



Australian Government

SITTPPD019 Develop culturally appropriate tourism operations

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to plan strategically for culturally appropriate business operations. It requires the ability to establish and operate a culturally appropriate tourism operation and to monitor its impact on local communities.

The unit applies to those in the tourism industry with managerial responsibilities in strategic planning and product development. Planning may be for a whole region or local area or for a particular venue, organisation, event or product. The unit is particularly relevant to those organisations whose products involve substantial cultural content, the inclusion of visits to culturally sensitive sites, or a high level of interaction between people of different cultures.

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. Plan for culturally appropriate tourism operations.

PERFORMANCE CRITERIA

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

- 1.1. Identify cultural issues for consideration at commencement of planning process.
- 1.2. Consult individuals and communities about potential cultural issues and incorporate views into planning process.

- 1.3. Analyse economic and social community impacts and develop responses that provide social and economic returns to the community.
- 1.4. Proactively seek opportunities for new, innovative and more sustainable approaches.
- 1.5. Develop strategies that balance cultural appropriateness and economic viability.
2. Implement culturally appropriate tourism operations.
 - 2.1. Develop codes of practice and procedures that show respect for cultural values, avoid cultural stereotyping and take account of intellectual property issues.
 - 2.2. Conduct operations according to codes of practice and encourage participation from host communities.
 - 2.3. Educate colleagues about other cultures and societies during the development process.
 - 2.4. Promote the need for culturally appropriate behaviour throughout the organisation and with customers.
3. Evaluate operations.
 - 3.1. Monitor and assess operations to ensure culturally appropriate practices are maintained.
 - 3.2. Conduct regular consultation with stakeholders to obtain feedback.
 - 3.3. Deal with operational issues and consider changes to continuously improve organisational practices.

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 and interpret statistical data - estimate financial impacts of different strategies.
Problem-solving skills to:	work with different community views about tourism.

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| 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

Supersedes and is equivalent to SITTPPD010 Develop culturally appropriate tourism operations.

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 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

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