



Australian Government

SITTPPD006 Assess tourism opportunities for local communities

Release: 1

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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

Reading skills to:

- research varied and complex information about tourism.

Oral communication skills to:

- 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>