Assessment Requirements for SITTPPD005 Develop host community awareness of tourism

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- develop and implement a program and associated strategies for effective communication to a local community about issues to do with:
  - particular tourism venue
  - individual tourism product
- consult and communicate with community groups about above issues, demonstrating knowledge of the role of tourism in each host community, the impact of tourism, and the role of major stakeholders.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- potential impacts of tourism on the community, both costs and benefits:
  - economic
  - social
  - environmental impacts
- strategies and programs to maximise the opportunity to inform community about tourism:
  - community representation on relevant tourism committees and boards
  - educational activities:
    - speaking at local schools
  - media strategies:
    - public relations
    - regular tourism column in local newspaper
    - social media
  - networking activities:
    - functions between tourism operators and communities
    - special interest networks
  - posting information on the internet
  - regular planning activities with the local community
  - sponsorship:

- tourism sponsorship of local community activities
- business sponsorship of tourism events
- tourism-related concerns that arise in communities, and the ways that they are managed:
    - sustainability
    - competition for space and overcrowding
    - competition for resources
    - conflict between environmental and business groups
    - conflicting opinions about tourism development options
    - conflicting opinions regarding local government levies for tourism
    - perception of reduced resident amenity through increase in tourist activity or visitor numbers
- key stakeholders in the area, their roles in the community, and their perspectives on tourism
- ways to establish and maintain links with host communities:
    - 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
- community consultation and networking approaches and features, costs and benefits of:
    - media strategies
    - consultation formats
    - stakeholder engagement.

Assessment Conditions

Skills must be demonstrated in an operational tourism environment. This can be:

- an industry workplace
- a simulated industry environment set up for the purposes of assessment.

Assessment must ensure access to:

- 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; these can be:
    - 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; or
- individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors; and:

- have worked in industry for at least three years where they have applied the skills and knowledge of this unit of competency.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694