



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SITTIND001B Develop and update tourism industry knowledge**

**Revision Number: 1**

## **SITTIND001B Develop and update tourism industry knowledge**

### **Modification History**

Not applicable.

### **Unit Descriptor**

#### **Unit descriptor**

This unit describes the performance outcomes, skills and knowledge required to develop and update current and emerging information on the tourism industry, including industry structure, current technology and key environmental, community, legal and ethical issues that must be considered and applied by tourism industry personnel in their day-to-day work. The unit focuses on the ability to source and comprehend general tourism industry information and covers the initial and ongoing development of a person's required knowledge base. This information underpins effective performance in the tourism industry. More specialised and advanced tourism research and management knowledge is found in other units.

No licensing, legislative, regulatory 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 function for all people working in the tourism industry who require an essential and broad knowledge of the tourism industry to support all work activities. This unit applies to individuals working within any tourism industry sector, in any location and for any tourism organisation type.

It is relevant to those individuals working in any tourism operational and management role.

## 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 Source and apply general information on the structure and operation of the tourism industry. | 1.1 Identify <b><i>sources of information</i></b> to understand the structure and operation of <b><i>the tourism industry</i></b> . |
|  | 1.2 Access and comprehend specific <b><i>information</i></b> of relevance to the tourism industry.                                  |
|  | 1.3 Access and use knowledge of the tourism industry to   |

**ELEMENT****PERFORMANCE CRITERIA**

*enhance the quality of work performance.*

- |   |   |   |
|---|---|---|
| 2 | Source and apply information on legal and ethical issues that impact on the tourism industry. | 2.1 Obtain information on <b><i>legal issues</i></b> to assist effective work performance.  |
|   |   | 2.2 Conduct day-to-day tourism organisation activities according to legal obligations and <b><i>ethical industry practices</i></b> .    |
| 3 | Source and apply information on tourism industry technology.                                  | 3.1 Source and access information on current and emerging <b><i>technologies that impact on the tourism organisation process</i></b> .  |
|   |   | 3.2 Identify the potential effects of different technologies on the tourism organisation process.                                       |
|   |   | 3.3 Apply knowledge of current and emerging technology in day-to-day work activities.   |
| 4 | Update personal and organisational knowledge of the tourism industry.                         | 4.1 Identify and use a range of <b><i>opportunities to update knowledge</i></b> of the tourism industry.                                |
|   |   | 4.2 Monitor <b><i>current issues of concern</i></b> to the industry.  |
|   |   | 4.3 Share updated information with colleagues, according to organisational procedures, and incorporate into day-to-day work activities. |

## 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:

- research skills to identify, interpret and sort relevant information
- communication skills including active listening and questioning to obtain information and to provide a verbal summary of information
- literacy skills to read and comprehend the content of plain English information documents about legal issues, industry accreditation schemes and codes of conduct
- writing skills to note take, summarise and record information in basic documents such as information sheets, portfolios and files.

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

- sources of general information on the tourism industry
- structure of the tourism industry; the functions, key characteristics and business interrelationships of the different sectors of the tourism industry including the distribution roles of the following sectors:
  - accommodation
  - attractions and theme parks
  - tour operators
  - inbound and outbound tour wholesalers
  - retail travel agents
- the general nature of allied and crossover industries including hospitality, meetings, incentives, conferences and events
- the existence and primary functions of the major cross-industry and sector-specific industry associations especially those with which the business has a relationship
- the existence and primary functions of trade unions in the industry
- the existence and primary functions of local, regional, state and national tourism information service and marketing organisations
- the existence and primary functions of tourism research bodies
- the existence and key characteristics of occupational licensing, codes of conduct or ethics and industry accreditation schemes in the tourism industry, the impacts of compliance and non-compliance and the roles and responsibilities of individual staff members in these quality assurance processes
- the existence and basic aspects of state, territory and local council laws that impact on tourism operations and actions that must be adhered to by tourism businesses, in particular laws that cover:
  - equal employment opportunity (EEO)

## REQUIRED SKILLS AND KNOWLEDGE

- anti-discrimination
- occupational health and safety and workers' compensation
- workplace relations
- child sex tourism
- the delivery of tourism products in Queensland under the Queensland Tourism Services Act (2003)
- legal liability and duty of care of customers
- environmental protection (This would include requirements that must be met by tourism operators when delivering services.)
- local community protection (This would include land ownership, management and access requirements that must be met by tourism operators when delivering services.)
- consumer protection (This would include refund requirements that must be met by tourism businesses, terms and conditions of quotations and cancellation fees.)
- responsible service of alcohol
- food safety
- current and emerging technology used in the tourism industry, including e-business.

## 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:

- ability to source initial and updated tourism industry information and apply this to day-to-day activities to maximise effective performance in specific tourism sector contexts
- general knowledge of the tourism industry, including main roles, functions and interrelationships of different sectors, with a more detailed knowledge of issues that relate to a specific sector or workplace
- general knowledge of the key environmental, community, legal and ethical issues for the tourism industry.

