



**Australian Government**

# **Assessment Requirements for SITTPD019**

## **Develop culturally appropriate tourism operations**

**Release: 1**

# Assessment Requirements for SITTPPD019 Develop culturally appropriate tourism operations

## 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 and implement a plan for one tourism operation that supports cultural sustainability including:
  - analysis of the following key cultural issues:
    - access restrictions
    - cultural differences in styles of negotiation and communication
    - culturally appropriate activities
    - traditional and contemporary values and customs
    - use of appropriate staff
    - use of cultural information
  - consultation with key stakeholders
  - development of strategies and operational approaches that maximise positive impacts
  - identification and integration of best practice approaches
- develop codes of practice and procedures for the above culturally appropriate tourism operation that detail:
  - consultation and communication protocols
  - evaluation mechanisms
  - guidance materials for:
    - appropriate staff and customer behaviour in given situations
    - language skill requirements
    - negotiating contracts in cross-cultural situations
    - use of culturally sensitive information
  - staff selection:
    - involving appropriate people in both product development and delivery
    - appropriate staff for different situations
- implement the above plan for a culturally appropriate tourism operation, encouraging participation from host communities
- evaluate success of the above operation and identify potential areas for improvement.

## 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
- key stakeholders in the area and their roles in the tourism planning process
- current and emerging cultural tourism issues and trends relevant to above operation
- potential community impacts:
  - negative impacts:
    - damage to culturally sensitive areas or sites
    - effect on social structures
    - trivialisation of culture
  - positive impacts:
    - cultural benefits
    - economic benefits to local community
    - employment opportunities
    - greater understanding between host and visitor cultures
    - improved local facilities
  - visitor education
- 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
- 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
- strategic planning methodologies, key stages and content requirements
- community consultation approaches and features, costs and benefits of:
  - media strategies
  - consultation formats
  - stakeholder engagement
- organisational procedures to evaluate culturally appropriate tourism operations and report on improvements.

## Assessment Conditions

Skills must be demonstrated in a destination, location, organisation or event for which a culturally sustainable operation can be established. This can be:

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

Assessment must ensure access to:

- current information about practices that support cultural sustainability
- current information and communications technology to support the research and planning process
- stakeholders relevant to the tourism operation and with whom consultations can take place. These can be:
  - host community
  - government authorities; 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>