



Australian Government

SITTGDE301 Work as a guide

Release 1

SITTGDE301 Work as a guide

Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.0	E Replaces and is equivalent to SITTGDE001B Work as a guide.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to work effectively as a guide. It covers key legal, ethical, safety, environmental and professional development issues that guides must consider in their day-to-day work.

When working in Queensland, all guides, regardless of their place of residence, are subject to the Queensland Tourism Services Act (2003).

Application of the Unit

This unit applies to guides who may work across multiple industry sectors as employees or independent contractors. They could operate within a single site, or in a particular city, region or tourist precinct, but they often move across sites, cities and regions.

Guides apply discretion and judgement within established organisational procedures, and when on tour they take a lead role without supervision. Sometimes guides are the owner-operators of small tour operations.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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|---|---|
| 1. Apply knowledge of the guiding sector. | 1.1 Conduct guiding activities in a manner that takes account of the roles and responsibilities of different types of guides.
1.2 Identify key guide information sources and contacts.
1.3 Use industry knowledge and guide networks to enhance the quality of guiding services provided to customers. |
| 2. Guide tours according to legal, ethical and safety requirements. | 2.1 Conduct guiding activities according to legal requirements governing the industry.
2.2 Actively participate in <i>risk assessment</i> as an integral part of work activities.
2.3 Take account of <i>ethical considerations</i> for particular contexts.
2.4 Guide tours according to safety requirements.
2.5 Support <i>sustainability</i> in work practices. |
| 3. Develop guiding skills and knowledge. | 3.1 Identify and use <i>opportunities</i> to update knowledge and skills required by guides.
3.2 Maintain knowledge of <i>technologies</i> used by guides.
3.3 Identify and access sources of guide support when required.
3.4 Share knowledge with colleagues to enhance quality of service provided to customers. |
| 4. Communicate with tourism industry operators in English. | 4.1 Articulate information using industry acceptable language.
4.2 Achieve mutual understanding and agree on details relevant to guiding activities.
4.3 Provide accurate information and explanations about customer requirements and special requests.
4.4 Identify nature and key facts of operational problems and provide appropriate solutions by consulting with the <i>tourism operator</i> . |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to liaise with others on operational matters
- critical thinking skills to:
 - evaluate legal, ethical, safety and sustainability issues and requirements for guides
 - make decisions on appropriate behaviours and actions
 - contribute to risk assessment processes
- literacy skills to:
 - read and interpret industry codes of practice and regulations
- learning and self-management skills to maintain and enhance professional skills and knowledge
- technology skills to work with online information systems.

Required knowledge

- tourism industry sectors and their interrelationship, in particular the tour operations and wholesaling sectors and the way that guiding fits into the tourism industry
- roles, responsibilities and career paths for different types of guides, including tour guides, tour managers, site guides, adventure guides, meet and greet guides, city hosts and driver guides
- role of the guide in the risk management process
- roles and services provided to guides by peak guiding bodies and industry associations
- industry and legal compliance requirements that affect guiding operations, including:
 - consumer protection laws
 - occupational licensing and industry accreditation
 - contents of various guiding codes of conduct or practice and the impacts of non-compliance
 - public liability and the guide's duty of care
 - environmental laws
 - permit requirements for operating in protected areas
 - Queensland Tourism Services Act (2003) requirements for guides when working in Queensland
- safety issues that affect guiding operations in particular contexts, particularly those related to customer safety in different environments
- sustainability considerations for professional guides, including those related to:
 - host community interactions, including Indigenous contexts
 - minimal impact practices
 - own professional development.

Evidence Guide

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

Overview of assessment

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

Evidence of the ability to:

- provide guiding services that meet legal, ethical, safety and sustainability requirements
- communicate with industry colleagues in English and achieve mutual understanding on day-to-day operational requirements
- demonstrate knowledge of roles and responsibilities of different types of guides
- demonstrate knowledge of legal, ethical, safety and sustainability issues to be considered in specific guiding contexts.

Context of and specific resources for assessment

Assessment must ensure use of:

- environments in which guiding activities take place, e.g. at visitor sites, on-board various forms of transportation
- plain English documents that describe the legal requirements of the Queensland Tourism Services Act (2003), consumer laws and environmental management issues
- industry association membership information and codes of conduct
- other people to allow for oral communication in English on practical guiding matters.

Method of assessment

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

- use of case studies and problem-solving activities to assess application of knowledge to different guiding situations and contexts, including analysis of ethical issues
- use of role-plays to assess the individual's ability to communicate in English on practical guiding issues, and to guide a tour
- written or oral questioning to assess knowledge of different guide roles, content of industry codes of conduct and relevant legal issues
- review of portfolios of evidence and third-party

workplace reports of on-the-job performance by the individual.

Guidance information for assessment

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, workplace and job role, for example:

- SITTGDE303 Lead tour groups
- SITTGDE401 Coordinate and operate tours
- SITTIND201 Source and use information on the tourism industry
- SITTTSL303 Sell tourism products and services.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Risk assessment activity may involve:

- dealing with inherent risks
- identifying hazards as part of normal operations
- making simple reports
- identifying need for a full risk assessment
- using risk assessment templates.

Ethical considerations may relate to:

- compliance with industry codes of conduct
- cultural considerations
- dealings with local communities, including Indigenous communities
- provision of services as promoted or confirmed
- relationships with industry colleagues, customers and suppliers
- unconscionable conduct.

Sustainability may be:

- economic:
 - business profitability
- environmental:
 - minimal impact
 - waste minimisation
- social:
 - interactions with host communities.

Opportunities may include:

- familiarisation tours
- industry seminars
- participation in industry accreditation schemes
- participation or membership in professional guide associations
- research
- social networking
- training courses.

Technologies may include:

- presentation technologies
- RFID codes (for hand held devices)
- social networking.

Tourism operator may be:

- inbound tour operators
- other guides
- retail outlets, including:
 - factory outlets

- opal or souvenir outlets
- tax free stores
- suppliers of any tourism product or service that is a component of the touring itinerary, including:
 - accommodation providers
 - airlines
 - attraction or theme parks
 - coach companies
 - food and beverage outlets
 - tour operators and cruise operators.

Unit Sector(s)

Tourism

Competency Field

Guiding