

Training Package	Tourism, Hospitality and Events (SIT07v2.3)		HSC Requirements and Advice
Unit title	Develop and update tourism industry knowledge		
Unit code	Competency field	Sector	HSC Indicative Hours
SITTIND001B	Working in Industry – Tourism	Tourism	20
Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to develop and update current and emerging information on the tourism industry, including industry structure, current technology and key environmental, community, legal and ethical issues that must be considered and applied by tourism industry personnel in their day-to-day work. The unit focuses on the ability to source and comprehend general tourism industry information and covers the initial and ongoing development of a person's required knowledge base. This information underpins effective performance in the tourism industry. More specialised and advanced tourism research and management knowledge is found in other units.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>		
Pre-requisite units	Nil		
Application of the unit	<p>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. This unit applies to individuals working within any tourism industry sector, in any location and for any tourism organisation type.</p> <p>It is relevant to those individuals working in any tourism operational and management role.</p>		
Employability skills	<p>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 is packaged, will assist in identifying employability skills requirements.</p>		

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 demonstrate competency in this unit	Context of and specific resources for assessment	Methods of assessment	Assessing employability skills
<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • ability to source initial and updated tourism industry information and apply this to day-to-day activities to maximise effective performance in specific tourism sector contexts • 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 • general knowledge of the key environmental, community, legal and ethical issues for the tourism industry. 	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> • access to 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 conduct research and collect sufficient information • 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>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:</p> <ul style="list-style-type: none"> • project to research differing aspects of the tourism industry and delivery of the sourced information in a brief written or oral presentation • holistic tourism planning project activities that allow the candidate to demonstrate the application of knowledge to specific tourism industry contexts and situations • 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>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.</p> <p>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.</p>

Required Skills and Knowledge		HSC Requirements and Advice
This section describes the <u>essential</u> skills and knowledge and their level, required for this unit.		
<p>The following skills must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • research skills to identify, interpret and sort relevant information • communication skills including active listening and questioning to obtain information and to provide a verbal summary of information • literacy skills to read and comprehend the content of plain English information documents about legal issues, industry accreditation schemes and codes of conduct • writing skills to note take, summarise and record information in basic documents such as information sheets, portfolios and files. 	<p>The following knowledge must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • sources of general information on the tourism industry • structure of the tourism industry; the functions, key characteristics and business interrelationships of the different sectors of the tourism industry including the distribution roles 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 • the general nature of allied and crossover industries including hospitality, meetings, incentives, conferences and events • the existence and primary functions of the major cross-industry and sector-specific industry associations especially those with which the business has a relationship • the existence and primary functions of trade unions in the industry • the existence and primary functions of local, regional, state and national tourism information service and marketing organisations • the existence and primary functions of tourism research bodies • the existence and key characteristics of occupational licensing, codes of conduct or ethics and industry accreditation schemes in the tourism industry, the impacts of compliance and non-compliance and the roles and responsibilities of individual staff members in these quality assurance processes • the existence and basic aspects of state, territory and local council laws that impact on tourism operations and actions that must be adhered to by tourism businesses, in particular laws that cover: <ul style="list-style-type: none"> - equal employment opportunity (EEO) - anti-discrimination - occupational health and safety and workers' compensation - workplace relations - child sex tourism - the delivery of tourism products in Queensland under the Queensland Tourism Services Act (2003) - legal liability and duty of care of customers - environmental protection (This would include requirements that must be met by tourism operators when delivering services.) - local community protection (This would include land 	<p>Key Terms and Concepts</p> <ul style="list-style-type: none"> • interrelationship between sectors • information • issues of concern • legal and ethical issues • opportunities to update knowledge • roles and functions of tourism industry • sources of information • technology • tourism industry sectors.

Required Skills and Knowledge cont/d		
	<p>ownership, management and access requirements that must be met by tourism operators when delivering services.)</p> <ul style="list-style-type: none"> - consumer protection (This would include refund requirements that must be met by tourism businesses, terms and conditions of quotations and cancellation fees.) - responsible service of alcohol - food safety • current and emerging technology used in the tourism industry, including e-business. 	

