



Australian Government

SITTGDE018 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.

The skills in this unit must be applied in accordance with Commonwealth and State/Territory legislation, Australian/New Zealand standards and industry codes of practice.

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.

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| | 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

Supersedes and is equivalent to SITTGDE006 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-bc06-899dff092694>

Assessment Requirements for SITTGDE018 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:

- research and develop a series of three individual presentations for use in a guiding activity
- the above individual presentations must:
 - include a broad range of information on the subject area
 - use credible and reliable sources of information
 - relate to different subject areas from the aspects of Australia including general and specific aspects of local region listed in the knowledge evidence
 - incorporate interpretive themes and messages 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
- aspects of Australia including general and specific aspects of local region covering:
 - agriculture
 - architecture
 - cultural elements
 - Australian Indigenous culture
 - current events in Australia and the local region
 - economy
 - flora, fauna and the environment
 - food and drinks
 - local dishes and produce
 - geography and climate
 - government and politics
 - history
 - shopping
 - sport

- local tourism services and facilities
- 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; or
- a simulated industry environment or activity, set up for the purposes of assessment.

Assessment must ensure access to:

- current sources of information used by guides
- 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.

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