

Training Package	Tourism, Hospitality and Events (SIT07)		HSC Requirements and Advice
Unit title	Develop and update tourism industry knowledge		
Unit code	Competency field	Sector	HSC Indicative Hours
SITTIND001A	Working in Industry – Tourism	Tourism	20

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to develop and update knowledge of the tourism industry, including the role of different industry sectors and key legal and ethical issues that must be considered by tourism industry personnel in their day to day work. This knowledge underpins effective performance in the tourism industry. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
Pre-requisite units	Nil
Application of the unit	This unit describes a key function for all people working in the tourism industry who require an essential and broad knowledge of the tourism industry to support all work activities. They may work within any tourism industry sector, in any location and for any organisation type. The unit focuses on the ability to collect and interpret general tourism industry information and covers the initial and ongoing development of a person's required knowledge base.
Employability skills	The required outcomes described in this unit of competency contain applicable facets of employability skills. The <i>Employability Skills Summary</i> of the qualification in which this unit of competency is packaged, will assist in identifying employability skill requirements.

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 this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit	Context of and specific resources for assessment	Methods of assessment	Assessing employability skills
Evidence of the following is essential : <ul style="list-style-type: none"> ability to source initial and updated tourism industry information and apply this to day to day activities general knowledge of the tourism industry, including main roles, functions and interrelationships of different sectors, with a more detailed knowledge of issues that relate to a specific sector or workplace 	Assessment must ensure: <ul style="list-style-type: none"> that the candidate has accessed a fully equipped office environment using appropriate computers, printers, communication technology, information programs and publications to facilitate the processes involved in sourcing industry information access to information sources in order to 	A range of assessment methods should be used to assess the practical skills and knowledge required to develop and update tourism industry knowledge. The following examples are appropriate for this unit: <ul style="list-style-type: none"> project to research differing aspects of the tourism industry and deliver the sourced information in a brief written presentation project activities that allow the candidate to 	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

Critical aspects for assessment and evidence required to demonstrate competency in this unit cont/d	Context of and specific resources for assessment cont/d	Methods of assessment cont/d	Assessing employability skills cont/d
<ul style="list-style-type: none"> • general knowledge of the key legal and ethical issues for the tourism industry. 	<p>conduct research and collect sufficient information</p> <ul style="list-style-type: none"> • access to industry association membership information, codes of conduct and accreditation information • access to plain English documents that describe key tourism and general workplace legislation. 	<p>demonstrate the application of knowledge to specific tourism industry contexts and situations</p> <ul style="list-style-type: none"> • case studies and problem solving exercises to assess application of knowledge to different situations and contexts • written and oral questioning or interview to test knowledge of different sectors of the tourism industry and their interrelationships, the key content of legislation and industry codes of conduct • review of portfolios of evidence and third party workplace reports of on the job performance by the candidate. <p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended for example:</p> <ul style="list-style-type: none"> • SITXADM002A Source and present information • SITXCOM004A Communicate on the telephone. 	<p>qualification and in the context of the job role.</p>

<p style="text-align: center;">Required Skills and Knowledge</p> <p style="text-align: center;">This section describes the <u>essential</u> skills and knowledge and their level, required for this unit.</p>		<p style="text-align: center;">HSC Requirements and Advice</p>
<p>The following skills must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • basic research skills, including: <ul style="list-style-type: none"> – identifying relevant information – questioning techniques to obtain information – note taking – sorting and summarising information • communication and literacy skills to source, read and interpret general information on the tourism industry • literacy skills to read and interpret plain English information documents that relate to legal issues, industry accreditation schemes and codes of conduct. 	<p>The following knowledge must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • broad understanding of the different sectors of the tourism industry and their interrelationships, including a general knowledge of the structure, roles and distribution functions of the following sectors: <ul style="list-style-type: none"> – accommodation – attractions and theme parks – tour operators – inbound and outbound tour wholesalers – retail travel agents – local, regional and national information services and related sectors – meetings and events • broad knowledge of the major cross industry and sector specific industry associations • broad understanding of local, regional, state and national tourism marketing organisations and the roles they perform • broad understanding of tourism research bodies and the function they perform • broad knowledge of occupational licensing, quality assurance and industry accreditation schemes in the tourism industry and the roles and responsibilities of individual staff members in quality assurance • broad understanding of federal and state or territory legislation applying to the following industry areas: <ul style="list-style-type: none"> – consumer protection – legal liability and duty of care of customers – OHS – equal employment opportunity (EEO) – anti discrimination – workplace relations – child sex tourism – Queensland Tourism Services Act (2003). • contents of various industry codes of conduct, practice or ethics and the impacts of compliance and non compliance • overview of current and emerging technology used in the tourism industry, including e business. 	<p>Key Terms and Concepts</p> <ul style="list-style-type: none"> • interrelationship between sectors • information • issues of concern • legal/ethical issues • opportunities to update knowledge • roles and functions of tourism industry • sources of information • tourism industry sectors

