



Australian Government

Department of Education, Employment and Workplace Relations

SITTIND202B Develop and update caravan industry knowledge

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

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 holiday parks who require an essential and broad knowledge of the holiday park and caravan industry to support all work activities. This unit applies to individuals working in any operations or management role within any holiday park in any location.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills This unit contains employability skills.

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 holiday park and caravan industry.	<p>1.1 Identify <i>sources of information</i> to understand the structure and operation of <i>the holiday park and caravan industry</i>.</p> <p>1.2 Access and comprehend specific <i>information</i> of relevance to the holiday park and caravan industry.</p> <p>1.3 Access and use knowledge of the holiday park and caravan industry to <i>enhance the quality of work performance</i>.</p>

ELEMENT	PERFORMANCE CRITERIA
2 Source and apply information on legal and ethical issues that impact on holiday park operations.	<p>2.1 Obtain information on legal issues to assist effective work performance.</p> <p>2.2 Conduct day-to-day holiday park operational activities according to legal obligations and ethical industry practices.</p>
3 Source and apply information on industry technology for holiday parks.	<p>3.1 Source and access information on current and emerging technologies that impact on the operation of holiday parks.</p> <p>3.2 Identify the potential effects of different technologies on the operation of holiday parks.</p> <p>3.3 Apply knowledge of current and emerging technology in day-to-day work activities.</p>
4 Update personal and organisational knowledge of the holiday park and caravan industry.	<p>4.1 Identify and use a range of opportunities to update knowledge of the holiday park and caravan industry.</p> <p>4.2 Monitor current issues of concern to the industry.</p> <p>4.3 Share updated information with colleagues, according to organisational procedures, and incorporate into day-to-day work activities.</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge 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 holiday park and caravan industry
- the structure of the caravan industry, the primary roles, responsibilities and business interrelationships of the major caravan industry sectors including:
 - holiday parks - types of accommodation, maintenance, service and repair, emergency and safety requirements, environmental issues including waste and water management, energy conservation, rating systems, factors which contribute to the development of successful caravan parks, holiday park and caravan industry trends, social profiles of caravaners and campers
 - manufacturing - main manufacturers of recreational vehicle (RV) retailers in Australia and how they interrelate with the rest of the industry; key types of recreational vehicles made in Australia, their key characteristics; current and emerging trends in RV products
 - service - key providers of specialised recreational vehicle servicing; types of services offered; links with manufacturers, retailers and holiday parks
 - caravan retailers - main recreational vehicle retailers in the local area; types of after sales services offered
- the general nature of and links to the wider tourism industry and types of organisations providing bookings including:
 - tour operators
 - inbound tour operators
 - retail travel agents
 - visitor information centres
 - other local accommodation providers
 - attractions
- the existence and primary functions of the major industry associations especially those

REQUIRED SKILLS AND KNOWLEDGE

- 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 key characteristics of occupational licensing, codes of conduct or ethics and industry rating or accreditation schemes in the holiday park 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 holiday park operations and actions that must be adhered to by holiday park operators, in particular laws that cover:
 - equal employment opportunity (EEO)
 - anti-discrimination
 - occupational health and safety and workers' compensation
 - workplace relations
 - legal liability and duty of care of customers
 - environmental protection (This would include requirements that must be met by holiday park operators when delivering services.)
 - local community protection (This would include land ownership, management and access requirements that must be met by holiday park operators when delivering services and requirements to maintain the lifestyle of neighbouring residents.)
 - consumer protection (This would include refund requirements that must be met by holiday parks, terms and conditions of quotations and cancellation fees.)
 - responsible service of alcohol
 - food safety
- current and emerging technology used in holiday parks, 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

Evidence of the following is essential:

- ability to source initial and updated holiday park and caravan industry information and apply this to

EVIDENCE GUIDE

this unit

day-to-day activities to maximise effective performance

- general knowledge of the holiday park and caravan industry, including main roles, functions and interrelationships of different sectors, with a more detailed knowledge of issues that relate to holiday parks
- general knowledge of the key environmental, community, legal and ethical issues for the holiday park and caravan industry.

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 rating and accreditation information
- access to plain English documents that describe key holiday park and general workplace legislation.

EVIDENCE GUIDE

Methods of assessment

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

- projects to research differing aspects of the holiday park and caravan industry and delivery of the sourced information in a brief written or oral presentation
- holistic holiday park planning project activities that allow the candidate to demonstrate the application of knowledge to holiday park operations
- 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 caravan 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.

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.

RANGE STATEMENT

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 holiday park facilities
- participation or membership in professional industry associations
- participation in industry accreditation schemes
- use of industry codes of conduct or ethics.

The *holiday parks and caravan industry* involves a range of sectors and businesses including:

- holiday parks and caravan parks
- recreational vehicle manufacturing
- recreational vehicle parts and components manufacturing and supply
- recreational vehicle servicing
- recreational vehicle and accessories retailing

RANGE STATEMENT

Information of relevance to the holiday park and caravan industry must include:

- local economic and social significance of holiday park operations, which may relate to:
 - employment
 - community role in tourism
- role of and impacts on local communities
- different holiday park markets and trends
- social profiles of caravaners and campers
- types of accommodation available in holiday parks
- relationships between holiday park operations and other industries, including:
 - recreational vehicle manufacturers, retailers and service centres
 - tourism
 - hospitality
 - entertainment
 - sports
 - horticulture
 - conservation
 - tourism information centres and tourism marketing bodies
- different sectors and businesses within the caravan industry, their interrelationships and the services available in each sector
- major holiday park and caravan industry bodies and associations
- caravan park rating and accreditation systems and their application in metropolitan, regional and Australia-wide locations
- environmental issues for holiday park operations, 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

RANGE STATEMENT

- roles and responsibilities of individual staff members in a successful holiday park business, including ethical practices and quality assurance.

Enhancing the quality of work performance may involve:

- making contacts with networks for obtaining key information to develop, deliver and improve holiday park operations
- suggesting new and improved ways of doing things
- performing work duties within legal, ethical and social guidelines to ensure smooth holiday 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.

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
- overbooking
- confidentiality of customer information
- tipping
- familiarisations
- gifts and services free of charge.

Technologies that impact on the operation of holiday parks 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 productuctivity and pricing flexibility
- industry initiatives
- government initiatives
- emerging markets
- environmental and social issues
- labour issues
- holiday park and caravan industry trends
- industry expansion or retraction.

Unit Sector(s)

Sector

Tourism

Competency field

Competency field Holiday parks and resorts