



Australian Government

SITTGDE004 Lead tour groups

Release: 1

SITTGDE004 Lead tour groups

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to coordinate a tour group. It focuses on the communication and leadership skills required by guides, and the ability to coordinate the physical movement of groups.

This unit can apply to any situation where a guide or tour manager is involved in delivering a tour or activity to a group of customers. This could include tours of single sites or tours that include multiple products and sites.

It is relevant in industries where group tours or activities take place in museums, galleries, libraries, places of historical or cultural significance, performing arts centres or zoos; to sport and recreation industries where groups participate in outdoor and adventure activities, such as guided bushwalking; and to any industry that operates tours for business or promotional purposes.

Leading tour groups requires organisational and communication skills and guides who perform this function operate independently or with limited guidance from others.

Tour guides, residing anywhere in Australia, are required to undertake training and assessment prescribed by Parks Australia to guide within Kakadu and Uluru–Kata Tjuta National Parks in the Northern Territory.

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

No other occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Guiding

Unit Sector

Tourism

Elements and Performance Criteria

ELEMENTS

PERFORMANCE CRITERIA

Elements describe the essential outcomes.

Performance criteria describe the performance needed to demonstrate achievement of the element.

1. Coordinate group movements.

- 1.1. Maintain tour schedule through effective communication with group.
- 1.2. Use techniques to promptly attract group attention when required.
- 1.3. Courteously advise group about ways in which minimum disruption and disturbance can be caused to other people and environment.
- 1.4. Complete physical group movements in an orderly manner, checking group numbers at appropriate times.
- 1.5. Advise group members of procedures if individuals become separated from the group.
- 1.6. Provide instructions in a manner and pace appropriate to the group and encourage members to seek clarification where necessary.
- 1.7. Locate lost or late group members, ensure they re-join the group and are reminded of need to comply with group movements in future.

2. Encourage group morale and goodwill.

- 2.1. Use techniques to build group cohesion during the tour.
- 2.2. Balance needs of individuals and group in the conduct of the tour.
- 2.3. Respond to problems in a manner likely to optimise the goodwill and morale of the group.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS

DESCRIPTION

Oral communication skills to:

- brief group members clearly about tour or activity movements
- build group cohesion through use of effective interpersonal communication
- respond to and minimise the impact of interpersonal problems between group members.

- Problem-solving skills to:
- respond to and resolve operational problems.
- Teamwork skills to:
- facilitate group cohesion during tour.
- Planning and organising skills to:
- coordinate practical aspects of moving groups of people.

Unit Mapping Information

SITTGDE303 Lead tour groups

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>

Assessment Requirements for SITTGDE004 Lead tour groups

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- coordinate and lead at least three tours with different customer groups from among the following durations:
 - short tours (three hours or less)
 - half or full day tours
 - overnight tours
 - extended tours (two or more nights)
- demonstrate use of techniques to build group cohesion during each of the above tours.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- techniques to build group cohesion:
 - encouraging interaction between group members
 - focusing the group on shared activities
 - use of group activities or games
 - inviting individuals to address the group
 - using seat rotation systems
 - using the skills of individual group members in the operation of the tour
- organisational procedures for locating lost or late group members and coordinating reunion with the group
- minimal impact practices relevant to the specific site or location where each tour is conducted
- types of conflict, people management issues and group problems (interpersonal and operational) likely to arise in a group touring situation:
 - typical causes
 - appropriate responses.

Assessment Conditions

Skills must be demonstrated in an operational touring environment that reflects the nature of tours commercially available in the relevant city or region. This can be:

- a commercial environment where tour guide activities are conducted
- a simulated commercial environment or activity where tour guide activities are conducted.

Assessment must ensure access to:

- organisational specifications:
 - running sheets for tours and activities
 - incident report templates
 - passenger lists
- real or simulated touring activities
- microphone
- props and signage
- customer groups of a size and nature that reflect the commercial environment in which the guide operates
- participants undertaking a tour or activity for whom the individual can act as guide; participants can be:
 - those participating in a tour or activity who interact with the individual during the assessment process; or
 - individuals who participate in role plays or simulated activities set up for the purpose of assessment in an operational touring context.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors; and:

- have worked in industry for at least three years where they have applied the skills and knowledge of this unit of competency.

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