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
<p>1 Seek information on the tourism industry.</p>	<p>1.1 Identify <i>sources of information</i> to provide <i>information</i> on the tourism industry.</p>	<p>The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. <i>Bold italicised</i> wording in the performance criteria is detailed below.</p> <p><i>Sources of information</i> on and <i>opportunities to update knowledge</i> may include:</p> <ul style="list-style-type: none"> • formal and informal research • media • reference books • libraries • unions • industry associations and organisations • industry journals • computer data, including internet • personal observations and experience • informal networking • industry seminars • training courses • familiarisation tours • participation or membership in professional industry associations • participation in industry accreditation schemes • use of industry codes of conduct or ethics. <p><i>Information</i> on the tourism industry <u>must</u> include:</p> <ul style="list-style-type: none"> • economic and social significance of the tourism industry, which may relate to: <ul style="list-style-type: none"> - employment - effect on local amenities and facilities - population change due to tourism development - community role in tourism • role of local communities • different tourism markets and their relevance to industry sectors • relationships between tourism and other industries, including 	<p>Learning experiences for the HSC must address:</p> <p>Basic research skills for:</p> <ul style="list-style-type: none"> • identification of relevant information • questioning techniques to obtain information • sorting, summarising and presenting information. <p>An understanding of information sources related to the tourism industry including:</p> <ul style="list-style-type: none"> • product databases • industry associations and organisations • unions • industry journals • media • the internet • libraries • reference materials • policy and procedure manuals • personal observations and experience • industry contacts, mentors and experience • colleagues, supervisors/team leaders and managers • professional development opportunities <ul style="list-style-type: none"> - industry functions - familiarisations (familis)/educational. <p>How to access and validate sources of information that are relevant to the tourism industry.</p> <p>A knowledge of sectors within the tourism industry including:</p> <ul style="list-style-type: none"> • accommodation • meetings and events • tour operators • tour wholesalers <ul style="list-style-type: none"> - inbound - outbound • attractions and theme parks • transportation • retail travel agents • information services.

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		<ul style="list-style-type: none"> - hospitality - entertainment - arts - sports - agriculture - conservation - science and research - retail • different sectors and businesses within the industry, their interrelationships and the services available in each sector • major tourism industry bodies • environmental issues for tourism, such as: <ul style="list-style-type: none"> - protection of natural and cultural integrity - minimal impact operations - environmental sustainability - waste management - energy-efficient operations - land ownership - land access and usage • industrial relations • specific features of the local and regional industry • career opportunities within the industry • roles and responsibilities of individual staff members in a successful tourism business, including ethical practices • quality assurance • current and emerging industry technology, including e-business. 	<p>A basic knowledge of the industry sectors including:</p> <ul style="list-style-type: none"> • structure • the primary role, distribution, functions and services offered by each sector • the interrelationship between sectors. <p>An understanding of the interrelationship between the tourism industry and other industries.</p> <p>An understanding of the differences between the following:</p> <ul style="list-style-type: none"> • domestic and international tourism • inbound and outbound travel • interstate and intrastate tourism. <p>Tourism markets including:</p> <ul style="list-style-type: none"> • inbound tourists • outbound tourists • domestic tourists. <p>An understanding of the different tourism markets and their relevance to other industry sectors.</p> <p>A knowledge of the following in relation to the tourism industry in Australia:</p> <ul style="list-style-type: none"> • national economic importance <ul style="list-style-type: none"> - domestic tourism - international tourism - multiplier and flow-on effects • employment • current trends • impact on local communities. <p>An understanding of the social and environmental effects of the tourism industry including:</p> <ul style="list-style-type: none"> • positive and negative impacts on a community • positive and negative impacts on environments • the role of environmental guidelines and legislation in the operation of a tourism business. <p>An understanding of the primary role/function of key industry bodies including:</p> <ul style="list-style-type: none"> • employer/employee groups <ul style="list-style-type: none"> - Australian Federation of Travel Agents (AFTA) - Australian Tourism Export Council (ATEC) - Australian Hotels Association (AHA)