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
<p>1 Source and apply general information on the structure and operation of the tourism industry.</p>	<p>1.1 Identify <i>sources of information</i> to understand the structure and operation of the <i>tourism industry</i>.</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 ▪ legislation or plain English publications describing the law and responsibilities to comply ▪ libraries ▪ unions ▪ industry associations and organisations ▪ industry journals ▪ computer data, including internet ▪ personal observations and experience ▪ informal discussions and networking with colleagues ▪ industry seminars ▪ training courses ▪ familiarisation tours of tourism destinations and facilities ▪ participation or membership in professional industry associations ▪ participation in industry accreditation schemes ▪ use of industry codes of conduct or ethics. <p>The <i>tourism industry</i> involves a range of sectors and businesses <u>including</u>:</p> <ul style="list-style-type: none"> • accommodation • attractions • transport • retail travel • tour wholesaling <ul style="list-style-type: none"> - inbound tour operators - outbound wholesalers • tour operations • meetings, incentives, conventions and 	<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 awareness of sources of current industry information 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.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
		<ul style="list-style-type: none"> events • tour guiding • information services and promotion: <ul style="list-style-type: none"> - visitor information centres, regional, state and national tourism offices • coordination <ul style="list-style-type: none"> - industry associations, councils, taskforces, research bodies. 	<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>1.2 Access and comprehend specific information of relevance to the tourism industry.</p>	<p>Information of relevance to <i>the tourism industry must include:</i></p> <ul style="list-style-type: none"> • different tourism markets and their relevance to industry sectors • relationships between tourism and other industries, including: <ul style="list-style-type: none"> - events - 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 and associations • 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 and impacts on local communities • environmental issues for tourism, including: <ul style="list-style-type: none"> - protection of natural and cultural integrity - minimal impact operations - environmental sustainability - waste management 	<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>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. <p>An understanding of career pathways within the tourism industry and knowledge and skills required for different job roles.</p> <p>An understanding of:</p> <ul style="list-style-type: none"> • an apprenticeship • a traineeship. <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

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
		<ul style="list-style-type: none"> - 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 and quality assurance. 	<ul style="list-style-type: none"> • social significance • employment • current trends • role within and 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 awareness of current industrial relations issues affecting the tourism industry.</p> <p>An understanding of the primary role/function of key industry bodies and associations including:</p> <ul style="list-style-type: none"> • employer/employee groups/professional associations <ul style="list-style-type: none"> - Australian Federation of Travel Agents (AFTA) - Australian Tourism Export Council (ATEC) - Australian Hotels Association (AHA) - Meetings and Events Australia (MEA) - Council of Australian Tour Operators (CATO) - Australian Automobile Association (AAA) • unions • marketing <ul style="list-style-type: none"> - Tourism Australia - Destination NSW • research <ul style="list-style-type: none"> - Tourism Research Australia (TRA) - Tourism Task Force (TTF) • training.
	<p>1.3 Access and use knowledge of the tourism industry to <i>enhance the quality of work performance</i>.</p>	<p><i>Enhancing the quality of work performance</i> may involve:</p> <ul style="list-style-type: none"> • making contacts with networks for obtaining key information to develop, deliver and improve tourism operations • suggesting new and improved ways of doing things • performing work duties within legal, ethical 	<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.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
		<p>and social guidelines to ensure smooth tourism operations</p> <ul style="list-style-type: none"> • improving skills, knowledge and productivity to improve tourism operations by accessing and attending industry professional development courses or activities. 	<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 <ul style="list-style-type: none"> ▪ various purposes/motivations for travel visiting friends and relatives ▪ business ▪ holiday/adventure - education. <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>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. <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.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
			<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.
<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 issues</i> to assist effective work performance.</p>	<p><i>Legal issues</i> may include:</p> <ul style="list-style-type: none"> • consumer protection • EEO • anti-discrimination • workplace relations • public liability and duty of care • licensing • land ownership, management and access • environmental management • risk management • OHS • child sex tourism • Queensland Tourism Services Act (2003). 	<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>An awareness of the purpose and intent of 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) (as amended) - environmental protection • health and safety <ul style="list-style-type: none"> - <i>Occupational Health and Safety Act 2000</i> (NSW) (as amended) - <i>Occupational Health and Safety Regulations 2001</i> (NSW) (as amended) • 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"> - Australian Consumer Law • workplace relations <ul style="list-style-type: none"> - <i>Workplace Relations Act 1996</i> (Cth) (as amended)

