



Australian Government

SITTGDE303 Lead tour groups

Release 1

SITTGDE303 Lead tour groups

Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.0	N Replaces but is not equivalent to SITTGDE004A Lead tour groups. Element 3 on managing conflict removed to reduce duplication with other units.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to coordinate a group of customers. It focuses on the communication and leadership skills required by guides, and the ability to coordinate the physical movement of groups.

Application of the Unit

The unit can apply to any situation where a guide or tour manager is involved in delivering a tour or activity to a group of customers.

This could include tours of single sites or tours that include multiple products and sites. The unit is relevant in the cultural industries where group tours or activities take place in a museum, gallery, library, performing arts centre or zoo; to sport and recreation industries where groups participate in outdoor and adventure activities, such as guided bushwalking; and to any industry that operates tours for business or promotional purposes.

Leading tour groups requires organisational and communication skills and guides who perform this function operate independently or with limited guidance from others.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

- | | |
|---|---|
| 1. Coordinate group movements. | 1.1 Maintain tour schedule through effective communication with the group.
1.2 Use techniques to promptly attract group attention when required.
1.3 Courteously advise group about ways in which minimum disruption and disturbance can be caused to other people and the environment.
1.4 Complete physical group movements in an orderly manner, checking group numbers at appropriate times.
1.5 Advise customers of procedures if they become separated from the group.
1.6 Provide instructions in a manner and pace appropriate to the group and encourage customers to seek clarification where necessary.
1.7 Locate lost or late group members, ensure they rejoin the group and are advised of future need to comply with group movements. |
| 2. Encourage group morale and goodwill. | 2.1 Use <i>techniques to build group cohesion</i> during the tour.
2.2 Balance the needs of individuals and the group in the conduct of the tour.
2.3 Respond to <i>group problems</i> in a manner likely to optimise the goodwill and morale of the group. |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - brief customers clearly about tour or activity movements
 - build group cohesion through use of effective interpersonal communication
 - apply conflict resolution skills and strategies
- numeracy skills to count tour members
- planning and organising skills to coordinate practical aspects of moving groups of people
- problem-solving skills to respond to operational and interpersonal problems.

Required knowledge

- procedures for maximising efficiency of group movements
- procedures for locating lost or late group members and coordinating reunion with the group
- minimal impact practices relevant to particular sites or locations
- principles of group management and group dynamics
- communication and leadership techniques with particular application to guiding activities and building group cohesion
- types of conflict and people management issues likely to arise in a group touring situation and typical causes and responses.

Evidence Guide

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

Overview of assessment

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

Evidence of the ability to:

- coordinate group movements, using communication and leadership techniques that build group cohesion
- lead multiple group tours or activities of a duration that reflects local industry product and practice, and of sufficient duration to allow the individual to demonstrate techniques to build group cohesion
- demonstrate knowledge of the range of conflict and people management issues that could arise during group tours or activities.

Context of and specific resources for assessment

Assessment must ensure use of:

- touring environments that reflect that nature of tours commercially available in the relevant city or region
- real or simulated touring activities
- a group of customers for whom the individual can act as guide.

Method of assessment

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

- direct observation of the individual's ability to coordinate the movement of groups by participating in tours conducted by the individual
- direct observation of the individual's people management skills during the operation of group tours
- questioning group tour members about the individual's clarity of communication and leadership skills
- use of case studies and problem-solving to evaluate ability to apply solutions to different group conflicts and difficulties
- written or oral questioning to assess knowledge of conflict resolution, leadership and group motivation techniques and procedures relevant to the movement of tour groups
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

Guidance information for assessment

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, workplace and job role, for example:

- SITTGDE304 Prepare and present tour commentaries or activities
- SITTGDE401 Coordinate and operate tours
- SITTGDE402 Manage extended touring programs
- SITXCOM202 Provide a briefing or scripted commentary.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Techniques to build group cohesion may include:

- encouraging interaction between group members
- focusing the group on shared experiences
- group activities or games
- inviting individuals to address the group
- using seat rotation systems
- using the skills of individual group members in the operation of the tour.

Group problems may involve:

- interpersonal issues:
 - customers who cause disruption and disturbance to others
 - dissatisfaction with the tour
 - dominant customers
 - negative customers
 - perception of favouritism by guide
 - personal conflict between customers
 - subgroups or cliques within the group
- operational issues:
 - overcrowding
 - scheduling
 - lost customers.

Unit Sector(s)

Tourism

Competency Field

Guiding