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			<ul style="list-style-type: none"> - Meetings and Events Australia (MEA) - Council of Australian Tour Operators - Australian Automobile Association • unions <ul style="list-style-type: none"> - Liquor, Hospitality and Miscellaneous Workers Union (LHMU) - Australian Services Union • marketing <ul style="list-style-type: none"> - Tourism Australia - Tourism New South Wales • research <ul style="list-style-type: none"> - Tourism Research Australia (TRA) - Tourism Task Force (TTF) • training. <p>Personal attributes and work ethics of an employee in the tourism industry including:</p> <ul style="list-style-type: none"> • attendance and punctuality • ethical behaviour • honesty • work performance • taking directives • attention to detail • appropriate dress and personal presentation • personal hygiene • attitude • confidentiality • consistency of service • safe work practices. <p>An overview of the role of employees in quality assurance.</p> <p>An understanding of career pathways within the tourism industry and knowledge and skills required for different job roles.</p> <p>Self-reflection skills including:</p> <ul style="list-style-type: none"> • recognition of current knowledge and skills • identification of <ul style="list-style-type: none"> - knowledge and skills required for current job - knowledge and skill gaps - learning opportunities to meet potential learning needs and fulfil career aspirations.

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			<p>Recognition of learning as an ongoing process and an awareness of opportunities to meet learning needs including:</p> <ul style="list-style-type: none"> • on-the-job and/or off-the-job training • seminars/workshops/courses • multiskilling/job rotation in current workplace • mentoring programs. <p>An understanding of:</p> <ul style="list-style-type: none"> • an apprenticeship • a traineeship. <p>An awareness of evidence of learning including:</p> <ul style="list-style-type: none"> • transcript/qualification/ticket/licence • work diary • supervisor's and/or team leader's report/evaluation/appraisal • competency record • learning portfolio.
	1.2 Access and update specific information on relevant sectors of work.		<p>Learning experiences for the HSC must address:</p> <p>An understanding of:</p> <ul style="list-style-type: none"> • work undertaken in different work areas/departments/sections • interrelationship between different work areas/departments/sections.
	1.3 Access and use knowledge of the tourism industry in the correct context to enhance the quality of work performance.		<p>Learning experiences for the HSC must address:</p> <p>Importance of updating tourism information in order to:</p> <ul style="list-style-type: none"> • maintain professionalism • ensure quality service • promote products and services. <p>Application of industry knowledge to day-to-day activities including:</p> <ul style="list-style-type: none"> • providing consistent quality service to customers • providing information to customers relating to <ul style="list-style-type: none"> - specific products and services - various purposes/motivations for travel