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
			<ul style="list-style-type: none"> • tourism <ul style="list-style-type: none"> - <i>Crimes (Child Sex Tourism) Amendment Act 1994</i> (Cth) (as amended) - <i>Tourism Services Act 2003</i> (Qld) (as amended) • food safety <ul style="list-style-type: none"> - <i>Food Act 2003</i> (NSW) (as amended) • liquor <ul style="list-style-type: none"> - Responsible Service of Alcohol. <p>An understanding of the principles of anti-discrimination and an awareness of the intent of the <i>Anti-Discrimination Act 1977</i> (NSW) (as amended).</p> <p>A basic awareness of the <i>Privacy Act 1988</i> (Cth) (as amended) including</p> <ul style="list-style-type: none"> • information privacy principles • national privacy principles.
	<p>2.2 Conduct day-to-day tourism organisation activities according to legal obligations and <i>ethical industry practices</i>.</p>	<p><i>Ethical industry practices</i> may relate to:</p> <ul style="list-style-type: none"> • maintaining the rights and lifestyle conditions of local community residents • agreed compliance with codes of conduct, practice or ethics • truth and honesty regarding all information given to customers • product recommendations • declaration of commissions, fees and other charges • subcontracting and provision of services as promoted • pricing • procedures for payment of commissions • bookings at venues • overbooking • confidentiality of customer information • tipping • familiarisations • gifts and services free of charge • preferred product arrangements. 	<p>Learning experiences for the HSC must address:</p> <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.

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
3 Source and apply information on tourism industry technology.	3.1 Source and access information on current and emerging <i>technologies that impact on the tourism organisation process</i> .	<p><i>Technologies that impact on the tourism organisation process</i> may relate to:</p> <ul style="list-style-type: none"> • current and emerging industry technology, including e-business • internal and industry wide reservation, operations and financial and tracking systems • project management systems • computer-aided design (CAD) systems. 	
	3.2 Identify the potential effects of different technologies on the tourism organisation process.		<p>Learning experiences for the HSC must address:</p> <p>An understanding of the effects of emerging technologies (including e-business) on:</p> <ul style="list-style-type: none"> • current work practices/productivity • employment • work methods/techniques • market conditions/new markets • cost effectiveness.
	3.3 Apply knowledge of current and emerging technology in day-to-day work activities.		
4 Update personal and organisational knowledge of the tourism industry.	4.1 Identify and use a range of <i>opportunities to update knowledge</i> of the tourism industry.		<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.
	4.2 Monitor <i>current 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"> • maintaining organisational and industry profitability by productivity and pricing flexibility • industry initiatives 	<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

Element	Performance Criteria	Range Statement	HSC Requirements and Advice
		<ul style="list-style-type: none"> • government initiatives • emerging markets • environmental and social issues • labour issues • industry expansion or retraction. 	<ul style="list-style-type: none"> • emerging markets • environmental and social issues • labour/skills shortages • industry expansion or retraction • competitiveness.
	<p>4.3 Share updated information with colleagues, according to organisational procedures, and incorporate into day-to-day work activities.</p>		<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> <ul style="list-style-type: none"> • direct mail • seminars • corporate websites/e-newsletters • call centre • one-on-one communication.