



Australian Government

SITTPPD016 Research and analyse tourism data

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to conduct tourism research. It requires the ability to identify research needs, conduct research, interpret the data and apply the results.

The unit applies to all industry sectors, and to individuals who have senior operational or management roles. Research may be primary or secondary and conducted to inform a range of activities and planning processes. It may be required to assist with customer service, planning and product development, or sales and marketing.

The skills in this unit must be applied in accordance with Commonwealth and State/Territory legislation, Australian/New Zealand standards and industry codes of practice.

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. Identify research needs.
2. Conduct research.

PERFORMANCE CRITERIA

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

- 1.1. Identify research needs based on organisational or situational analysis.
- 1.2. Develop and define research objectives in consultation with relevant colleagues and authorities.
- 2.1. Select research and data collection methods according to objectives and available resources.

- 2.2. Evaluate the need for specialist assistance and obtain as required.
- 2.3. Identify and use appropriate information sources and technology to assist in the research process.
- 2.4. Conduct research within agreed timeframes and methodologies.
- 2.5. Identify and action the need for adjustments to the research process as required.
3. Analyse information.
 - 3.1. Analyse and interpret data for key messages and information, using reliable methods of data analysis.
 - 3.2. Ensure that assumptions and conclusions used in analyses are clear, justified, supported by evidence and consistent with research and organisational objectives.
4. Present and apply research results.
 - 4.1. Present recommendations and issues in an appropriate format, style and structure using suitable organisational technology.
 - 4.2. Use results to inform current activities and future planning.
 - 4.3. Communicate research results to appropriate colleagues and external agencies with recommendations and observations.

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:	- analyse and interpret complex tourism research documents and statistical data - select, synthesise and evaluate information from primary and secondary sources.
Writing skills to:	organise research findings in a manner that supports the purpose and intended use of information.
Oral communication skills to:	communicate research findings in plain English.
Numeracy skills to:	interpret and apply complex tourism data in order to make recommendations with regard to activities and planning.
Problem-solving skills to:	develop recommendations in response to the analysis of complex information and make observations about its significance.
Planning and organising	coordinate the practical aspects of the research process.

skills to:

Technology skills to: • use current research technologies.

Unit Mapping Information

Supersedes and is equivalent to SITTPPD007 Research and analyse tourism data.

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 SITTPPD016 Research and analyse tourism data

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 plan tourism research based on an organisational or situational analysis that includes at least two of the following research objectives:
 - comparative analysis
 - competitor activity
 - customer preferences
 - distribution networks
 - hypothesis testing
 - identification of trends
 - industry pricing policies
 - visitation patterns
- conduct above tourism research applying:
 - research and data collection methods
 - information from:
 - government agency websites and tools
 - industry associations
 - regional, state or territory, and federal tourism marketing agencies
 - reliable data analysis
 - written and oral presentation techniques.

Knowledge Evidence

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

- role of research for different purposes in a tourism industry context:
 - product development and innovation
 - marketing
 - sales
- research techniques and methodologies and their application to different industry situations
- ethical research practices related to intellectual property, confidentiality and privacy

- research and data collection methods, their features and suitability for different purposes:
 - desk-based research
 - electronic counters
 - evaluation of secondary data
 - interviews
 - focus groups
 - information from other organisations
 - observation and listening
 - questionnaires and surveys
- methods of data analysis:
 - data sampling
 - feedback on results
 - peer review
 - review of previous research
 - statistical analysis
- major tourism research bodies, types of research produced by those agencies and its value to different tourism operators
- types of technology used in the conduct of research projects.

Assessment Conditions

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

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

Assessment must ensure access to:

- an organisation for which tourism research can be conducted
- current information and communications technology
- current tourism industry data and information sources
- colleagues and others with whom the individual can interact. These can be:
 - people in an industry workplace who are assisted by the individual during the assessment process; 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.

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