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			<ul style="list-style-type: none"> ▪ visiting friends and relatives ▪ business ▪ holiday/adventure ▪ education.
<p>2 Source and apply information on legal and ethical issues that impact on the tourism industry.</p>	<p>2.1 Obtain information on <i>legal and ethical issues</i> to assist effective work performance.</p>	<p><i>Legal issues</i> affecting the industry may include:</p> <ul style="list-style-type: none"> • consumer protection • duty of care • EEO • Anti-discrimination • workplace relations • child sex tourism • Queensland Tourism Services Act (2003). <p><i>Ethical issues</i> affecting the industry may include:</p> <ul style="list-style-type: none"> • agreed compliance with codes of conduct, practice or ethics • truth and honesty regarding all information given to customers • provision of services as promoted • confidentiality • commission procedures • declaration of commissions, fees and other charges • overbooking • pricing • tipping • familiarisations • gifts and services free of charge • preferred product arrangements • product recommendations. 	<p>Learning experiences for the HSC must address:</p> <p>Definition of:</p> <ul style="list-style-type: none"> • legal • compliance • ethical. <p>A knowledge of a range of legal issues affecting the tourism industry including:</p> <ul style="list-style-type: none"> • consumer protection • duty of care • EEO • anti-discrimination • workplace relations. • child sex tourism. <p>A basic understanding of the legislative requirements for a range of areas including:</p> <ul style="list-style-type: none"> • environment <ul style="list-style-type: none"> - <i>Smoke Free Environment Act 2000</i> (NSW) • health and safety <ul style="list-style-type: none"> - <i>Occupational Health and Safety Act 2000</i> (NSW) - <i>Occupational Health and Safety Regulations 2001</i> (NSW) • workers compensation <ul style="list-style-type: none"> - <i>Workers Compensation Act 1987</i> (NSW) (as amended) • consumer protection and trade practices <ul style="list-style-type: none"> - <i>Fair Trading Act 1987</i> (NSW) (as amended) - <i>Trade Practices Act 1974</i> (Cth) (as amended) • workplace relations <ul style="list-style-type: none"> - <i>Workplace Relations Act 1996</i> (Cth) (as amended) • tourism <ul style="list-style-type: none"> - <i>Crimes (Child Sex Tourism) Amendment Act 1994</i> (Cth) - <i>Tourism Services Act 2003</i> (Qld).

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			<p>An understanding of the principles of anti-discrimination and an awareness of the intent of the <i>Anti-Discrimination Act 1977 (NSW)</i>.</p> <p>A basic awareness of the <i>Privacy Act 1988 (Cth)</i> including</p> <ul style="list-style-type: none"> • information privacy principles • national privacy principles <p>Knowledge of a range of ethical issues affecting the tourism industry including:</p> <ul style="list-style-type: none"> • provision of services as promoted • confidentiality • commission procedures • declaration of commissions, fees and other charges • overbooking • gifts and services free of charge • tipping • preferred product arrangements.
	2.2 Conduct day-to-day activities according to legal obligations and ethical industry practices.		
3 Update tourism industry knowledge.	3.1 Identify and use a range of <i>opportunities to update knowledge</i> of the tourism industry.	<p>Sources of information on and opportunities to update knowledge may include:</p> <ul style="list-style-type: none"> • formal and informal research • media • reference books • libraries • unions • industry associations and organisations • industry journals • computer data, including internet • personal observations and experience • informal networking • industry seminars • training courses • familiarisation tours • participation or membership in professional industry associations 	<p>Learning experiences for the HSC must address:</p> <p>Opportunities for updating knowledge including:</p> <ul style="list-style-type: none"> • industry seminars • training courses <ul style="list-style-type: none"> – in-services – in-house training • familiarisation tours • informal networking • reference manuals.

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		<ul style="list-style-type: none"> • participation in industry accreditation schemes • use of industry codes of conduct or ethics. 	
	3.2 Monitor current <i>issues of concern</i> to the industry.	<p><i>Issues of concern</i> to the industry may relate to:</p> <ul style="list-style-type: none"> • government initiatives • emerging markets • environmental and social issues • labour issues • industry expansion or retraction. 	<p>Learning experiences for the HSC must address:</p> <p>A detailed knowledge of at least two current issues of concern to the tourism industry and their impact on the industry including:</p> <ul style="list-style-type: none"> • government initiatives • public liability • emerging markets • environmental and social issues • labour/skills shortages • industry expansion or retraction • competitiveness. <p>An understanding of the effects of emerging technologies on:</p> <ul style="list-style-type: none"> • current work practices/productivity • employment • work methods/techniques • market conditions/new markets • cost effectiveness.
	3.3 Share updated knowledge with customers and colleagues as appropriate, and incorporate into day-to-day work activities.		<p>Learning experiences for the HSC must address:</p> <p>An understanding of the value of sharing and updating information to:</p> <ul style="list-style-type: none"> • maintain professionalism • promote products and services • meet work goals • improve customer service • promote positive work relations. <p>Providing assistance to team members including:</p> <ul style="list-style-type: none"> • formal/informal support • mentoring • sharing ideas and knowledge. <p>Disseminating information through a variety of channels including:</p>

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			<ul style="list-style-type: none"> • direct mail • seminars • corporate websites/e-newsletters • call centre • one-on-one communication.