



Australian Government

Assessment Requirements for SITTPD016

Research and analyse tourism data

Release: 1

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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:

- identify and plan tourism research based on an organisational or situational analysis that includes at least two of the following research objectives:
 - comparative analysis
 - competitor activity
 - customer preferences
 - distribution networks
 - hypothesis testing
 - identification of trends
 - industry pricing policies
 - visitation patterns
- conduct above tourism research applying:
 - research and data collection methods
 - information from:
 - government agency websites and tools
 - industry associations
 - regional, state or territory, and federal tourism marketing agencies
 - reliable data analysis
 - written and oral presentation techniques.

Knowledge Evidence

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

- role of research for different purposes in a tourism industry context:
 - product development and innovation
 - marketing
 - sales
- research techniques and methodologies and their application to different industry situations
- ethical research practices related to intellectual property, confidentiality and privacy

- research and data collection methods, their features and suitability for different purposes:
 - desk-based research
 - electronic counters
 - evaluation of secondary data
 - interviews
 - focus groups
 - information from other organisations
 - observation and listening
 - questionnaires and surveys
- methods of data analysis:
 - data sampling
 - feedback on results
 - peer review
 - review of previous research
 - statistical analysis
- major tourism research bodies, types of research produced by those agencies and its value to different tourism operators
- types of technology used in the conduct of research projects.

Assessment Conditions

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

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

Assessment must ensure access to:

- an organisation for which tourism research can be conducted
- current information and communications technology
- current tourism industry data and information sources
- colleagues and others with whom the individual can interact. These can be:
 - people in an industry workplace who are assisted by the individual during the assessment process; 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>

