



Australian Government

SITTPPD502 Assess tourism opportunities for local communities

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 SITTPPD009A Assess tourism opportunities for local communities. Added innovation and sustainability. Re-worked Elements and Performance Criteria to better articulate content.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to assess the costs and benefits of tourism development with or on behalf of local communities. It requires the ability to seek all relevant information about potential tourism developments, critically analyse that information and make it available for community consensus and decision.

Application of the Unit

This unit applies to individuals who work at a strategic level on tourism planning issues. This could include managers in local, regional or state and territory tourism organisations or councils, tourism business management consultants or senior individuals in communities who take responsibility for cooperative community initiatives.

The assessment might focus on potential tourism developments or on the expansion of current activities. It could be product-specific or apply to a whole community or region.

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.

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| 1. Seek and analyse information about tourism opportunities. | <ul style="list-style-type: none"> 1.1 Select appropriate communication approaches and consult local <i>community</i> about potential involvement in <i>tourism opportunities</i>. 1.2 Evaluate <i>information sources</i> for tourism, tourism market trends and distribution and marketing networks. 1.3 Identify product and service gaps and evaluate the potential for future sustainable development. 1.4 Proactively seek new and innovative approaches. |
| 2. Liaise with external stakeholders. | <ul style="list-style-type: none"> 2.1 Establish and maintain contacts with relevant people outside the community. 2.2 Exchange information and advice with external stakeholders and seek specialist assistance as required. 2.3 Consult external stakeholders on customer and tourism industry service and quality expectations. 2.4 Obtain and evaluate information from other communities with experience in establishing and developing tourism products. |
| 3. Analyse local community issues. | <ul style="list-style-type: none"> 3.1 Assess potential economic, social and environmental <i>community impact</i>. 3.2 Evaluate currently available infrastructure and infrastructure development required to support delivery of tourism. 3.3 Analyse current skill levels and need for training or specialist expertise. 3.4 Assess potential conflicts between tourism and other community values. |
| 4. Consult with the community. | <ul style="list-style-type: none"> 4.1 Conduct <i>community consultations</i> about opportunities and potential tourism developments. 4.2 Provide <i>relevant, current and accurate information</i> to facilitate informed debate and decisions. 4.3 Invite external individuals and organisations to talk to the community where appropriate. |
| 5. Make decisions about tourism opportunities. | <ul style="list-style-type: none"> 5.1 Make decisions about tourism opportunities based on analysis and consultation. 5.2 Make decisions that reflect the wishes of the community. 5.3 Integrate information collected into future planning of tourism activities. |

Required Skills and Knowledge

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

Required skills

- communication skills to manage consultation processes with diverse stakeholders on complex issues
- critical thinking skills to evaluate and make strategic responses to complex information from multiple sources
- initiative and enterprise skills to proactively seek new and innovative approaches
- literacy skills to research varied and complex information about tourism
- numeracy skills to work with cost estimates and research data about tourism
- planning and organising skills to coordinate consultation and management processes
- problem-solving skills to evaluate and respond to potentially conflicting views.

Required knowledge

- cultural and economic impacts of tourism on local communities
- tourism industry structure and interrelationships, networks and information sources
- tourism distribution and marketing networks, especially those that would support any proposed tourism product
- main stakeholders in local, regional, state or territory, and national tourism organisations and the structures of these organisations at each level
- current market trends, products and service styles for relevant tourism products and services
- current tourism product base for the particular community
- key features of environmentally or culturally sensitive areas in the local or regional area
- main community stakeholders, the infrastructure within the particular community, and social, cultural and economic aspects of the community
- consultative and communication mechanisms commonly used by organisations and the local community.

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:

- assess tourism opportunities for a community and determine potential for success
- research, analyse and provide information on the range of issues that relate to proposed tourism development within a community
- consult with diverse stakeholders about tourism opportunities
- demonstrate knowledge of the tourism industry, including structure and interrelationships, tourism industry networks, information sources, and distribution and marketing networks.

Context of and specific resources for assessment

Assessment must ensure use of:

- a community for which tourism opportunities can be assessed
- current tourism industry data and information sources
- 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 project conducted by the individual to assess and report on tourism opportunities for a given community
- use of case studies to assess the individual's ability to evaluate communities with different:
 - social, cultural and economic structures and issues
 - tourism product bases, and distribution and marketing networks
- written or oral questioning to assess knowledge of tourism industry structure and interrelationships, distribution networks and community consultation processes
- 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:

- SITTPPD501 Develop host community awareness of tourism
- 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.

Community may comprise:

- extended families in urban or rural settings
- groups with common cultural links and interests
- individuals who identify with and are accepted by a particular group
- residents in urban, regional or rural settings
- traditional communities on ancestral lands.

Tourism opportunities may include:

- accommodation development
- attractions
- community involvement in:
 - providing staff for external operations
 - training for the tourism industry
- events
- festivals
- tour operations
- tourism retailing operations
- visits to the community by external tour operators.

Information sources may include:

- communities with common interests
- government bodies:
 - funding agencies
 - land management agencies
- Internet
- local people
- reports and research:
 - local, state, regional or national marketing plans
 - statistical data
- research bodies:
 - public
 - private
- tourism operators:
 - accommodation
 - destination marketing companies
 - tour operators

Community impact may include:

- inbound tour operators
- tour wholesalers
- tourism organisations and associations
- training agencies.
- benefits:
 - cultural, including cultural preservation
 - economic
 - 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.

Community consultations may include:

- community meetings
- individual and small group consultations
- presentations from specialist advisers
- formal and informal community research
- publication and display of information excerpts for community comment
- social media activities.

Relevant, current and accurate information to be provided to the community may include:

- community proposed tourism products
- community capacity:
 - ability to successfully market proposed tourism products
 - ability to successfully deliver proposed tourism products
- community impacts:
 - negative
 - positive
- tourism industry and market information:
 - current market trends and needs
 - product and service gaps within the local area and region
 - service and quality expectations
 - distribution and marketing networks
- information about other communities
- recommendations, including any alternative

product offerings for the community to consider.

Unit Sector(s)

Tourism

Competency Field

Planning and Product Development