



Australian Government

Assessment Requirements for SITTPPD006

Assess tourism opportunities for local communities

Release: 1

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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:

- identify and assess one potential tourism development or product that may provide tourism opportunities for a community or region
- research, document and analyse information on the range of issues that relate to the above development or project and determine potential for its success
- demonstrate effective consultation with diverse stakeholders about the above tourism development or project
- identify, evaluate and make recommendations on tourism opportunities in response to research and consultation.

Knowledge Evidence

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

- cultural and economic impacts of tourism on local communities and regions:
 - benefits:
 - cultural and cultural preservation
 - economic
 - employment opportunities
 - greater understanding between host and visitor cultures
 - improved local facilities
 - visitor education
 - costs:
 - damage to environmentally or culturally sensitive areas
 - effect on social structures
 - trivialisation of culture
- tourism industry structure and interrelationships, networks and information sources
- tourism distribution and marketing networks, especially those that would support any proposed tourism development or product
- main stakeholders in local, regional, state or territory, and national tourism organisations and the structures of these organisations at each level

- current market trends, products and service styles for relevant tourism products and services
- current tourism product base for above community or region
- potential tourism developments or products:
 - accommodation development
 - attraction
 - community involvement in providing staff for external operations
 - community involvement in training for the tourism industry
 - event
 - festival
 - tour operation
 - tourism retailing operation
 - visits to the community by external tour operators
- key features of environmentally or culturally sensitive areas in the local or regional area
- main community stakeholders, the infrastructure within the particular community, and social, cultural and economic aspects of the community
- types of relevant, current and accurate information to be provided to the community:
 - community proposed tourism products
 - community capacity and ability to successfully market and deliver proposed tourism products
 - negative and positive community impacts
 - tourism industry and market information:
 - current market trends and needs
 - product and service gaps within the local area and region
 - service and quality expectations
 - distribution and marketing networks
 - information about other communities
 - recommendations and any alternative product offerings for the community to consider
- consultative and communication mechanisms commonly used by organisations and the local community:
 - community meetings
 - individual and small group consultations
 - presentations from specialist advisers
 - formal and informal community research
 - publication and display of information excerpts for community comment
 - social media activities.

Assessment Conditions

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

- an industry workplace where there is the potential for tourism development or to expand current tourism activities
- a simulated industry environment set up for the purposes of assessment.

Assessment must ensure access to:

- community for which tourism opportunities can be assessed
- current tourism industry data and information sources
- community stakeholders with whom the individual can consult; these can be:
 - extended families in urban or rural settings
 - groups with common cultural links and interests
 - individuals who identify with and are accepted by a particular group
 - residents in urban, regional or rural settings
 - traditional communities on ancestral lands; 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.

Links

Companion Volume implementation guides are found in VETNet -

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