



Australian Government

SITTPPD005 Develop host community awareness of tourism

Release: 1

SITTPPD005 Develop host community awareness of tourism

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to educate and consult local communities about tourism issues, including their costs and benefits.

The unit applies to local, regional, and state or territory tourism organisations, and to those in organisations who have a strategic focus on the overall and long-term operation of tourism as an industry in a local community. They work independently, often in management roles.

An awareness program would normally be for a local government area or wider region, but may sometimes apply to the development of a particular tourism venue or individual touring product.

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

Pre-requisite Unit

Nil

Competency Field

Planning and Product Development

Unit Sector

Tourism

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Educate and inform the community on tourism.

PERFORMANCE CRITERIA

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

- 1.1. Develop objectives for community education according to organisational goals and nature of the community.
- 1.2. Evaluate and select appropriate communication methods, and devise and implement strategies and programs to maximise the opportunity to inform community about tourism.
- 1.3. Proactively seek opportunities to adopt new or innovative approaches to community education.

- 1.4. Communicate costs and benefits of tourism to the community on an ongoing basis.
2. Develop and maintain stakeholder networks.
 - 2.1. Review and assess current and potential stakeholders to determine needs, interests, priorities and relevant trends.
 - 2.2. Identify key stakeholders, their representatives and ways to establish and maintain links.
 - 2.3. Share expertise, information and resources with networks when appropriate to strengthen links.
 - 2.4. Make provision for current relevant information on stakeholders to be gathered and maintained.
3. Liaise with stakeholders.
 - 3.1. Seek stakeholder views and opinions about tourism activities on an ongoing basis.
 - 3.2. Evaluate and integrate stakeholder input in planning and organisation of tourism activities.
 - 3.3. Identify potential community conflict and seek solutions in consultation with relevant parties.

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:	analyse wide ranging information on varied and potentially unfamiliar topics and statistical data.
Writing skills to:	develop printed or digital information materials that communicate complex messages in a user-friendly way.
Oral communication skills to:	conduct consultations with community stakeholders in a culturally appropriate manner.
Numeracy skills to:	work with data about economic costs and benefits of tourism.
Problem-solving skills to:	work with stakeholders on potentially complex issues or problems.
Initiative and enterprise skills to:	- analyse and respond to complex tourism-related issues at a strategic level - seek out new and innovative approaches to stakeholder engagement.
Planning and organising skills to:	develop and organise multifaceted information and consultation programs.

Technology skills to:

- support multifaceted communication activities.

Unit Mapping Information

SITTPPD501 Develop host community awareness of tourism

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 SITTPPD005 Develop host community awareness of tourism

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:

- develop and implement a program and associated strategies for effective communication to a local community about issues to do with:
 - particular tourism venue
 - individual tourism product
- consult and communicate with community groups about above issues, demonstrating knowledge of the role of tourism in each host community, the impact of tourism, and the role of major stakeholders.

Knowledge Evidence

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

- potential impacts of tourism on the community, both costs and benefits:
 - economic
 - social
 - environmental impacts
- strategies and programs to maximise the opportunity to inform community about tourism:
 - community representation on relevant tourism committees and boards
 - educational activities:
 - speaking at local schools
 - media strategies:
 - public relations
 - regular tourism column in local newspaper
 - social media
 - networking activities:
 - functions between tourism operators and communities
 - special interest networks
 - posting information on the internet
 - regular planning activities with the local community
 - sponsorship:

- tourism sponsorship of local community activities
 - business sponsorship of tourism events
- tourism-related concerns that arise in communities, and the ways that they are managed:
 - sustainability
 - competition for space and overcrowding
 - competition for resources
 - conflict between environmental and business groups
 - conflicting opinions about tourism development options
 - conflicting opinions regarding local government levies for tourism
 - perception of reduced resident amenity through increase in tourist activity or visitor numbers
- key stakeholders in the area, their roles in the community, and their perspectives on tourism
- ways to establish and maintain links with host communities:
 - external committees
 - formal consultative bodies
 - informal communication and feedback
 - newsletters or other regular or specific information provision
 - regular liaison activities
 - surveys
 - working parties or taskforces
- community consultation and networking approaches and features, costs and benefits of:
 - media strategies
 - consultation formats
 - stakeholder engagement.

Assessment Conditions

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

- an industry workplace
- a simulated industry environment set up for the purposes of assessment.

Assessment must ensure access to:

- a host community for which a program can be developed
- current information and communications technology to support communication activities
- community stakeholders with whom the individual can consult; these can be:
 - community groups
 - elders of Indigenous communities
 - elected officials
 - general public

- government officers
- land management and protection authorities
- media
- tourism industry associations
- tourism operators
- trade unions; or
- individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

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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