



Australian Government

Department of Education, Employment and Workplace Relations

SITTGDE004A Lead tour groups

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to coordinate a group of touring customers. It focuses on the communication, leadership and conflict resolution skills required by guides. The unit requires the ability to coordinate the physical movement of groups.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Customer service and complaints resolution is covered in SITXCOM001A Work with colleagues and customers.

Application of the Unit

Application of the unit

This unit describes a key tour guiding function for guides working in a range of locations and in multiple tourism industry sectors and organisation types. The unit can apply to any situation where a guide is involved in delivering a tour or activity to a group of customers. This would include multifaceted tours inclusive of multiple products and sites e.g. half-day tours of cities and regional destinations as well as tours of specific attractions and sites.

This unit can apply to cultural industries where group tours or activities take place in a museum, gallery, library, performing arts centre or zoo; to sport and recreation industries where groups participate in outdoor and adventure activities, such as guided bushwalking; and to any industry that operates tours at an industrial site, e.g. breweries, waste management facilities and factories.

The unit also applies to tour managers who accompany tour groups on extended touring programs.

Leading tour groups requires significant organisational and communication skills. Guides who perform this function operate with a considerable level of autonomy or under limited supervision and guidance from others. They apply discretion and judgement within predefined organisational procedures and when leading groups take the lead role without supervision. The role is undertaken by tour guides, tour managers, tour directors, site guides, interpretative guides, walking guides, outdoor recreation guides, museum guides, heritage guides, cultural guides, nature-based guides, driver guides, coach captains, specialist guides and owner-operators of small tour operations.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Coordinate group movements.	1.1 Maintain the tour schedule wherever possible through effective communication with the group. 1.2 Use techniques to promptly attract group attention when required. 1.3 Advise the group sensitively and accurately about ways in which minimum disruption and disturbance can be caused to other tour members, host communities and the environment. 1.4 Complete physical group movements in an orderly manner, checking group numbers at appropriate times. 1.5 Advise customers of appropriate procedures if they become separated from the group. 1.6 Provide instructions in a manner and pace appropriate to the particular group. 1.7 Encourage customers to seek clarification of instructions where necessary.

ELEMENT	PERFORMANCE CRITERIA
	1.8 Locate lost or late group members, ensure they rejoin the group and are advised of future need to comply with group movements.
2 Encourage group morale and goodwill.	2.1 Use <i>techniques to build group cohesion</i> during the tour. 2.2 Balance the needs of individuals and the group in the conduct of the tour.
3 Deal with conflicts and difficulties.	3.1 Assess potential for conflict promptly and take swift and tactful action should conflict arise, to prevent escalation and assist resolution. 3.2 Take appropriate action to deal with difficult tour members. 3.3 Respond to <i>conflicts and difficulties</i> in a manner likely to optimise the goodwill and morale of the group. 3.4 Follow procedures for controlling drug or alcohol-affected customers according to company guidelines and legal requirements.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- high-level communication skills to communicate with customers about the tour or activity movements, provide clear instructions and advise on procedures they must adhere to
- conflict resolution skills and strategies incorporating the skills and techniques of:
 - assertiveness
 - active listening
 - non-verbal communication
 - inclusive language style
 - problem-solving
 - negotiation
- numeracy skills to count tour members.

The following knowledge must be assessed as part of this unit:

- procedures for maximising efficiency of group movements
- procedures for locating lost or late group members and coordinating reunion with the group
- minimal impact practices to ensure minimum disruption and disturbance to host communities and the environment
- principles of group management and group dynamics
- communication and leadership techniques with particular application to guiding activities and building group cohesion
- types of conflict and people management issues likely to arise in a group touring situation and typical causes
- procedures for negotiating and resolving conflicts and difficulties
- conflict theory, including signs, stages, levels, factors involved and resolution.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment

EVIDENCE GUIDE

Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- coordinating the movement of groups, using communication and leadership techniques that build group cohesion
- responding to people management problems and issues during group tours or activities
- knowledge of the range of conflict and people management issues that could arise during group tours or activities
- leading multiple tour groups to ensure consistency of performance
- leading group tours or activities of a duration that reflects local industry product and practice and of sufficient duration to allow the candidate to demonstrate techniques to build group cohesion.

Context of and specific resources for assessment

Assessment must ensure:

- leading tour groups within commercially realistic guiding environments, e.g. at a tourist site, on a coach tour, in a national park or on a walking tour
- interaction with customer groups of a size and nature that reflect the commercial environment in which the guide operates.

EVIDENCE GUIDE

Methods of assessment

A range of assessment methods should be used to assess the practical skills and knowledge required to lead tour groups. The following examples are appropriate for this unit:

- direct observation of the candidate's ability to coordinate the movement of groups by participating in tours conducted by the candidate
- direct observation of the candidate's people management skills during the operation of group tours
- questioning group tour members as to the candidate's clarity of communication and leadership skills
- review of guiding activities undertaken as part of industry placement and training with an industry operator
- case studies and problem-solving to evaluate ability to apply solutions to different group conflicts and difficulties
- written and oral questioning or interview to test knowledge of conflict resolution, leadership and group motivation techniques and procedures relevant to the movement of tour groups
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SITTGDE003A Coordinate and operate a tour
- SITTGDE005A Manage extended touring programs
- SITTGDE006A Prepare and present tour commentaries or activities
- SITTVAF002A Provide a briefing or scripted commentary.

EVIDENCE GUIDE

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement

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 in the performance criteria is detailed below.

Techniques to build group cohesion may include:

- encouraging interaction between group members
- group activities or games
- inviting individuals to address the group
- using the skills of individual group members in the operation of the tour
- focusing the group on shared experiences
- using seat rotation systems.

