural environments are found in other units:

- SITTGDE010B Prepare specialised interpretive content on flora, fauna and landscape
- SITTGDE011B Prepare specialised interpretive content on marine environments
- SITTGDE012B Prepare specialised interpretive content on cultural and heritage environments.

The skills required to prepare and present information are covered in SITTGDE006A Prepare and present tour commentaries or activities.

Application of the Unit

- Application of the unit** Interpreting and presenting information and knowledge to visitors is a key function for guides who work in a range of locations and in multiple tourism industry sectors and organisation types. They must have an essential knowledge base to support this delivery.
- Wherever guides are located or travel, they provide Australia-wide and region-specific information and the diversity of information imparted is immense and immeasurable. This unit does not require an in-depth knowledge of every feature of Australia or every regional location. It focuses on the ability to collect and interpret general information on Australia and the regional or location-specific information required by guides.
- It applies to frontline guiding personnel who operate with some level of autonomy or under limited supervision and guidance from others. It is undertaken by a diverse range of people such as tour guides, tour managers, tour directors, site guides, interpretative guides, walking guides, outdoor recreation guides, driver guides, specialist guides and owner-operators of small tour operations.
- Guiding personnel are expected to have a breadth and depth of knowledge in order to satisfy the information needs of their customers and funding and hours allocated to training must reflect this industry requirement. Training and assessment programs must:
- cover the broad range of knowledge covered within the required skills and knowledge section of this unit
 - ensure that the depth of knowledge covered is sufficient to meet the requirements of a guide
 - tailor the regional knowledge base to cover specific aspects of the local region
 - allow for guides who have moved to different locations to participate in retraining.

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 Research information on Australia and the local region.	1.1 Identify subjects of potential customer interest, based on direct contact with customers and consultation with industry colleagues. 1.2 Identify the key information sources frequently used by guides. 1.3 Evaluate the credibility and reliability of information sources. 1.4 Select and use <i>formal and informal research techniques</i> appropriately to access current, accurate and relevant information about Australia and the local region.

ELEMENT

PERFORMANCE CRITERIA

- 1.5 Obtain information in a culturally appropriate way.
- 2 Prepare information for guiding activities.
- 2.1 Create and update accurate *personal reference materials using a filing system* that allows quick and efficient access and retrieval.
- 2.2 Organise information to reflect the needs of customers and the way in which information may be presented during a guiding activity.
- 2.3 Identify themes and messages from research to meet specific customer needs.
- 3 Update general knowledge of Australia and the local region.
- 3.1 Identify and use *opportunities to maintain the currency of general knowledge* about Australia and the local region.
- 3.2 Incorporate updated knowledge into guiding activities regularly and in a culturally appropriate way.

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:

- basic research skills
- interpretation of the specific information needs of customer groups and specific customers
- literacy skills to source, read and interpret complex general information on Australia and regional or location-specific information.

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

- key information sources frequently used by guides
- a depth of knowledge to satisfy the information needs of the guide's customers and the expectations of the tourism operators who will engage the guide
- aspects of Australia in general and in-depth knowledge of the specific aspects of the local region, which must include the following broad knowledge base:
 - history (historical development of Australia and the local region, major historical events and prominent individuals, key dates and overview of Australian Indigenous history)
 - government and politics (general structure, political parties, major political figures, and current federal, state and local political issues)
 - economy (overview of current state of the economy, and key features of the local economy and local industry)
 - trade (key exports and main trading partners)
 - education (overview of school and higher education systems and comparison of systems to those of other countries or states)
 - climate (weather patterns, including any extreme conditions, impact of climate on lifestyle and stories associated with climate in a local area)
 - geography and geology (major land formations, landmarks, natural attractions and their key features for both Australia and the local region)
 - architecture (major styles and their proponents, key buildings, their heritage and current use, and structures both in Australia and the local area)
 - cultural elements (overview of Indigenous cultures within Australia, different cultures within Australia and the local area, cultural activities and local customs)
 - lifestyle (key features of the day-to-day living patterns of Australians and local people, and family and social customs)
 - art, theatre, music and literature (key Australian performers, writers and artists, major works by Australians and major cultural events)
 - religion (religious make-up of Australia and the local area, and aspects of religious