## EVIDENCE GUIDE

### Context of and specific resources for assessment

Assessment must ensure:

- access to a fully equipped office environment using appropriate computers, printers, communication technology, information programs and publications to facilitate the processes involved in sourcing industry information
- access to information sources in order to conduct research and collect sufficient information
- access to industry association membership information, codes of conduct and accreditation information
- access to plain English documents that describe key tourism and general workplace legislation.

### Methods of assessment

A range of assessment methods should be used to assess the practical skills and knowledge required to develop and update tourism industry knowledge. The following examples are appropriate for this unit:

- projects to research differing aspects of the tourism industry and delivery of the sourced information in a brief written or oral presentation
- holistic tourism planning project activities that allow the candidate to demonstrate the application of knowledge to specific tourism industry contexts and situations
- case studies and problem-solving exercises to assess application of knowledge to different situations and contexts
- written and oral questioning or interview to test knowledge of different sectors of the tourism industry and their interrelationships, the key content of legislation and industry codes of conduct
- 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:

- SITXADM002A Source and present information
- SITXCOM004A Communicate on the telephone.

## EVIDENCE GUIDE

### Guidance information for assessment

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.

*Sources of information on and opportunities to update knowledge* may include:

- formal and informal research
- media
- reference books
- legislation or plain English publications describing the law and responsibilities to comply
- libraries
- unions
- industry associations and organisations
- industry journals
- computer data, including internet
- personal observations and experience
- informal discussions and networking with colleagues
- industry seminars
- training courses
- familiarisation tours of tourism destinations and facilities
- participation or membership in professional industry associations
- participation in industry accreditation schemes
- use of industry codes of conduct or ethics.



## RANGE STATEMENT

The *tourism industry* involves a range of sectors and businesses including:

- accommodation
- attractions
- transport
- retail travel
- tour wholesaling
  - inbound tour operators
  - outbound wholesalers
- tour operations
- meetings, incentives, conventions and events
- tour guiding
- information services and promotion:
  - visitor information centres, regional, state and national tourism offices.
- coordination
  - industry associations, councils, taskforces, research bodies.

## RANGE STATEMENT

***Information of relevance to the tourism industry must include:***

- different tourism markets and their relevance to industry sectors
- relationships between tourism and other industries, including:
  - events
  - hospitality
  - entertainment
  - arts
  - sports
  - agriculture
  - conservation
  - science and research
  - retail
- different sectors and businesses within the industry, their interrelationships and the services available in each sector
- major tourism industry bodies and associations
- economic and social significance of the tourism industry, which may relate to:
  - employment
  - effect on local amenities and facilities
  - population change due to tourism development
  - community role in tourism
- role of and impacts on local communities
- environmental issues for tourism, including:
  - protection of natural and cultural integrity
  - minimal impact operations
  - environmental sustainability
  - waste management
  - energy-efficient operations
  - land ownership
  - land access and usage
- industrial relations
- specific features of the local and regional industry
- career opportunities within the industry
- roles and responsibilities of individual staff members in a successful tourism business, including ethical practices and quality assurance.

**RANGE STATEMENT**

***Enhancing the quality of work performance*** may involve:

- making contacts with networks for obtaining key information to develop, deliver and improve improve tourism operations
- suggesting new and improved ways of doing things
- performing work duties within legal, ethical and social guidelines to ensure smooth tourism operations
- improving skills, knowledge and productivity to improve tourism operations by accessing and attending industry professional development courses or activities.

***Legal issues*** may include:

- consumer protection
- EEO
- anti-discrimination
- workplace relations
- public liability and duty of care
- licensing
- land ownership, management and access
- environmental management
- risk management
- OHS
- child sex tourism
- Queensland Tourism Services Act (2003).

## RANGE STATEMENT

***Ethical industry practices*** may relate to:

- maintaining the rights and lifestyle conditions of local community residents
- agreed compliance with codes of conduct, practice or ethics
- truth and honesty regarding all information given to customers
- product recommendations
- declaration of commissions, fees and other charges
- subcontracting and provision of services as promoted
- pricing
- procedures for payment of commissions
- bookings at venues
- overbooking
- confidentiality of customer information
- tipping
- familiarisations
- gifts and services free of charge
- preferred product arrangements.

***Technologies that impact on the tourism organisation process*** may relate to:

- current and emerging industry technology, including e-business
- internal and industry wide reservation, operations and financial and tracking systems
- project management systems
- computer-aided design (CAD) systems.

***Issues of concern*** to the industry may relate to:

- maintaining organisational and industry profitability by productivity and pricing flexibility
- industry initiatives
- government initiatives
- emerging markets
- environmental and social issues
- labour issues
- industry expansion or retraction.

## Unit Sector(s)

**Sector** Tourism

## **Competency field**

**Competency field** Working in Industry - Tourism