



Australian Government

SITTGDE006 Develop and maintain the general and regional knowledge required by guides

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to research information on Australia and local regions for presentation to customers. It requires broad general knowledge of Australia plus some regional and location-specific knowledge. It highlights the need for ongoing research to update and expand knowledge.

This unit applies to all guides regardless of the context in which they work. Wherever guides are located or travel, they must maintain and expand their general knowledge base as a key professional development activity. In this context, they work independently or under limited guidance from others.

No 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

Elements describe the essential outcomes.

1. Research information on Australia and local region.

PERFORMANCE CRITERIA

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

- 1.1. Identify subjects of potential customer interest based on direct contact with customers and consultation with industry colleagues.
- 1.2. Identify key information sources used by guides.
- 1.3. Evaluate credibility and reliability of information sources.
- 1.4. Select and use formal and informal research techniques to

- access current, accurate and relevant information about Australia and local region.
- 1.5. Obtain information in a culturally appropriate way.
2. Prepare information for guiding activities.
- 2.1. Identify themes and messages from research to meet specific customer needs.
- 2.2. Select and organise information to reflect needs of customers and the way in which information may be presented during a guiding activity.
3. Update general knowledge of Australia and local region.
- 3.1. Identify and use opportunities to maintain currency of general knowledge about Australia and local region.
- 3.2. Proactively seek opportunities to enhance and expand own knowledge base.
- 3.3. Incorporate updated and expanded knowledge into guiding activities.

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
Reading skills to:	research and interpret general information on Australia, specific regions and locations.
Writing skills to:	organise ideas and facts in a logical manner for presentation purposes.
Problem-solving skills to:	determine what information is relevant to specific guiding contexts.
Self-management skills to:	take responsibility for ongoing development of knowledge.
Technology skills to:	use online research systems.

Unit Mapping Information

SITTGDE305 Develop and maintain the general and regional knowledge required by guides

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dffa092694>

Assessment Requirements for SITTGDE006 Develop and maintain the general and regional knowledge required by guides

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:

- undertake research and develop a series of six individual presentations for use in a guiding activity
- individual presentations must:
 - demonstrate broad knowledge of subject area
 - use credible and reliable sources of information
 - relate to different subject areas from the aspects of Australia in general and specific aspects of local region listed in the knowledge evidence
 - incorporate interpretive themes and messages that may be adapted to the needs of different groups
 - organise information in a logical and suitable manner for presentation.

Knowledge Evidence

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

- role of interpretation in creating a powerful customer experience
- information sources frequently used by guides:
 - artworks
 - events
 - exhibitions
 - experiences (of self or others)
 - films
 - images
 - internet
 - music
 - other people:
 - local experts
 - traditional owners
 - performances
 - presentations

- professional associations
- printed texts:
 - books
 - journals
 - magazines
 - newspapers
- technical information
- aspects of Australia in general and specific aspects of local region covering:
 - agriculture (Australia's history as a primary producer, key products of Australia, current issues, past and current agricultural aspects of the local region)
 - architecture (key buildings, their heritage and current use, and structures both in Australia and the local area)
 - art, theatre, music and literature (key Australian performers, writers and artists, major works by Australians and major cultural events)
 - climate (weather patterns, including any extreme conditions, impact of climate on lifestyle and stories associated with climate in a local area)
 - cultural elements (overview of Indigenous cultures within Australia, different cultures within Australia and the local area, cultural activities and local customs)
 - current events in Australia and the local region
 - economy (overview of current state of the economy, and key features of the local economy and local industry)
 - education (overview of school and higher education systems and comparison of systems to those of other countries or states)
 - flora and fauna (overview of native flora and fauna, their characteristics and key locations)
 - food (local dishes and produce)
 - geography and geology (major land formations, landmarks, natural attractions and their key features for both Australia and the local region)
 - government and politics (general structure, political parties, major political figures, and current federal, state and local political issues)
 - history (historical development of Australia and the local region, major historical events and prominent individuals, key dates and overview of Australian Indigenous history)
 - lifestyle (key features of the day-to-day living patterns of Australians and local people, and family and social customs)
 - natural environment and tourism (how the environment is a tourism asset, impacts of tourism on the environment, and land management in Australia including the role of national parks)
 - religion (religious make-up of Australia and the local area, and aspects of religious practices)
 - science and technology (Australia's contribution both past and present, prominent individuals and key discoveries)
 - shopping (key locations and local products)

- sport (main Australian sporting activities, Australia's sporting record, local sporting focus, sporting facilities and sporting comparisons with other countries or areas)
- trade (key exports and main trading partners)
- transport (main transport systems, usage of different forms of transport across Australia, and current transport within the local region)
- tourism services and local facilities of interest to visitors (currency exchange locations, tour booking offices, accommodation, attractions, banks, dry cleaners and medical facilities)
- wine (Australian wine styles, major wine areas, specific wine areas and wines produced within the local region)
- methods used to organise information:
 - chronologies
 - customer profiles:
 - interest profiles for particular age groups and nationalities
 - special interest groups
 - specific touring route or location information
 - storylines
 - themes or character based note.

Assessment Conditions

Skills must be demonstrated in an operational guiding environment. This can be:

- an industry workplace where research is conducted to update industry knowledge on aspects of Australia in general and specific aspects of the local region
- a simulated industry environment or activity involving a research activity to update industry knowledge of aspects of Australia in general and specific aspects of the local region.

Assessment must ensure access to:

- current sources of information as listed in the knowledge evidence
- equipment used to source, record and store information:
 - computer and software
 - internet
 - data storage equipment.

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.

Links

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