



Australian Government

SITTIND001 Source and use information on the tourism and travel industry

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to source and use current and emerging information on the tourism and travel industry. This includes industry structures, technology, laws and ethical issues specifically relevant to the tourism and travel industry. Tourism and travel personnel integrate this essential knowledge on a daily basis to work effectively in the industry.

This unit applies to all tourism and travel sectors and people working at different levels. Managers will use more formal research to attain specialised and comprehensive knowledge which supports product planning, marketing and strategic management activities. This is covered within other units of competency.

This unit is not about having in-depth knowledge but focuses on the ability to source and interpret information relevant to day-to-day activities in order to maximise performance.

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

Pre-requisite Unit

Nil

Competency Field

Working in Industry

Unit Sector

Tourism

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Source and use industry information.

PERFORMANCE CRITERIA

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

- 1.1. Identify sources of information on the structure and operation of the tourism and travel industry.
- 1.2. Access specific information of relevance to the

- tourism and travel industry to assist operational duties.
- 1.3. Obtain information on features of current and emerging tourism products and services relevant to job role.
 - 1.4. Use knowledge of the tourism and travel industry and its products and services to enhance the quality of work performance.
2. Source and use compliance information.
 - 2.1. Obtain information on laws specifically relevant to the tourism and travel industry and work compliantly.
 - 2.2. Seek information on industry quality assurance schemes and use it to benefit own organisation.
 - 2.3. Access information on career planning and equal employment opportunity (EEO) law.
 - 2.4. Obtain information on ethical industry practices and conduct day-to-day tourism and travel activities according to those practices.
 3. Source and use information on tourism and travel technology.
 - 3.1. Source and access information on current and emerging technologies that impact on operational duties.
 - 3.2. Use information on technology to suggest new and improved workplace practices.
 - 3.3. Use current and emerging technology in day-to-day work activities to enhance the quality of work performance.
 4. Update personal and organisational knowledge of the tourism and travel industry.
 - 4.1. Identify and use a range of opportunities to update knowledge of the tourism and travel industry.
 - 4.2. Monitor current issues and trends for the industry.
 - 4.3. Share current tourism and travel issues and trends with colleagues.

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:	- read the content of plain English information about laws, industry accreditation schemes and codes of conduct - research, sort and use tourism and travel industry information.

- Writing skills to:
- prepare notes, summarise and record information in basic documents, sheets and files on current tourism and travel industry practices, products, services and technology.
- Oral communication skills to:
- discuss current and emerging industry trends with experienced industry personnel, colleagues, suppliers and industry bodies.
- Learning skills to:
- continuously update, review and maintain own knowledge of the tourism and travel industries.
- Self-management skills to:
- take responsibility for sourcing and updating current and emerging information.
- Technology skills to:
- use online information systems to access tourism and travel industry information.

Unit Mapping Information

SITTIND201 Source and use information on the tourism and travel industry

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 SITTIND001 Source and use information on the tourism and travel industry

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:

- source and document current industry information on the tourism and travel industry using at least three information sources listed in the knowledge evidence
- source and interpret information on the following from the above sources and share with colleagues to improve knowledge of the tourism and travel industry:
 - current and emerging products and services
 - current issues
 - career opportunities
 - relationships between other related industries
 - compliance issues and quality assurance
 - new products, technology, techniques and services
 - work ethic required to work in the industry
- identify ways to integrate current tourism and travel industry information into daily work activities to:
 - enhance the quality of work performance
 - conduct ethical practice within the travel and tourism industry.

Knowledge Evidence

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

- sources of industry information:
 - discussions with experienced industry personnel, colleagues or suppliers
 - industry:
 - accreditation operators
 - associations and organisations
 - developers of codes of conduct or ethics
 - journals
 - seminars
 - plain English documents, issued by government regulators, that describe laws relevant to the tourism and travel industry

- libraries
- media
- regional, state and national tourism offices
- reference books
- training courses
- structure, functions and key characteristics of the tourism and travel industry
- roles and general responsibilities for different jobs, functions and the interrelationship of different sectors in the industry
- general nature of allied and related industries:
 - hospitality
 - meetings
 - incentives
 - conferences and events
- primary functions of:
 - major cross-industry and sector-specific industry associations especially those with which the organisation has a relationship
 - trade unions in the industry
 - local, regional, state and national tourism information service and marketing organisations
 - tourism research bodies
- basic aspects of tourism and travel industry quality assurance processes:
 - industry accreditation schemes
 - codes of conduct or ethics
 - occupational licensing
 - reasons for participation and impacts of non-compliance
 - roles and responsibilities of individual staff members when participating in schemes
- basic aspects of state, territory and commonwealth laws specifically relevant to the tourism and travel industry and actions that must be adhered to by tourism organisations:
 - Criminal Code Act 1995 for child sex offences outside Australia
 - equal employment opportunity (EEO)
 - rights of employees and responsibilities of employers to make merit based employment decisions
- for inbound tour operators and guides, basic aspects of and actions that must be adhered to by tourism organisations:
 - Queensland Tourism Services Act 2003 for the delivery of tourism products in Queensland
- current and emerging technology used in the tourism industry:
 - e-business
 - social media.

Assessment Conditions

Skills must be demonstrated in an operational tourism or travel environment. This can be:

- an industry workplace
- a simulated industry environment or activity.

Assessment must ensure use of:

- computers, printers, communication technology and information programs used to source industry information
- information on codes of conduct, membership and benefits distributed by:
 - industry associations
 - accreditation operators
 - unions
- plain English documents issued by government regulators that describe laws specifically relevant to the tourism industry:
 - Criminal Code Act 1995 for child sex offences outside Australia
 - Queensland Tourism Services Act 2003
- experienced industry personnel, colleagues or suppliers with whom the individual can interact to obtain current industry information; these can be:
 - industry personnel, colleagues or suppliers within a workplace; or
 - individuals who participate in role plays or simulated activities set up for the purpose of assessment.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

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