



Australian Government

SITTPPD019 Develop culturally appropriate tourism operations

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan strategically for culturally appropriate business operations. It requires the ability to establish and operate a culturally appropriate tourism operation and to monitor its impact on local communities.

The unit applies to those in the tourism industry with managerial responsibilities in strategic planning and product development. Planning may be for a whole region or local area or for a particular venue, organisation, event or product. The unit is particularly relevant to those organisations whose products involve substantial cultural content, the inclusion of visits to culturally sensitive sites, or a high level of interaction between people of different cultures.

The skills in this unit must be applied in accordance with Commonwealth and State/Territory legislation, Australian/New Zealand standards and industry codes of practice.

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

Elements describe the essential outcomes

1. Plan for culturally appropriate tourism operations.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Identify cultural issues for consideration at commencement of planning process.
- 1.2. Consult individuals and communities about potential cultural issues and incorporate views into planning process.

- 1.3. Analyse economic and social community impacts and develop responses that provide social and economic returns to the community.
- 1.4. Proactively seek opportunities for new, innovative and more sustainable approaches.
- 1.5. Develop strategies that balance cultural appropriateness and economic viability.
2. Implement culturally appropriate tourism operations.
 - 2.1. Develop codes of practice and procedures that show respect for cultural values, avoid cultural stereotyping and take account of intellectual property issues.
 - 2.2. Conduct operations according to codes of practice and encourage participation from host communities.
 - 2.3. Educate colleagues about other cultures and societies during the development process.
 - 2.4. Promote the need for culturally appropriate behaviour throughout the organisation and with customers.
3. Evaluate operations.
 - 3.1. Monitor and assess operations to ensure culturally appropriate practices are maintained.
 - 3.2. Conduct regular consultation with stakeholders to obtain feedback.
 - 3.3. Deal with operational issues and consider changes to continuously improve organisational practices.

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:	interpret wide ranging information from a variety of potentially unfamiliar sources.
Writing skills to:	- develop complex documents that include a strategic and tactical focus - prepare consultation information.
Oral communication skills to:	- manage consultation with the broad community and key community stakeholders - facilitate information sessions.
Numeracy skills to:	- research and interpret statistical data - estimate financial impacts of different strategies.
Problem-solving skills to:	work with different community views about tourism.

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| Initiative and enterprise skills to: | • evaluate complex market and business information and develop strategic responses. |
| Planning and organising skills to: | • coordinate planning processes that involve multiple stages and inputs. |

Unit Mapping Information

Supersedes and is equivalent to SITTPPD010 Develop culturally appropriate tourism operations.

Links

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