



Australian Government

SITTPPD011 Develop and implement local or regional tourism plan

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop and implement a strategic tourism plan in a local or regional area. It requires the ability to develop the plan in consultation with the local community and monitor its success in the context of the overall and long-term operation of tourism as an industry in the area.

The unit applies to those working at senior levels in local, regional, state or territory tourism organisations who have a strategic tourism planning role.

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

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Conduct research to support tourism planning.	1.1.Gather and analyse current internal and external business and market information. 1.2.Evaluate and consult with others about overall approach to tourism development in the area. 1.3.Research and develop an inventory of tourism infrastructure and carrying capacity of the area. 1.4.Analyse product and service gaps and potential for future development and innovation. 1.5.Analyse current skill profile and potential skills gaps in

- local labour force.
- 1.6. Assess community impacts, including environmental, social, cultural and economic factors and opportunities.
 - 1.7. Conduct community consultations.
 - 1.8. Investigate community and industry resources available to implement the plan.
2. Develop tourism plan.
 - 2.1. Create plan that includes clear strategic and tactical focus, identifying priorities, responsibilities and timelines.
 - 2.2. Integrate financially-sound resource strategies and take advantage of new and emerging technologies.
 - 2.3. Propose administrative framework and systems capable of supporting the plan.
 - 2.4. Consult appropriate colleagues during planning process.
 - 2.5. Develop performance indicators, contingency plans and evaluation methods.
 - 2.6. Submit plan to appropriate authority for approval prior to implementation.
 3. Implement and monitor tourism plan.
 - 3.1. Initiate an internal and external communications strategy.
 - 3.2. Implement and monitor actions according to schedule and contingencies.
 - 3.3. Develop progress and other reports according to organisational requirements.
 - 3.4. Involve community in tourism issues on an ongoing basis.
 4. Evaluate tourism plans.
 - 4.1. Assess plan effectiveness using agreed evaluation methods and develop new or alternative approaches as required.
 - 4.2. Submit changes for consideration and approval by appropriate authority.
 - 4.3. Implement and communicate agreed changes.

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"> • interpret wide ranging information from a variety of potentially unfamiliar sources. |
| Writing skills to: | <ul style="list-style-type: none"> • develop complex documents that include a strategic and tactical focus • prepare consultation information. |

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|--------------------------------------|--|
| Oral communication skills to: | <ul style="list-style-type: none">• manage consultation with the broad community and key community stakeholders• facilitate information sessions. |
| Numeracy skills to: | <ul style="list-style-type: none">• research statistical data• estimate financial impacts of different strategies. |
| Problem-solving skills to: | <ul style="list-style-type: none">• work with different community views about tourism. |
| Initiative and enterprise skills to: | <ul style="list-style-type: none">• evaluate complex market and business information and develop strategic responses. |
| Planning and organising skills to: | <ul style="list-style-type: none">• coordinate planning processes that involve multiple stages and inputs. |

Unit Mapping Information

SITTPPD604 Develop and implement local or regional tourism plan

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 SITTPPD011 Develop and implement local or regional tourism plan

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 a local or regional tourism plan that demonstrates the following:
 - understanding of key tourism issues in the local area or region
 - an effective planning process, including development of strategic responses to complex community and organisational issues
 - consultation and communication with diverse stakeholders
- implement the strategic tourism plan and evaluate its success in the context of the overall operation of tourism in the area, using at least two of the following evaluation methods:
 - community feedback
 - industry feedback
 - marketing exposure achieved
 - research on business performance, such as research into attendance numbers, enquiry levels, occupancy levels, retail sales or tour sales.

Knowledge Evidence

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

- key stakeholders in local, regional, state or territory, and national tourism organisations and the structures of these organisations at each level
- roles of key stakeholders in the tourism planning process
- tourism infrastructure to be considered in tourism planning:
 - accommodation
 - attractions
 - conference facilities
 - retail
 - tours
 - transport
 - visitor information services
- environmental, social, cultural and economic aspects of the area that impact planning:
 - current economic status and profile of tourism

- community attitudes
- features of environmentally or culturally sensitive areas
- natural and man-made attractions
- main industries, past and present
- socio-economic factors
- features of the area in relation to other areas, either nearby or with similar profiles
- potential community impacts:
 - benefits:
 - cultural benefits and, cultural preservation
 - economic benefits to local community
 - 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
- current tourism operators and product base in the area, and opportunities to extend these
- distribution and marketing networks currently supporting the tourism product base, and opportunities to extend these
- market competitors and the main features of those areas and their tourism strategies
- resource strategies relevant to plan, as specified in the performance evidence:
 - financial
 - human
 - physical
- strategic planning methodologies, key stages and content requirements
- community and industry resources for tourism plan implementation:
 - current market position
 - expertise of those likely to implement the plan
 - individual tourism operators who are prepared to contribute to the plan
 - local government resources
 - local skill profile
 - local tourist associations or other industry bodies
 - opportunities for cooperative approaches
 - opportunities for sponsorship
 - potential for state or federal assistance
- community consultation approaches and, features, costs and benefits of:
 - media strategies
 - consultation formats

- stakeholder engagement.

Assessment Conditions

Skills must be demonstrated in a local, regional, state or territory tourism organisation. This can be:

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

Assessment must ensure access to:

- local or regional tourism area for which a plan can be developed
- current tourism industry information and data on the area
- community stakeholders for participation in consultation these can be:
 - host community
 - investors
 - government authorities
 - land management agencies; 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

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