



Australian Government

SITTPD603 Develop culturally appropriate tourism operations

Release 2

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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
1.2	Correction to mapping to show non equivalence.
1.0	N Replaces and is not equivalent to SITTPPD007A Plan and develop culturally appropriate tourism operations. Title simplified. Added innovation. Re-worked Elements and Performance Criteria to better articulate content.

Unit Descriptor

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

Application of the Unit

This unit applies to all industry sectors, and to individuals with managerial responsibilities who have strategic planning and product development roles. Planning may be for a whole region or local area or for a particular venue, organisation, event or product. The unit is particularly relevant to those organisations whose products involve substantial cultural content, the inclusion of visits to culturally sensitive sites, or a high level of interaction between people of different cultures.

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

Not applicable.

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. Plan for culturally appropriate tourism operations.</p> | <p>1.1 Identify cultural issues for consideration at the commencement of the planning process.</p> <p>1.2 Consult individuals and communities about potential <i>cultural issues</i> and incorporate their views into the planning process.</p> <p>1.3 Analyse economic and social <i>community impacts</i> and develop responses that provide social and economic returns to the community.</p> <p>1.4 Proactively seek opportunities for new, innovative and more sustainable approaches.</p> <p>1.5 Develop strategies that balance cultural appropriateness and economic viability.</p> |
| <p>2. Implement culturally appropriate tourism operations.</p> | <p>2.1 Develop <i>codes of practice and procedures</i> that show respect for cultural values, avoid cultural stereotyping and take account of intellectual property issues.</p> <p>2.2 Conduct operations according to codes of practice and encourage participation from host communities.</p> <p>2.3 Educate colleagues about other cultures and societies during the development process.</p> <p>2.4 Promote the need for culturally appropriate behaviour throughout the organisation and with customers.</p> |
| <p>3. Evaluate operations.</p> | <p>3.1 Monitor and assess operations to ensure culturally appropriate practices are maintained.</p> <p>3.2 Conduct regular consultation with stakeholders to obtain feedback.</p> <p>3.3 Deal with operational issues and consider changes to continuously improve organisational practices.</p> |

Required Skills and Knowledge

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

Required skills

- communication skills to consult with diverse stakeholders on potentially divisive and nuanced issues
- critical thinking skills to evaluate complex issues and information and develop strategic responses
- literacy skills to:
 - interpret material dealing with complex cultural and organisational information
 - develop plans, systems and procedures for tourism operations
- numeracy skills to perform complex calculations to assess profitability considerations
- planning and organising skills to coordinate interrelated planning and operational processes
- problem-solving skills to respond to complex internal and external management challenges.

Required knowledge

- current research trends in the area of cultural tourism
- social, cultural and economic impact of tourism at a community wide level, including those for a specific community
- consultation and communication mechanisms used by organisations in the product development process, including:
 - features
 - nature
 - objectives and outcomes
 - scope
 - time parameters
- copyright and intellectual property issues associated with delivering information about local cultural issues, including those specific to Indigenous communities
- strategic frameworks and initiatives used by organisations to foster culturally appropriate behaviour during product development and product delivery, including:
 - educational options
 - for internal and external stakeholders
 - procedural initiatives
 - promotional opportunities
- ways of managing and minimising negative impacts and maximising positive impacts on the local culture, both economic and social
- ways of balancing cultural sustainability and the economic viability of an operation.

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:

- develop and implement a plan for a tourism, hospitality or event operation that supports cultural sustainability and provide evidence of:
 - analysis of key cultural issues
 - consultation with key stakeholders
 - development of strategies and operational approaches that maximise positive impacts
 - integration of best practice approaches
- demonstrate knowledge of current and emerging cultural tourism issues and trends.

Context of and specific resources for assessment

Assessment must ensure use of:

- a destination, location, organisation or event for which a culturally sustainable operation can be established
- current information about practices that support cultural sustainability
- stakeholders with whom consultations can take place
- current information and communications technology to support the research and planning process.

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 completed plan, including analysis of all evaluations that have been conducted
- evaluation of codes of practice developed by the individual
- use of case studies to assess ability to:
 - evaluate and respond to different commercial and environmental challenges
 - make suggestions for improving the environmental sustainability of existing tourism operations
- written or oral questioning to assess knowledge of social, cultural and economic impacts of tourism, current industry trends and codes of practice
- 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:

- SITTPPD601 Develop tourism products
- SITTPPD602 Develop environmentally sustainable tourism operations
- SITXFIN501 Prepare and monitor budgets.

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.

Cultural issues may include:

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

Community impacts may be:

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

Codes of practice and procedures may relate to:

- consultation and communication protocols
- evaluation mechanisms
- guidance materials for:
 - appropriate staff and customer behaviour in given situations
 - language skill requirements
 - negotiating contracts in cross-cultural situations
 - use of culturally sensitive information
- staff selection:
 - involving appropriate people in both product development and delivery
 - appropriate staff for different situations.

Unit Sector(s)

Tourism

Competency Field

Planning and Product Development