



Australian Government

SITTIND003 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 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.

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

Working in Industry

Unit Sector

Tourism

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Source and use

PERFORMANCE CRITERIA

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

1.1. Identify sources of information on the structure and

industry information.	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. Apply 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 apply it to benefit own organisation.
	2.3. Access and apply 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

Supersedes and is equivalent to SITTIND001 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 SITTIND003 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
- interpret information on the following and share with colleagues on at least one occasion, 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 on at least one occasion, 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 information on the tourism and travel industry:
 - industry associations
 - government and regulatory bodies
 - industry publications
 - colleagues
 - suppliers
 - plain English documents, issued by government regulators, that describe laws relevant to the tourism and travel industry
 - regional, state and national tourism offices
- 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
- key characteristics and main functions of allied and related industries
- primary functions of:
 - major industry associations
 - trade unions
 - local, regional, state and national tourism information service and marketing organisations
 - tourism research bodies
- basic aspects of tourism and travel industry quality assurance processes
- 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
- basic aspects of and actions that must be adhered to by tourism organisations for inbound tour operators and guides:
 - Queensland Tourism Services Act 2003 for the delivery of tourism products in Queensland
- current and emerging technologies that impact on the tourism and travel industry:
 - cyber-security
 - e-business
 - social media.

Assessment Conditions

Skills must be demonstrated in an operational tourism or travel business 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:

- computers, printers, communication technology and information programs used to source industry information
- plain English documents issued by government regulators that describe laws specifically relevant to the tourism industry:
 - Queensland Tourism Services Act 2003
- industry personnel, colleagues and suppliers with whom the individual can interact to obtain current industry information. These can be:
 - industry personnel, colleagues and 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.

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