



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SITTPD007A Plan and develop culturally appropriate tourism operations**

**Revision Number: 1**

## **SITTPPD007A Plan and develop culturally appropriate tourism operations**

### **Modification History**

Not applicable.

### **Unit Descriptor**

#### **Unit descriptor**

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

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 product planning function for a diverse range of tourism and hospitality products and services and applies across many industry sectors.

Planning and developing culturally appropriate tourism operations involves a strategic focus on the overall and long-term operation of a tourism product. It might be for a whole region or local area for a particular tourism venue or individual touring product.

The unit has particular application to the accommodation, tour operating and attractions sectors and to those tourism products that involve substantial cultural content, the inclusion of visits to culturally sensitive sites, or a high-level of interaction between people of different cultures.

This unit applies to senior tourism and hospitality industry personnel who operate autonomously and have strategic tourism planning and product development roles. These roles would include regional tourism manager, resort or hotel manager, operations or general manager, marketing manager, product development manager and owner-operator of any type of accommodation or tour operating business.

## 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 Plan for culturally appropriate tourism operations.	<p>1.1 Conduct a cost versus yield evaluation of establishing and operating the operation on an ongoing basis according to the local community's cultural considerations.</p> <p>1.2 Identify the full range of cultural issues at the commencement of the planning process.</p> <p>1.3 Consult individuals and communities about <b><i>cultural issues</i></b> that might affect the operation and how the operation might affect local community culture.</p> <p>1.4 Identify and analyse the economic and social <b><i>impact on the communities</i></b>.</p> <p>1.5 Identify the need for economic and social returns to local communities.</p> <p>1.6 Investigate and develop ways of managing and minimising negative tourism impact and maximising positive impact on the local culture.</p> <p>1.7 Develop strategies to balance cultural appropriateness and the economic viability of the operation.</p>

ELEMENT	PERFORMANCE CRITERIA
	1.8 Base product development decisions on the information obtained in the evaluation and planning process, including the need for culturally appropriate operations.
2 Develop and implement culturally appropriate tourism operations.	<p>2.1 Develop <i>codes of practice and procedures</i> for all aspects of the operation and for customer use that ensure that respect for cultural values is shown.</p> <p>2.2 Conduct operations according to established codes of practice.</p> <p>2.3 Encourage operational participation of individuals from the appropriate culture.</p> <p>2.4 Ensure that all customer activities are culturally appropriate.</p> <p>2.5 Share information with customers that is culturally appropriate and accurate and avoids cultural stereotyping.</p> <p>2.6 Consider copyright and intellectual property issues when developing the operation.</p> <p>2.7 Educate colleagues about other cultures and societies during the development process.</p> <p>2.8 Encourage culturally appropriate behaviours in colleagues and customers through education.</p> <p>2.9 Promote the need for culturally appropriate behaviour throughout the organisation and with customers.</p> <p>2.10 Use promotional and other materials to inform colleagues and customers about cultural issues.</p>
3 Monitor operations.	<p>3.1 Continuously monitor the standard of operations to ensure culturally appropriate practices are maintained.</p> <p>3.2 Conduct regular consultation with individuals and local communities as appropriate in order to obtain feedback on the operation.</p> <p>3.3 Deal with operational issues promptly and consider changes to continuously improve organisation practices.</p>

## 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 conduct comprehensive and culturally appropriate consultation with local community stakeholders
- critical thinking skills to facilitate rational and logical analysis of cost versus yield and other evaluations associated with planning the establishment of the tourism operation
- high-level written literacy skills to develop comprehensive plans for culturally appropriate tourism operations, and operational and customer-focused codes of practice
- numeracy skills to perform complex calculations in evaluating cost versus yield.

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

- general knowledge of the social, cultural and economic impact of tourism
- cross-cultural awareness and in-depth understanding of the social, cultural and economic aspects of the local host community
- in-depth knowledge of consultation and communication mechanisms commonly used by organisations and by the local host community
- copyright and intellectual property issues associated with delivering information about local cultural issues
- different ways in which organisations can foster culturally appropriate behaviour during product development and product delivery
- ways of managing and minimising negative tourism impacts and maximising positive impacts on the local culture.

## 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.

## EVIDENCE GUIDE

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

Evidence of the following is essential:

- ability to strategically plan for, develop and operate a culturally appropriate operation and to monitor the delivery of the product to ensure ongoing culturally appropriate behaviour
- ability to integrate culturally appropriate practices into the product development phase
- ability to critically analyse all information that relates to the product development phase
- knowledge of strategies to manage and minimise negative tourism impact and maximise positive impact on the local culture
- project or work activities conducted over a commercially realistic period of time so that the planning, evaluation and monitoring aspects of the operations can be assessed.

### **Context of and specific resources for assessment**

Assessment must ensure:

- access to a fully equipped industry-realistic office environment using appropriate computers, printers, information programs and publications currently used in the tourism industry to facilitate the planning and product development processes involved
- access to a destination where the culturally appropriate tourism operation would be established and operated *or* access to comprehensive and sufficient information about that destination, the local communities and culture to allow the candidate to plan for strategically, establish and operate a culturally appropriate tourism operation and to monitor any impact on the local culture
- involvement and interaction with a group of people so that consultation can be achieved.

## EVIDENCE GUIDE

### Methods of assessment

A range of assessment methods should be used to assess the practical skills and knowledge required to plan and develop culturally appropriate tourism operations. The following examples are appropriate for this unit:

- review of a completed plan for the tourism operation, including analysis of all evaluations that have been conducted
- review of codes of practice developed by the candidate
- review of monitoring reports completed by the candidate and action plans for any required operational changes
- project activities to plan and develop a culturally appropriate tourism operation in conjunction with industry
- project activities to plan and develop a culturally appropriate tourism operation for a given destination, local community and culture
- case studies to assess the candidate's ability to evaluate the development and operation of different tourism operations with differing culturally sensitive issues
- case studies and projects to assess the candidate's ability to improve the cultural appropriateness of existing tourism operations
- written and oral questioning or interview to test knowledge such as social, cultural and economic impacts of tourism, copyright and intellectual property issues, and strategies for the management of the impact of tourism on local communities and their culture
- 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:

- SITTPPD001B Research, assess and develop tourism products
- SITTPPD006B Plan and develop ecologically sustainable tourism operations
- SITXFIN005A Prepare and monitor budgets.



## 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.

*Cultural issues* may include:

- culturally appropriate activities
- use of cultural information
- access restrictions
- use of appropriate staff
- traditional and contemporary values and customs
- cultural differences in styles of negotiation and communication.

## RANGE STATEMENT

- Impact on the communities* may be:
- positive:
    - economic benefits to local community
    - improved local facilities
    - employment opportunities
    - cultural benefits
    - visitor education
    - greater understanding between host and visitor cultures
  - negative:
    - trivialisation of culture
    - effect on social structures
    - damage to culturally sensitive areas or sites.

*Codes of practice and procedures* may relate to:

- involving appropriate people in both product development and delivery
- developing formal or informal guidance on appropriate staff and customer behaviour in given situations
- selecting appropriate staff for different situations
- guidelines for language skill requirements
- specific guidance on the use of culturally sensitive information
- guidance for negotiating contracts in cross-cultural situations.

## Unit Sector(s)

**Sector** Tourism

## Competency field

**Competency field** Planning and Product Development