Australian Government

SITTPPD501 Develop host community awareness of tourism

Release 2

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Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.2	Correction to mapping to show non equivalence.
1.0	N
	Replaces and is not equivalent to SITTPPD008A Develop host community awareness of tourism.
	Added innovation and more emphasis on use of technologies. Changes made to structure of Elements and Performance Criteria and content added to reflect complexity of unit.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to educate and consult local communities about tourism issues, including its costs and benefits.

Application of the Unit

This unit applies to local, regional or state and territory tourism organisations, and to individuals in those organisations who have a strategic focus on the overall and long-term operation of tourism as an industry in a local community. They work independently, often in management roles.

An awareness program would normally be for a local government area or wider region, but may sometimes apply to the development of a particular tourism venue or individual touring product.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements describe the essential outcomes of a unit of competency.

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

Element	Performance Criteria
1. Educate and inform the community on tourism.	1.1 Develop objectives for community education according to organisational goals and nature of the community.
	1.2 Evaluate and select appropriate communication methods, and devise and implement *strategies and programs to maximise the opportunity to inform* community about tourism.
	1.3 Proactively seek opportunities to adopt new or innovative approaches to community education.
	1.4 Communicate *costs and benefits of tourism* to the community on an ongoing basis.
2. Develop stakeholder networks.	2.1 Review and assess current and potential *stakeholders* to determine needs, interests, priorities and relevant trends.
	2.2 Identify key stakeholders, their representatives and *ways to establish and maintain links*.
	2.3 Share expertise, information and resources with networks when appropriate to strengthen links.
	2.4 Make provision for current relevant information on stakeholders to be gathered and maintained.
3. Liaise with stakeholders.	3.1 Seek stakeholder views and opinions about tourism activities on an ongoing basis.
	3.2 Evaluate and integrate stakeholder input in planning and organisation of tourism activities.
	3.3 Identify *potential community conflict* and seek solutions in consultation with relevant parties.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to conduct consultations with community stakeholders
- critical thinking skills to analyse and respond to complex tourism-related issues at a strategic level
- initiative and enterprise skills to seek out new and innovative approaches
- literacy skills to:
    - analyse wide ranging information on varied and potentially unfamiliar topics, including statistical data
    - develop information materials (printed or digital) that communicate complex messages in a user-friendly way
- numeracy skills to work with data about economic costs and benefits of tourism
- planning and organising skills to develop and organise multi-faceted information and consultation programs
- problem-solving skills to work with stakeholders on potentially complex issues or problems.

Required knowledge

- potential impacts of tourism on the community, both costs and benefits, including economic, social and environmental impacts
- tourism-related concerns that arise in communities, and the ways that these may be managed, including those related to:
    - sustainability
    - competition for space, overcrowding
    - competition for resources
    - perception of reduced resident amenity
- key stakeholders in the area, their roles in the community and their perspectives on tourism
- community consultation and networking approaches, including features, costs and benefits of:
    - media strategies, including digital strategies
    - consultation formats
    - stakeholder engagement.

Evidence Guide

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

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: • develop and implement strategies for effective communication about tourism issues to a local community • consult and communicate with community groups • demonstrate knowledge of the role of tourism in host communities, the impact of tourism and the role of major stakeholders.
Context of and specific resources for assessment	Assessment must ensure use of: • a host community for which a program can be developed • current information and communications technology to support communication activities • community stakeholders with whom the individual can consult.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • evaluation of a community awareness program developed by the individual for a specific local community • use of case studies to assess ability to address community awareness issues in different contexts • written or oral questioning to assess knowledge of community impacts of tourism, strategic and tactical community communication processes, and the structures of tourism management organisations • review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.
Guidance information for assessment	The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, workplace and job role, for example: • SITTPPD604 Develop and implement local or regional tourism plan.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Strategies and programs to maximise the opportunity to inform the community may include:

- community representation on relevant tourism committees and boards
- educational activities:
  - speaking at local schools
- information on the Internet
- media strategies:
  - public relations
  - regular tourism column in local newspaper
  - social media
- networking activities:
  - functions between tourism operators and communities
  - special interest networks
- regular planning activities with the local community
- sponsorship:
  - tourism sponsorship of local community activities
  - business sponsorship of tourism events.

Costs and benefits of tourism to communities may include:

- benefits:
  - cultural benefits, including cultural preservation
  - economic benefits to local community
  - employment opportunities
  - greater understanding between host and visitor cultures
  - improved local facilities
  - visitor education
- costs:
  - damage to environmentally or culturally sensitive areas
  - effect on social structures
  - trivialisation of culture.

Stakeholders may include:	• community groups • elders of Indigenous communities • elected officials • general public • government officers • land management and protection authorities • media • tourism industry associations • tourism operators • trade unions.
Ways to establish and maintain links may include:	• external committees • formal consultative bodies • informal communication and feedback • newsletters or other regular or specific information provision • regular liaison activities • surveys • working parties or taskforces.
Potential community conflict may relate to:	• competition for local government resources • conflict between environmental and business groups • conflicting opinions about tourism development options • conflicting opinions regarding local government levies for tourism • perceived threat to local amenities by high visitor numbers.

Unit Sector(s)

Tourism

Competency Field

Planning and Product Development