



Australian Government

SITTPPD006 Assess tourism opportunities for local communities

Release: 1

SITTPPD006 Assess tourism opportunities for local communities

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to assess the costs and benefits of tourism development with or on behalf of local communities. It requires the ability to seek all relevant information about potential tourism developments, critically analyse that information and make it available for community consensus and decision.

The unit applies to those who work at a strategic level on tourism planning issues. This could include managers in local, regional or state and territory tourism organisations or councils, tourism business management consultants or senior individuals in communities who take responsibility for cooperative community initiatives.

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. Seek and analyse information about tourism opportunities.

PERFORMANCE CRITERIA

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

- 1.1. Select appropriate communication approaches and consult local community about potential involvement in tourism opportunities.
- 1.2. Evaluate information sources for tourism, tourism market trends, and distribution and marketing networks.
- 1.3. Identify product and service gaps and evaluate the potential for future sustainable development.

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| | 1.4.Proactively seek new and innovative approaches. |
| 2. Liaise with external stakeholders. | 2.1.Establish and maintain contacts with relevant people outside the community.
2.2.Exchange information and advice with external stakeholders and seek specialist assistance as required.
2.3.Consult external stakeholders on customer and tourism industry service and quality expectations.
2.4.Obtain and evaluate information from other communities with experience in establishing and developing similar tourism products. |
| 3. Analyse local community issues. | 3.1.Assess potential economic, social and environmental community impact.
3.2.Evaluate currently available infrastructure and infrastructure development required to support delivery of tourism.
3.3.Analyse current community skill levels and need for training or specialist expertise.
3.4.Assess potential conflicts between tourism and other community values. |
| 4. Consult with the community. | 4.1.Conduct community consultations about opportunities and potential tourism developments.
4.2.Provide relevant, current and accurate information to facilitate informed debate and decisions.
4.3.Invite external individuals and organisations to talk to the community where appropriate. |
| 5. Apply decisions about tourism opportunities to planning. | 5.1.Make decisions about tourism opportunities based on analysis and consultation, taking into account the wishes of the community.
5.2.Integrate information collected into future planning of tourism 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

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| Reading skills to: | <ul style="list-style-type: none"> research varied and complex information about tourism. |
| Oral communication skills to: | <ul style="list-style-type: none"> manage consultation processes with diverse stakeholders on complex issues. |

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| Numeracy skills to: | • work with cost estimates and research data about tourism. |
| Problem-solving skills to: | • evaluate and respond to potentially conflicting views. |
| Initiative and enterprise skills to: | • evaluate and make strategic responses to complex information from multiple sources. |
| Planning and organising skills to: | • coordinate consultation and management processes. |
| Technology skills to: | • disseminate information in a format that assists decision making process. |

Unit Mapping Information

SITTPPD502 Assess tourism opportunities for local communities

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 SITTPPD006 Assess tourism opportunities for local communities

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>