



Australian Government

Department of Education, Employment and Workplace Relations

SITTPPD010A Develop and implement local or regional tourism plan

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 and implement a strategic tourism plan in a local or regional areas. It requires the ability to develop the plan in consultation with the local community, implement all actions detailed in the plan and monitor all tourism activities for the area or region against the plan.

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 a local or regional tourism plan involves a strategic focus on the overall and long-term operation of tourism as an industry within a local area or region. It is a key component of tourism planning and management.

This unit applies to senior tourism industry personnel from local, regional or state or 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 Develop plans for local or regional tourism.	1.1 Draft tourism plans within the context of the organisation's overall approach to tourism development within the region. 1.2 Include an inventory of both <i>tourism infrastructure</i> and the carrying capacity of the region. 1.3 Identify <i>product and service gaps</i> and the potential for future development, including use of emerging technologies. 1.4 Draft plans to take account of the level of <i>community and</i>

ELEMENT	PERFORMANCE CRITERIA
	<i>industry resources</i> available to implement the plan. 1.5 Consider <i>impact on the community</i>, including environmental, social, cultural and economic factors, and incorporate these into the planning process. 1.6 Ensure development initiatives are both culturally and environmentally appropriate for the region. 1.7 Conduct <i>community consultation</i> throughout the tourism planning process. 1.8 Develop plans to include a clear strategic and tactical focus. 1.9 Include scheduled course of action and evaluation methods. 1.10 Submit plans to the appropriate authority for approval prior to implementation.
2 Implement local or regional tourism plans.	2.1 Implement actions detailed in the plan according to schedule and contingencies. 2.2 Consult and involve the community in tourism issues on an ongoing basis.
3 Monitor and evaluate plans.	3.1 Monitor activities using the evaluation methods detailed in the plan on an ongoing basis to take account of progress towards objectives, evaluation of individual activities and need for changes to the plan. 3.2 Submit required changes for consideration and approval by the appropriate authority. 3.3 Implement and communicate agreed changes promptly.

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 the broad community and key community stakeholders
 - facilitate information sessions, such as seminars and public meetings to elicit feedback and tactically present information
- critical thinking skills to facilitate rational and logical analysis of input from the broad community and key stakeholders
- high-level written literacy skills to develop both complex and plain English documents such as the overall plan, consultation questionnaires and information documents.

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

- in-depth knowledge of the main stakeholders in local, regional, state or territory, and national tourism organisations and the structures of these organisations at each level
- in-depth understanding of the main stakeholders and the environmental, social, cultural and economic aspects of the particular local regional area
- in-depth knowledge of current tourism operators and product base, and opportunities to extend these
- the key features of environmentally or culturally sensitive areas in the local or regional area
- in-depth knowledge of the distribution and marketing networks currently supporting the local or regional tourism product base, and opportunities to extend these
- in-depth knowledge of strategic and tactical community communication processes
- strategic planning techniques and practices.

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.

EVIDENCE GUIDE

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

Evidence of the following is essential:

- detailed knowledge of the full range of issues that apply to the planning, development and administration of tourism for a local or regional area and the distribution and marketing of particular products
- ability to develop, implement and monitor a tourism plan for a specific local or regional area
- ability to apply the total planning process to the development of a specific local or regional tourism plan
- ability to consult and communicate with the broad community and key stakeholders
- project or work activities conducted over a commercially realistic period of time so that the planning, evaluation and monitoring aspects of developing and implementing the plan can be assessed.

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 a local or regional tourism plan
- access to a local or regional area for which the plan would be developed and implemented **or** access to comprehensive and sufficient information about that local or regional area to allow the candidate to develop, implement and monitor a strategic tourism plan
- access to current tourism industry data
- 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:

- project to develop, implement and monitor a tourism plan for a given local or regional area
- project activities to develop, implement and monitor a tourism plan in conjunction with a local, regional, or state or territory tourism organisation
- review of a completed tourism plan for a specific local or regional area
- case studies to assess the candidate's ability to evaluate communities with differing social, cultural and economic structures and issues
- case studies to assess the candidate's ability to evaluate local or regional areas with different tourism product bases, and distribution and marketing networks
- written and oral questioning or interview to test knowledge such as distribution networks, strategic and tactical community communication processes, strategic planning techniques and practices 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:

- SITTPPD002A Research tourism data
- SITTPPD008A Develop host community awareness of tourism
- SITTPPD009A Assess tourism opportunities for local communities
- SITXMPR005A Develop and manage marketing strategies.

EVIDENCE GUIDE

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.

Tourism infrastructure may include:

- transport
- accommodation
- attractions
- retail
- visitor information services
- tours
- conference facilities.

Product and service gaps may relate to:

- inability to service current demand
- inappropriate operating practices for the current market place
- opportunities for new products and services
- assessment of region to meet current and future customer expectations.

RANGE STATEMENT

Community and industry resources may relate to:

- local government resources
- local tourist associations or other industry bodies
- preparedness of individual tourism operators to contribute to the plan
- expertise of those likely to implement the plan
- current market position of the destination
- opportunities for sponsorship
- opportunities for cooperative approaches
- potential for state or federal assistance
- local skill profile.

Impact on the community 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.

Community consultation may include:

- conduct of seminars and public meetings to gain community input
- formal and informal research activities within the local community
- involvement of community representatives on planning steering committees
- activities to gain community support for the planning process prior to commencement
- publication and display of draft plans for community comment.

Unit Sector(s)

Sector

Tourism

Competency field

Competency field

Planning and Product Development