



Australian Government

Department of Education, Employment and Workplace Relations

THTTCO01B Develop and update tourism industry knowledge

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit deals with the skills and knowledge required to develop and update knowledge of the tourism industry, including the role of different industry sectors and key legislation. This knowledge underpins effective performance in all sectors and applies to all people working in the tourism industry. In-depth knowledge is therefore not required.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Seek information on the tourism industry	1.1 Identify sources of information on the tourism industry correctly including information relating to: ; economic and social significance of the tourism industry and the role of local communities; different tourism markets and their relevance to industry sectors; relationships between tourism and other industries; different sectors of the industry, their inter-relationships and the services available in each sector; major tourism industry bodies; environmental issues for tourism; industrial relations; specific features of the local/regional industry; career opportunities within the industry; the roles and responsibilities of individual staff members in a successful tourism business including ethical practices; work organisation and time management; quality assurance; current and emerging industry technology including e-business. 1.2 Access and update specific information on relevant sector(s) of work. 1.3 Access and use knowledge of the tourism industry in the correct context to enhance the quality of work performance.
2 Source and apply information on legal and ethical issues which impact on the tourism industry	2.1 Obtain information on legal and ethical issues to assist effective work performance. 2.2 Conduct day-to-day activities in accordance with legal obligations and ethical industry practices.
3 Update tourism industry knowledge	3.1 Identify and use a range of opportunities to update general knowledge of the tourism industry. 3.2 Monitor current issues of concern to the industry. 3.3 Share updated knowledge with customers and colleagues as appropriate, and incorporate into day-to-day work activities.

Required Skills and Knowledge

Not applicable.

Evidence Guide

Essential Knowledge and Skills to be Assessed

The following knowledge and skills must be assessed as part of this unit:
different sectors of the tourism industry and their inter-relationships, including a general knowledge of the structure, roles and functions of the following sectors:

- accommodation
- attractions and theme parks
- tour operators
- tour wholesalers
- retail travel agents
- information services and co-ordination sector (local, regional, national)
- meetings and events.

- major cross-industry and sector-specific organisations.
- overview of quality assurance in the tourism industry and the roles and responsibilities of individual staff members in quality assurance.
- overview of how to organise time and work in different industry contexts.
- tourism industry information sources.
- basic research skills:
 - identification of relevant information
 - questioning techniques to obtain information
 - sorting and summarising information.

legislation (both State and Federal) which applies across the industry in the following areas (name, primary objective and impact on individual staff only):

- consumer protection
- duty of care
- equal employment opportunity
- anti-discrimination
- workplace relations.
- child sex tourism

overview of current and emerging technology used across the tourism industry, including e-business.

Linkages to Other Units

This is a core unit that underpins effective performance in all other units and combined training and assessment may be appropriate.

Critical Aspects of Assessment

Evidence of the following is critical:

- ability to source industry information
- general knowledge of the tourism industry, including main roles, functions and inter-relationships of different sectors, with a more detailed knowledge of issues which relate to a specific sector or workplace.

Context of Assessment and Resource Implications

Assessment must ensure:

- project or work activities that allow the candidate to demonstrate the application of knowledge to specific tourism industry contexts and situations.

Assessment Methods

Assessment methods must be chosen to ensure that ability to develop and update knowledge can be practically demonstrated. Methods must include assessment of knowledge as well as assessment of practical skills.

The following examples are appropriate for this unit:

case studies and problem-solving exercises to assess application of knowledge to different situations and contexts

questions to assess knowledge of different aspects of the tourism industry

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

Key Competencies in this Unit

Key Competencies are an integral part of all workplace competencies. The table below describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform Level 2 = Administer and Manage Level 3 = Design and Evaluate

Key Competencies**Collecting, Organising and Analysing Information**

For example:

Deciding whether to join an industry association based on promotional materials (2)

Communicating Ideas and Information

For example:

Liaising with colleagues from other industry sectors to meet a particular customer request (1)

Planning and Organising Activities

For example:

Organising a personal program of professional development activities for the upcoming year (1)

Working with Others and in Teams

For example:

Discussing industry events with colleagues (1)

Using Mathematical Ideas and Techniques

Not Applicable

Solving Problems

For example:

Responding to a situation which involves dealing with a sector of the industry of which you have limited knowledge (1)

Using Technology

For example:

Using the Internet to source information on the tourism industry (1)

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Range Statement

This unit applies to all sectors of the tourism industry.

Information sources and opportunities to update knowledge may include:

media
reference books
libraries
unions
industry associations and organisations
industry journals
computer data, including Internet
personal observations and experience
industry seminars or training courses
informal networking.

Legal issues which impact on the industry include:

consumer protection
duty of care
equal employment opportunity
anti-discrimination
workplace relations.
child sex tourism.

Ethical issues impacting on the industry may relate to:

confidentiality
commission procedures
overbooking
pricing
tipping
familiarisations
gifts and services free of charge
product recommendations.

Industries other than tourism may include:

hospitality
entertainment
arts
sports
agriculture
conservation
science and research
retail.

Environmental issues may include:

protection of natural and cultural integrity
minimal impact operations
environmental sustainability
waste management
energy-efficient operations
land ownership
land access and usage.

Economic and social issues may include:

employment
effect on local amenities/facilities
population change due to tourism development
community role in tourism.

Issues of concern to the industry may be related to:

government initiatives
emerging markets
environmental and social issues
labour issues
industry expansion or retraction.

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Unit Sector(s)

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