



Australian Government

SITTGDE304 Prepare and present tour commentaries or activities

Release 1

SITTGDE304 Prepare and present tour commentaries or activities

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 SITTGDE006A Prepare and present tour commentaries or activities. Corequisites removed.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to construct commentaries or activities and to use effective interpretation and presentation techniques to ensure customer participation and enjoyment in tours or activities. Guides may be presenting generalist or specialist information.

Application of the Unit

This unit applies in any context where individuals develop and present commentaries or activities that involve creative approaches to the preparation and delivery of information. This could include guided tours, outdoor and adventure activities or experiences in museums, galleries, libraries, places of historic or cultural significance, performing arts centres or zoos. Guides of all types working independently with limited supervision undertake this role.

Licensing/Regulatory Information

No 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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| <p>1. Prepare commentaries or activities for presentation to customers.</p> | <p>1.1 Select and evaluate information to meet <i>needs of specific customers</i>, operational contexts and timing restrictions.</p> <p>1.2 Select or develop themes as a basis for commentaries or activities.</p> <p>1.3 Construct <i>commentaries or activities</i> to maximise potential for customer enjoyment and learning.</p> <p>1.4 Organise support materials in advance of tour or activity.</p> <p>1.5 Prepare oral or written interpretive information tailored to specific audiences.</p> |
| <p>2. Present commentaries or activities to customers.</p> | <p>2.1 Use interpretive and presentation techniques to combine entertainment and learning and enhance the customer experience.</p> <p>2.2 Present current, accurate and relevant information in a logical order.</p> <p>2.3 Present information of appropriate depth and breadth using language suited to the group.</p> <p>2.4 Pace presentation according to timing requirements and operational context.</p> <p>2.5 Use <i>equipment and resources</i> and identify and report any equipment defects promptly.</p> <p>2.6 Maintain communication with colleagues as required by specific tour or activity circumstances.</p> <p>2.7 Implement contingency plans when <i>unexpected events</i> occur and amend presentation format, order or structure to minimise impact on customer enjoyment.</p> |
| <p>3. Interact with customers.</p> | <p>3.1 Encourage customer participation within safety requirements.</p> <p>3.2 Invite and respond to questions and feedback from customers, ensuring involvement of the whole group.</p> <p>3.3 Where the answer to a question is unknown, offer to supply the answer at a future time or refer the customer to other information sources.</p> |

Required Skills and Knowledge

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

Required skills

- communication skills to:
 - use creative presentation and interpretive techniques including storytelling, role-play, games, sensory awareness exercises and illustrated talks
 - interact positively with customers
- critical thinking skills to evaluate potentially complex information from varied sources
- literacy skills to:
 - research and analyse potentially complex information and adapt this for effective presentation
 - structure cohesive presentations
- planning and organising skills to structure and time presentations according to workplace needs
- problem-solving skills to respond to operational problems during commentaries or activities
- technology skills to work with online information.

Required knowledge

- subject matter being presented, which will vary according to context
- techniques for structuring commentaries and activities
- current interpretive theory, methods and media
- presentation and interpretive techniques, including the role and use of:
 - humour
 - body language
 - role-play
 - voice techniques
 - storytelling
 - games and activities
 - sensory awareness exercises
 - visual aids and props
 - positioning.

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:

- prepare and present commentaries or activities:
 - for multiple environments
 - for different customer groups
- use interpretive and presentation techniques to create customer-focused, informative and entertaining experiences
- present commentaries or activities of a duration that reflects local industry product and practice
- demonstrate knowledge of interpretive frameworks and the ability to create themes and storylines from these frameworks
- demonstrate knowledge of relevant subject matter.

Context of and specific resources for assessment

Assessment must ensure use of:

- touring environments that reflect the nature of tours commercially available in the relevant city or region
- real or simulated touring activities
- equipment and resources required for the delivery of tours such as transport and venue access
- a group of customers for whom the individual can act as guide
- industry-current equipment for presentation such as a microphone.

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:

- direct observation of the individual presenting commentaries or activities and using equipment effectively
- questioning of tour members about the individual's communication skills, breadth of knowledge and ability to deliver knowledge in an interesting way
- use of case studies to assess ability to tailor activities and information to suit particular customer needs and to respond effectively to problems that occur during activities or commentaries

- written or oral questioning to assess knowledge of interpretive and presentation techniques
- 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:

- FDFCD2002A Promote wine tourism information
- SITTGDE101 Interpret aspects of local Australian Indigenous culture
- SITTGDE305 Develop and maintain the general and regional knowledge required by guides
- SITTGDE306 Research and share general information on Australian Indigenous cultures
- SITTGDE307 Prepare specialised interpretive content on flora, fauna and landscape
- SITTGDE308 Prepare specialised interpretive content on marine environments
- SITTGDE309 Prepare specialised interpretive content on cultural and heritage environments.

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.

Needs of specific customers may vary according to:

- age
- cultural background
- educational level
- geographic origin
- requested coverage
- special interests.

Commentaries or activities may relate to:

- arts
- built environment
- history and heritage
- industrial operations
- natural environment:
 - flora
 - fauna
 - landscape
- social environment.

Equipment and resources may include:

- audiovisual equipment
- microphone
- props
- videotapes and DVDs.

Unexpected events may include:

- changed access arrangements
- customer issues:
 - accidents and injuries
 - health
 - inappropriate behaviour
 - physical ability
- equipment or systems failure
- natural environment issues:
 - adverse climatic changes
 - unpredictable animal behaviour.

Unit Sector(s)

Tourism

Custom Content Section

Guiding