Australian Government

Department of Education, Employment and Workplace Relations

SITTPPD002A Research tourism data

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 conduct formal tourism research. It requires the ability to identify research needs, conduct the research and accurately analyse and interpret the data.
	No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit	This unit describes a key research function for a diverse range of tourism and hospitality products and services and applies to the full range of industry sectors.
	Research may be primary or secondary and may be conducted to inform a range of activities and planning processes. It may be required to assist with customer service, planning and product development, sales and marketing and sales.
	Researching tourism data would normally apply to senior tourism and hospitality industry personnel who operate autonomously and have a strategic management role. Research could be undertaken by those who operate with some level of autonomy or under limited supervision and guidance from others, e.g. senior operative personnel and supervisors.

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 Identify research needs.	1.1 Identify specific research needs based on current business focus and needs of the organisation.
	1.2 Develop objectives for the ***research*** in consultation with relevant colleagues and authorities.
2 Conduct research.	2.1 Select ***research method*** according to objectives and available resources.
	2.2 Prepare accurate documentation that incorporates sound

ELEMENT	PERFORMANCE CRITERIA

		research methodologies where appropriate.
	2.3	Identify the need for and obtain specialist assistance where appropriate.
	2.4	Identify and use appropriate ***information sources*** and technology to assist in the research process.
	2.5	Conduct research within agreed timeframes and according to agreed methodology.
	2.6	Identify the need for adjustments to the research process and make them when required.
3 Interpret and apply research results.	3.1	Analyse and interpret data accurately.
	3.2	Use results to inform current activities and future planning.
	3.3	Communicate research results containing recommendations and observations to appropriate colleagues and external agencies in a timely manner.

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:

- critical thinking skills to facilitate rational and logical analysis of all research information collected
- high-level communication skills to facilitate the analysis and interpretation of complex research data and to communicate research findings in plain English to colleagues and external agencies
- high-level literacy skills to read complex tourism research documents that relate to such things as tourism trends, market statistics, information on market preferences and product performance
- numeracy skills to interpret and analyse complex tourism data.

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

- typical research methodologies used in a tourism industry context
- types of technology used in the conduct of research projects
- role of research within the tourism industry and major research bodies
- common sources of tourism research data.

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 Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential:
	- ability to research, interpret and apply results for a specific tourism purpose
	- knowledge of research techniques and methodologies
	- project or work activities conducted over a commercially realistic period of time so that the research and analysis aspects of this unit can be

EVIDENCE GUIDE

	assessed.
Context of and specific resources for assessment	Assessment must ensure: • access to a fully equipped office environment using appropriate computers, communication technology, information programs and publications to facilitate the processes involved in conducting research of tourism data • access to current tourism industry data and information sources • access to an operation to allow the candidate to fully research, interpret and apply data results to an operational activity or to comprehensive and sufficient information about that tourism operation.

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EVIDENCE GUIDE

Methods of assessment

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

- research project and report for a tourism industry organisation
- case study of a given tourism scenario and review of research and resultant report
- case studies to assess the candidate's ability to apply research and differing methodologies to different tourism industry activities
- written and oral questioning or interview to test knowledge of research methodologies and tourism data sources
- 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:

- SITXCCS003A Manage quality customer service
- SITXMGT004A Develop and implement a business plan
- SITXMPR004A Coordinate marketing activities
- SITXMPR005A Develop and manage marketing strategies.

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.

Research may relate to a range of data, including:	• customer preferences • general visitation patterns • success of marketing initiatives • distribution networks.
Research methods may include:	• questionnaires and surveys • face-to-face and phone interviews • focus groups • electronic counters • evaluation of secondary data • desk research.
Information sources may include:	• government agency websites and tools, such as the online tourism data warehouse Decipher • industry associations • regional, state or territory, and federal tourism marketing agencies.

Unit Sector(s)

Sector   Tourism

Competency field

Competency field   Planning and Product Development