



Australian Government

Department of Education, Employment and Workplace Relations

SITXMPR006A Participate in cooperative online marketing initiatives for the tourism industry

Release: 1

SITXMPR006A Participate in cooperative online marketing initiatives for the tourism industry

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to evaluate online cooperative tourism marketing initiatives, provide appropriate website content and update this content using remote authoring skills. It requires a general knowledge of online marketing initiatives in the tourism industry and the basic technical skills that allow business operators to participate effectively in these initiatives.

Application of the Unit

Application of the unit

This unit applies to those working within the service industries and in particular to small tourism and hospitality businesses wishing to participate in cooperative marketing initiatives. Protocols for participation will vary and this unit must therefore be tailored to meet the needs of local industry.

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 Evaluate online cooperative marketing initiatives.	<p>1.1 Source and evaluate <i>relevant information</i> about the range of current online <i>cooperative tourism marketing initiatives and sites</i> for potential value to the business.</p> <p>1.2 Select an initiative that meets <i>requirements and considerations of the business</i>.</p> <p>1.3 Evaluate additional skills, equipment or other resources that may be required to participate in initiative.</p> <p>1.4 Assess value of participation through consideration of overall marketing direction and any budgetary constraints.</p>
2 Provide online content in appropriate format and style.	<p>2.1 Review and accurately interpret <i>content requirements</i> as set down by administrator of the cooperative initiative.</p> <p>2.2 Use appropriate and customer-focussed writing techniques to develop content suited to an online environment and</p>

ELEMENT

PERFORMANCE CRITERIA

- the requirements of specific cooperative initiatives.
- 2.3 Identify appropriate images for inclusion in online content.
 - 2.4 Capture and manipulate digital images using appropriate techniques to enhance images.
 - 2.5 Upload content according to relevant guidelines and protocols.
- 3 Use remote authoring to update content.
- 3.1 Develop *protocols to ensure regular and timely updating of content* within cooperative sites.
 - 3.2 Update content accurately using *remote authoring techniques* according to requirements of cooperative site.
 - 3.3 Review and evaluate content and outcomes of participation and identify and address any problems or issues arising.

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:

- ability to use remote authoring processes and techniques appropriate to one or more cooperative initiatives as defined by the site administrator
- techniques to capture and manipulate digital images
- communication skills to write customer-focussed content for an online environment.

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

- range of online cooperative marketing opportunities available to the tourism industry in Australia
- current national, state and regional frameworks for online cooperative marketing, e.g. Australian Tourism Data Warehouse and other government initiatives
- specific online cooperative marketing initiatives for particular industry sectors
- guidelines and requirements for format and style of typical online copy
- equipment and software requirements and techniques for capturing, manipulating and uploading digital images to cooperative sites, including saving and storing images.

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:

- knowledge of current developments and initiatives in relation to online cooperative marketing in the Australian tourism industry
- awareness of and ability to use basic technical skills to create, upload and update content, including words and images.

EVIDENCE GUIDE

Context of and specific resources for assessment

Assessment must ensure:

- demonstration of skills using industry-current equipment to develop and update online content in a cooperative marketing context.

Methods of assessment

A range of assessment methods should be used to assess the practical skills and knowledge required to participate in cooperative online marketing initiatives. The following examples are appropriate for this unit:

- evaluation of content developed by the candidate
- evaluation of reports prepared by the candidate to compare different online cooperative marketing initiatives
- written and oral questioning to assess knowledge and awareness of potential online cooperative marketing initiatives for tourism operators within Australia
- 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.

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.

BSBMKG401B Profile the market

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.

Relevant information about the range of current online cooperative tourism marketing initiatives may be sourced from:

- national, state, regional or local tourism organisations
- private organisations
- promotional material provided to the business
- internet.

Cooperative tourism marketing initiatives may be established and run by:

- national or state tourism organisations
- regional tourism organisations
- local tourism organisations
- industry associations
- private organisations.

Cooperative tourism marketing initiatives and sites may relate to:

- information only
- bookings and reservations
- referral services
- destination-based sites
- product-based sites, e.g. bed and breakfasts.

Requirements and considerations of the business may include:

- marketing goals and strategies
- types of product and service offered
- intended audience and market
- budget
- available technology
- time resources
- training requirements.

RANGE STATEMENT

Content requirements for cooperative sites may include:

- number of words
- number and size of digital images or multimedia
- order of information
- links to other sites and emails
- conformity with style guides
- proximity to data and geocoding
- pricing by room or package.

Protocols to ensure regular and timely updating of content may include:

- timetable for updating words and images
- allocation of responsibility to specific staff member for updating of content
- monitoring pricing and the timing of the release of special offers
- monitoring system-generated emails.

Remote authoring techniques may include:

- those set down by a particular administrator
- use of specific software programs as defined by site administrator, for example, software that assists in the development of digital images.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Marketing and Public Relations