



Australian Government

SITTPPD604 Develop and implement local or regional tourism plan

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 SITTPPD010A Develop and implement local or regional tourism plan. Split Element 1 into two elements. 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 develop and implement a strategic tourism plan in a local or regional area. It requires the ability to develop the plan in consultation with the local community and monitor its success in the context of the overall and long-term operation of tourism as an industry in the area.

Application of the Unit

This unit applies to individuals working at senior levels in local, regional, state or territory tourism organisations who have a strategic tourism planning role.

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. Conduct research to support tourism planning. | <ul style="list-style-type: none"> 1.1 Gather and analyse current internal and external business and market information. 1.2 Evaluate and consult with others about overall approach to tourism development in the area. 1.3 Research and develop an inventory of <i>tourism infrastructure</i> and carrying capacity of the area. 1.4 Analyse <i>product and service gaps</i> and potential for future development and innovation. 1.5 Analyse current skill profile and potential skills gaps in local labour force. 1.6 Assess <i>community impacts</i>, including environmental, social, cultural and economic factors and opportunities. 1.7 Conduct <i>community consultations</i>. 1.8 Investigate <i>community and industry resources</i> available to implement the plan. |
| 2. Develop tourism plan. | <ul style="list-style-type: none"> 2.1 Create plans that include clear strategic and tactical focus, identifying priorities, responsibilities and timelines. 2.2 Integrate financially sound <i>resource strategies</i> and take advantage of new and emerging technologies. 2.3 Propose administrative framework and systems capable of supporting the plan. 2.4 Consult appropriate colleagues during planning process. 2.5 Develop performance indicators, contingency plans and <i>evaluation methods</i>. 2.6 Submit plans to the appropriate authority for approval prior to implementation. |
| 3. Implement and monitor tourism plans. | <ul style="list-style-type: none"> 3.1 Initiate an internal and external communications strategy. 3.2 Implement and monitor actions according to schedule and contingencies. 3.3 Develop progress and other reports according to organisational requirements. 3.4 Involve community in tourism issues on an ongoing basis. |
| 4. Evaluate tourism plans. | <ul style="list-style-type: none"> 4.1 Assess plan effectiveness using agreed evaluation methods and develop new or alternative approaches as required. 4.2 Submit changes for consideration and approval by the appropriate authority. |

4.3 Implement and communicate agreed changes.

Required Skills and Knowledge

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

Required skills

- communication skills to:
 - manage consultation with the broad community and key community stakeholders
 - facilitate information sessions
- critical thinking skills to evaluate complex market and business information and develop strategic responses
- literacy skills to:
 - interpret wide ranging information from a variety of potentially unfamiliar sources
 - develop complex documents that include a strategic and tactical focus
 - prepare consultation information
- numeracy skills to:
 - research statistical data
 - estimate financial impacts of different strategies
- planning and organising skills to coordinate planning processes that involve multiple stages and inputs
- problem-solving skills to work with different community views about tourism.

Required knowledge

- key stakeholders in local, regional, state or territory, and national tourism organisations and the structures of these organisations at each level
- key stakeholders in the area and their roles in the tourism planning process
- environmental, social, cultural and economic aspects of the area that impact planning, including:
 - current economic status and profile of tourism
 - community attitudes
 - features of environmentally or culturally sensitive areas
 - natural and man-made attractions
 - main industries, past and present
 - socio-economic factors
 - features of the area in relation to other areas, either nearby or with similar profiles
- current tourism operators and product base in the area, and opportunities to extend these
- distribution and marketing networks currently supporting the tourism product base, and opportunities to extend these
- market competitors and the main features of those areas and their tourism strategies
- strategic planning methodologies, including key stages and content requirements
- community consultation 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:

- apply an effective planning process to the development of a local or regional tourism plan
- develop strategic responses to complex community and organisational issues
- consult and communicate with diverse stakeholders during the planning process
- demonstrate knowledge of the issues that impact the planning, development and administration of tourism for a local or regional area, including the distribution and marketing of particular products.

Context of and specific resources for assessment

Assessment must ensure use of:

- a local or regional area for which a plan can be developed
- current tourism industry information and data on the area
- community stakeholders for participation in consultation.

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 and plan completed by the individual to develop, implement and monitor a tourism plan for a given local or regional area
- use of case studies to assess the individual's ability to evaluate planning priorities for 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 distribution networks, strategic and tactical community consultation processes and planning techniques
- 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:

- SITTPPD401 Package tourism products
- SITTPPD501 Develop host community awareness of tourism
- SITTPPD502 Assess tourism opportunities for local communities
- SITXMPR502 Develop and implement marketing strategies.

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.

Tourism infrastructure may include:

- accommodation
- attractions
- conference facilities
- retail
- tours
- transport
- visitor information services.

Product and service gaps may relate to:

- assessment of region to meet current and future customer expectations
- inability to service current demand
- inappropriate operating practices for the current market place
- opportunities for new products and services.

Community impacts 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.

Community consultations may include:

- activities to gain community support for the planning process prior to commencement
- community meetings
- formal and informal community research
- community representation on planning steering committees
- publication and display of draft plans for community comment
- seminars

Community and industry

resources may relate to:

- social media activities.
- current market position
- expertise of those likely to implement the plan
- local government resources
- local skill profile
- local tourist associations or other industry bodies
- opportunities for cooperative approaches
- opportunities for sponsorship
- potential for state or federal assistance
- preparedness of individual tourism operators to contribute to the plan.

Resource strategies may be:

- financial
- human
- physical.

Evaluation methods may include:

- community feedback
- industry feedback
- marketing exposure achieved
- research on business performance:
 - attendance numbers
 - enquiry levels
 - occupancy levels
 - retail sales
 - tour sales.

Unit Sector(s)

Tourism

Competency Field

Planning and Product Development