REQUIRED SKILLS AND KNOWLEDGE

practices)

- natural environment and tourism (how the environment is a tourism asset, impacts of tourism on the environment, and land management in Australia including the role of national parks)
- flora and fauna (overview of native flora and fauna, their characteristics and key locations)
- transport (main transport systems, usage of different forms of transport across Australia, historical development of different forms of transport and current transport within the local region)
- agriculture (Australia's history as a primary producer, key products of Australia, current issues, past and current agricultural aspects of the local region)
- science and technology (Australia's contribution both past and present, prominent individuals and key discoveries)
- sport (main Australian sporting activities, Australia's sporting record, local sporting focus, sporting facilities and sporting comparisons with other countries or areas)
- food (local dishes and produce)
- wine (Australian wine styles, major wine areas, specific wine areas and wines produced within the local region)
- shopping (key locations and local products)
- tourism services and local facilities of interest to visitors (currency exchange locations, tour booking offices, accommodation, attractions, banks, dry cleaners and medical facilities)
- current events in Australia and the local region.

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:

- required breadth of knowledge of Australia and the local region as specified in this unit, to a level and familiarity sufficient to:
 - develop coherent and interesting interpretations for customers
 - answer typical questions asked by customers on

EVIDENCE GUIDE

given topics

- ability to source initial and updated information to meet differing customer needs and to ensure that information supplied is current.

Context of and specific resources for assessment

Assessment must ensure:

- that the candidate has accessed and used appropriate computers, communication technology, information programs and publications to facilitate the processes involved in conducting research of general and local knowledge.

EVIDENCE GUIDE

Methods of assessment

A range of assessment methods should be used to assess the practical skills and knowledge required to source and apply the general and location-specific knowledge required by guides. The following examples are appropriate for this unit:

- direct observation of the candidate using knowledge to deliver interpretive commentaries or activities
- questioning of group members as to the candidate's breadth of knowledge and ability to answer customer questions
- review of guiding activities undertaken as part of industry placement and training with an industry operator
- review of a research portfolio to assess the candidate's ability to research current and accurate information
- written and oral questioning or interview to assess the candidate's use of appropriate information sources
- written and oral questioning or interview to test knowledge of Australia and the local area
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Assessment methods should take into account that individuals may have acquired their knowledge through formal study or life experience. This would include such things as the recognition of scientific qualifications of ecotour guides and recognition systems that relate to cultural knowledge that exists in Aboriginal and Torres Strait Islander societies.

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

- SITTGDE002A Provide arrival and departure assistance
- SITTGDE003A Coordinate and operate a tour
- SITTGDE005A Manage extended touring programs
- SITTTOP006B Operate tours in a remote area.

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

EVIDENCE GUIDE

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.

Formal and informal research, techniques and opportunities to maintain the currency of knowledge may include:

- talking and listening to local experts
- talking and listening to traditional owners
- personal on-site observation and exploration
- organising information from own memory and experiences
- watching television, videos and films
- listening to radio
- reading newspapers, books and other references
- internet
- industry association membership
- attending seminars or conferences.

RANGE STATEMENT

- Personal reference materials and filing systems* may include:
- card reference systems
 - computerised database of information
 - notes based around different themes or characters
 - notes for specific touring routes or locations
 - notes for specific customer interests
 - notes for particular types of customer groups, e.g. from particular countries or with special interests
 - chronologies of major events
 - storylines
 - customer profiles, e.g. interest profiles for particular age groups and nationalities.

Unit Sector(s)

Sector Tourism

Competency field

Guiding.

Co-requisite units

Co-requisite units Assessment with the following co-requisite unit of competency, unless previously completed, is required:
SITTGDE006A Prepare and present tour commentaries or activities.