



Australian Government

Department of Education, Employment and Workplace Relations

SITTPPD008A Develop host community awareness of tourism

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to develop a host community's awareness of tourism, including its costs and benefits. It requires the ability to educate and inform the community about tourism and to conduct community consultation.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit

Developing the host community's awareness of tourism involves a strategic focus on the overall and long-term operation of tourism as an industry within a local community. It is a key component of tourism planning and management.

An awareness program would normally be for a whole region or local area but may sometimes apply to the development of a particular tourism venue or individual touring product.

This unit applies to senior tourism industry personnel from local, regional or state and territory tourism organisations that operate autonomously and have a strategic tourism planning role.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills 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

ELEMENT	PERFORMANCE CRITERIA
1 Educate and inform the community on tourism.	1.1 Set objectives for the education of the local community according to the goals of the organisation and the community. 1.2 Choose <i>appropriate communication methods</i>, and devise and implement <i>strategies and programs to maximise the opportunity to inform</i> all sections of the community about tourism. 1.3 Communicate <i>costs and benefits of tourism</i> to the community on an ongoing basis.

ELEMENT**PERFORMANCE CRITERIA**

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|-----------------------------|---|
| 2 Liaise with stakeholders. | 2.1 Identify the main <i>stakeholders</i> in the host community. |
| | 2.2 Seek views and opinions of stakeholders on an ongoing basis in relation to tourism activities. |
| | 2.3 Assess and apply input from stakeholders in the planning and organisation of tourism activities. |
| | 2.4 Identify <i>potential community conflict</i> relating to tourism and seek solutions in consultation with relevant parties. |

Required Skills and Knowledge

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:

- high-level communication skills to:
 - conduct comprehensive consultation with key stakeholders
 - develop, implement and deliver information programs to maximise tourism, such as information sessions and written tactical public relations documents
- critical thinking skills to facilitate rational and logical analysis of input from key stakeholders
- high-level written literacy skills to develop both complex and plain English documents, including communication strategies, consultation questionnaires and information documents.

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

- in-depth knowledge of the community impact of tourism, both costs and benefits
- issues and problems that relate to host communities and tourism
- in-depth knowledge of the main stakeholders in local, regional, state or territory, and national tourism industry and structures of tourism organisations at each level
- in-depth understanding of the social, cultural and economic aspects of the particular local host community and the main stakeholders
- the key features of environmentally or culturally sensitive areas in the local or regional area
- in-depth knowledge of strategic and tactical community communication processes.

Evidence Guide

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 Evidence of the following is essential:

- understanding the role of tourism within host

EVIDENCE GUIDE

demonstrate competency in this unit

communities, the impact of tourism and the role of major stakeholders

- ability to develop and implement strategies for effective communication of tourism issues to a specific local community
- ability to consult and communicate with the broad community.

Context of and specific resources for assessment

Assessment must ensure:

- access to a fully equipped industry-realistic office environment using appropriate computers, communication technology, information programs and publications to facilitate the processes involved in developing and implementing communication strategies
- access to a local host community where the community awareness program would be established and operated **or** access to comprehensive and sufficient information about that local host community to allow the candidate to plan for strategically, establish and operate a community awareness program
- involvement of community stakeholders so that consultation can be achieved.

EVIDENCE GUIDE

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- case studies to address community awareness issues for a given community
- project activities to develop a community awareness program in conjunction with a local, regional, state or territory tourism organisation
- review of a completed community awareness program for a specific local community
- case studies to assess the candidate's ability to evaluate communities with differing social, cultural and economic structures and issues
- written and oral questioning or interview to test knowledge such as community impact of tourism, strategic and tactical community communication processes, and the structures of tourism management organisations
- 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:

- SITTPPD010A Develop and implement local or regional tourism plan.

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.

Appropriate communication methods may involve:

- using interpreters
- following cultural protocols
- face-to-face meetings
- limiting the amount of jargon and printed material and using as much visual information as possible.

Strategies and programs to maximise the opportunity to inform the community may include:

- media strategies, e.g. regular tourism column in local newspaper
- networking activities, e.g. regular functions between tourism operators and communities
- educational activities, e.g. speaking at local schools
- sponsorship activities, e.g. tourism sponsorship of local community activities
- community representation on relevant tourism committees and boards
- regular planning activities in conjunction with the local community
- information on the internet.

Costs and benefits of tourism to communities may include:

- benefits:
 - economic benefits to local community
 - improved local facilities
 - employment opportunities
 - cultural benefits, including cultural preservation
 - visitor education
 - greater understanding between host and visitor cultures
- costs:
 - trivialisation of culture
 - effect on social structures
 - damage to environmentally or culturally sensitive areas.

RANGE STATEMENT

Stakeholders may include:

- general public
- elected officials
- senior bureaucrats
- community groups
- elders of Indigenous communities
- tourism operators
- tourism industry associations
- land management and protection authorities
- state, territory or local council regulatory authorities
- trade unions
- media.

Potential community conflict
may relate to:

- competition for local government resources
- conflicting opinions about tourism development options
- perceived threat to local amenities by high visitor numbers
- conflicting opinions regarding local government levies for tourism
- conflict between environmental and business groups.

Unit Sector(s)

Sector

Tourism

Competency field

Competency field

Planning and Product Development