



Australian Government

Department of Education, Employment and Workplace Relations

SITTPPD006A Plan and develop ecologically sustainable tourism operations

Release: 1

SITTPPD006A Plan and develop ecologically sustainable tourism operations

Modification History

Not applicable.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to strategically plan ecologically sustainable tourism operations. It also requires the ability to establish and operate an ecologically sustainable tourism operation and to monitor any environmental impact it may have.

It builds on SITTPPD004A Plan and implement minimal impact operations, which is more operationally focused.

The work involved in this unit is subject to a range of regulatory requirements that relate to environmental sustainability at land management agency and federal, state or territory, and local government level. Therefore, training and assessment must take into account the specific requirements of environmental legislation as it applies to the product or destination.

No occupational licensing or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

This unit describes a key product planning function for a diverse range of tourism and hospitality products and services and applies across many industry sectors.

Planning and developing ecologically sustainable tourism operations involve a strategic focus on the overall and long-term operation of a tourism product. It might be for a whole region or local area, for a particular tourism venue, or for individual touring product.

The unit has particular application to the accommodation, tour operating, cruise and attraction sectors and to those tourism products that are delivered in environmentally sensitive areas, many of which would be nature or ecotourism-based experiences.

This unit applies to senior tourism and hospitality industry personnel who operate autonomously and have strategic tourism planning and product development roles. These roles would include regional tourism manager, resort or hotel manager, operations or general manager, marketing manager, product development manager and owner-operator of any type of accommodation or tour operating business.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Nil

Employability Skills Information

The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where **bold italicised** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Plan for ecologically sustainable tourism operations.	1.1 Include an evaluation of the relationship between tourism and the environment in the planning process. 1.2 Conduct a cost versus yield evaluation of establishing and operating the operation on an ongoing basis according to industry and ecotourism codes and legislation. 1.3 Incorporate into the planning process the need for an economic or social return to the local community. 1.4 Conduct a range of evaluations prior to any decision to establish the operation. 1.5 Investigate and incorporate into the planning process methods of managing tourism impact and protecting vulnerable sites. 1.6 Consult all stakeholders and incorporate their views into the planning process.

- 1.7 Develop strategies to balance ecological sustainability and the economic viability of the operation.
 - 1.8 Base development decisions on the information obtained in the evaluation and planning process.
 - 2 Develop and implement ecologically sustainable tourism operations.
 - 2.1 Develop and implement courses of action and systems to limit negative impact and damage.
 - 2.2 Establish and integrate best practice environmental standards in the operation.
 - 2.3 Identify and use appropriate technology for environmental best practice.
 - 2.4 Develop environmentally-friendly codes of practice for all aspects of the operation and for customer use.
 - 2.5 Conduct operations according to ecologically sustainable practices, industry and ecotourism codes of practice and legislative requirements.
 - 2.6 Promote environmental awareness within the tourism industry and to customers.
 - 3 Monitor environmental impact of operations.
 - 3.1 Monitor and assess environmental impact of operations as part of regular management reviews.
 - 3.2 Continuously monitor compliance with industry and ecotourism codes and legislative requirements.
 - 3.3 Initiate appropriate follow-up action based on assessment of environmental impact and compliance.

Required Skills and Knowledge

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- interpretation of environmental legislation and regulation imposed by relevant land management agencies and federal, state or territory, and local governments
- interpretation of industry and ecotourism codes of practice
- high-level communication skills to conduct comprehensive consultation with key stakeholders
- critical thinking skills to facilitate rational and logical analysis of cost versus yield and other evaluations associated with planning the establishment of the tourism operation
- literacy skills to read and interpret complex material describing environmental regulatory requirements and industry and ecotourism codes of practice
- high-level written literacy skills to develop comprehensive plans for ecologically sustainable tourism operations, and operational and customer-focused codes of practice
- numeracy skills to perform complex calculations when evaluating cost versus yield.

The following knowledge must be assessed as part of this unit:

- broad working knowledge of tourism trends, developments and the environmental impact of tourism
- general knowledge of global environmental issues and in-depth knowledge of local environmental issues
- in-depth understanding of the social, cultural and economic aspects of the local host community
- how to access information on a broad range of environmental legislation and regulations imposed by relevant land management agencies and federal, state or territory, and local governments
- how to access industry and ecotourism codes of practice, especially that of the Ecotourism Association of Australia
- in-depth knowledge of consultative and communication mechanisms commonly used by organisations
- minimal impact techniques
- methods of managing tourism impacts
- environmental management strategies and methods of acceptably balancing ecological sustainability and the economic viability of an operation.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:
project or work activities that show the candidate's ability to plan for strategically, establish and operate an ecologically sustainable tourism operation and to monitor any environmental impact
project or work activities conducted over a commercially realistic period of time so that the planning, evaluation and monitoring aspects of the operations can be assessed

ability to critically analyse all information that relates to the product development phase
knowledge of how to access information on the current range of legislation, regulations and industry codes and ability to interpret the requirements clearly as they relate to the tourism operation
knowledge of minimal impact and environmental management strategies.

Context of and specific resources for assessment

Assessment must ensure:
that the candidate has accessed a fully equipped industry-realistic office environment using appropriate computers, printers, information programs and publications currently used in the tourism industry to facilitate the planning and product development processes involved access to a destination where the ecologically sustainable tourism operation would be established and operated **or** access to comprehensive and sufficient information about that destination to allow the candidate to plan for strategically, establish and operate an ecologically sustainable tourism operation and monitor any environmental impact access to current regulatory documents distributed by key land management agencies and federal, state or territory, and local governments, such as plain English legislative publications, codes and standards outlining environmental regulatory requirements involvement and interaction with a group of people so that consultation with key stakeholders can be achieved.

Methods of assessment

A range of assessment methods should be used to assess the practical skills and knowledge required to plan and develop ecologically sustainable tourism operations. The following examples are appropriate for this unit:

- review of a completed plan for the tourism operation, including analysis of all evaluations that have been conducted
- review of codes of practice developed by the candidate

- review of environmental impact monitoring reports completed by the candidate and action plans for any required corrective measures

- project activities to plan and develop an ecologically sustainable tourism operation in conjunction with industry

- project activities to plan and develop an ecologically sustainable tourism operation for a given environmentally sensitive area
- case studies to assess the candidate's ability to evaluate the development and operation of different tourism operations with differing environmental issues

- case studies and projects to assess the candidate's ability to improve the ecological sustainability of existing tourism operations
- written and oral questioning or interview to test knowledge such as environmental regulatory requirements, minimal impact techniques and methods of managing tourism impact

- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SITTPPD001A Research, assess and develop tourism products

- SITTPPD004A Plan and implement minimal impact operations

- SITTPPD007A Plan and develop culturally appropriate tourism operations

- SITXFIN005A Prepare and monitor budgets.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts. Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement**RANGE STATEMENT**

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording in the performance criteria is detailed below.

Range of evaluations prior to establishing the operation may involve:

a complete environmental impact study
a site evaluation
evaluation of the social impact on local communities
evaluation of the operation's ability to comply with industry and ecotourism codes of practice
evaluation of the operation's ability to comply with legislation.

Methods of managing tourism impact may include:

- limits of acceptable change
- zoning
- exclusion
- community consultation and involvement
- tourism development plans
- scheduling
- consideration of optimal weather conditions and seasons
- selection of most appropriate transport modes
- education
- size of operation and group size.

Stakeholders may include:

- host community where the operation is to take place
- investors
- local authorities
- land management bodies, such as national parks
- consumer representatives
- suppliers of environmentally-friendly products.

Unit Sector(s)

Tourism

Competency field

Planning and Product Development