



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

Elements describe the essential outcomes.

1. Conduct research to support tourism planning.

PERFORMANCE CRITERIA

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

- 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

Reading skills to:

- interpret wide ranging information from a variety of potentially unfamiliar sources.

Writing skills to:

- develop complex documents that include a strategic and tactical focus
- prepare consultation information.

Oral communication skills to:	• manage consultation with the broad community and key community stakeholders • facilitate information sessions.
Numeracy skills to:	• research statistical data • estimate financial impacts of different strategies.
Problem-solving skills to:	• work with different community views about tourism.
Initiative and enterprise skills to:	• evaluate complex market and business information and develop strategic responses.
Planning and organising skills to:	• 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>