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SITTPPD005 Develop host community awareness of tourism

Release: 1

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Modification History

Not applicable.

Application

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

The unit applies to local, regional, and state or territory tourism organisations, and to those in 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.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Planning and Product Development

Unit Sector

Tourism

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
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 and maintain 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.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	• analyse wide ranging information on varied and potentially unfamiliar topics and statistical data.
Writing skills to:	• develop printed or digital information materials that communicate complex messages in a user-friendly way.
Oral communication skills to:	• conduct consultations with community stakeholders in a culturally appropriate manner.
Numeracy skills to:	• work with data about economic costs and benefits of tourism.
Problem-solving skills to:	• work with stakeholders on potentially complex issues or problems.
Initiative and enterprise skills to:	• analyse and respond to complex tourism-related issues at a strategic level • seek out new and innovative approaches to stakeholder engagement.
Planning and organising skills to:	• develop and organise multifaceted information and consultation programs.

Technology skills to: • support multifaceted communication activities.

Unit Mapping Information

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Links

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