



Australian Government

SITTPPD503 Research and analyse tourism data

Release 1

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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 SITTPPD002A Research tourism data. Title changed to better reflect the intent and content of the unit. Added content to better reflect the analysis aspects of the unit.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to conduct tourism research. It requires the ability to identify research needs, conduct research, interpret the data and apply the results.

Application of the Unit

This unit applies to all industry sectors, and to individuals who have senior operational or management roles. Research may be primary or secondary and conducted to inform a range of activities and planning processes. It may be required to assist with customer service, planning and product development or sales and marketing.

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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| 1. Identify research needs. | 1.1 Identify research needs based on organisational or situational analysis.
1.2 Develop and define <i>research objectives</i> in consultation with relevant colleagues and authorities. |
| 2. Conduct research. | 2.1 Select <i>research and data collection methods</i> according to objectives and available resources.
2.2 Evaluate the need for specialist assistance and obtain as required.
2.3 Identify and use appropriate <i>information sources</i> and technology to assist in the research process.
2.4 Conduct research within agreed timeframes and methodologies.
2.5 Identify and action the need for adjustments to the research process as required. |
| 3. Analyse information. | 3.1 Analyse and interpret data for key messages and information, using reliable <i>methods of data analysis</i> .
3.2 Ensure that assumptions and conclusions used in analyses are clear, justified, supported by evidence and consistent with research and organisational objectives. |
| 4. Present and apply research results. | 4.1 Present recommendations and issues in an appropriate format, style and structure using suitable organisational technology.
4.2 Use results to inform current activities and future planning.
4.3 Communicate research results to appropriate colleagues and external agencies with recommendations and observations. |

Required Skills and Knowledge

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

Required skills

- critical thinking skills to analyse and interpret complex information and develop recommendations and observations about its significance
- literacy skills to:
 - interpret complex tourism research documents and statistical data
 - communicate research findings in plain English
- numeracy skills to interpret and analyse complex tourism data
- planning and organising skills to coordinate the practical aspects of the research process
- technology skills to use current research technologies.

Required knowledge

- role of research for different purposes in a tourism industry context, including:
 - product development and innovation
 - marketing
 - sales
- ethical research practices, including those related to intellectual property, confidentiality and privacy
- research and information gathering options, their features and suitability for different purposes, including:
 - desk research
 - interviews
 - focus groups
 - observation and listening
 - online research
 - questionnaires and surveys
- major tourism research bodies, types of research produced by those agencies and its value to different tourism operators
- types of technology used in the conduct of research projects.

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:

- conduct a tourism research project that shows effective application of:
 - research and data collection methods
 - reliable data analysis
 - research presentation techniques
- demonstrate knowledge of research techniques and methodologies and their application to different industry situations.

Context of and specific resources for assessment

Assessment must ensure use of:

- current information and communications technology
- current tourism industry data and information sources.

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:

- evaluation of a tourism research project conducted by the individual
- use of case studies to assess the individual's ability to apply different research and information gathering methodologies to different tourism industry activities
- written or oral questioning to assess 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 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:

- BSBMGT617A Develop and implement a business plan
- SITXCCS501 Manage quality customer service
- SITXMPR403 Plan and implement sales activities
- SITXMPR404 Coordinate marketing activities
- SITXMPR502 Develop and implement marketing

strategies.

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.

Research objectives may relate to:

- comparative analysis
- competitor activity
- customer preferences
- distribution networks
- hypothesis testing
- identification of trends
- industry pricing policies
- visitation patterns.

Research and data collection methods may include:

- desk research
- electronic counters
- evaluation of secondary data
- interviews:
 - face-to-face
 - telephone
 - virtual
- focus groups
- information from other organisations
- observation and listening
- online research
- questionnaires and surveys.

Information sources may include:

- government agency websites and tools
- industry associations
- regional, state or territory, and federal tourism marketing agencies.

Methods of data analysis may include:

- data sampling
- feedback on results
- peer review
- review of previous research
- statistical analysis.

Unit Sector(s)

Tourism

Competency Field

Planning and Product Development