

UNIT TITLE: DEVELOP AND UPDATE TOURISM INDUSTRY KNOWLEDGE		NOMINAL HOURS: 30
UNIT NUMBER: D2.TCC.CL1.07		
UNIT DESCRIPTOR: This unit deals with skills and knowledge required to generate and maintain basic knowledge of the tourism industry generally, including sector and legislative information: this unit is specific to the host country in which it is delivered.		
ELEMENTS AND PERFORMANCE CRITERIA	UNIT VARIABLE AND ASSESSMENT GUIDE	
<p>Element 1: Source current information on the tourism industry</p> <p>1.1 Identify <i>sources of information on issues of economic, political and social significance</i>, and obtain such information</p> <p>1.2 Identify sources of information on <i>tourism industry statistics and trends</i>, and obtain such information</p> <p>1.3 Identify sources of information on the relationship between the tourism industry and the <i>role of the local community/ies</i>, and obtain such information</p> <p>1.4 Identify sources of information on <i>tourism markets</i> and their relevance to <i>market segments</i>, and obtain such information</p> <p>1.5 Identify sources of information on the nature of the <i>relationship between tourism and other industries</i>, and obtain such information</p> <p>1.6 Identify sources of information on different <i>tourism industry sectors</i>, their inter-relationships, the services available, and obtain such information</p>	<p>Unit Variables</p> <p>The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment.</p> <p>This unit applies to all industry sectors that are responsible in developing and maintaining tourism industry knowledge within the labor divisions of the hotel and travel industries and may include:</p> <ol style="list-style-type: none"> 1. Front Office 2. Housekeeping 3. Travel Agencies 4. Tour Operation <p><i>Sources of information</i> may include:</p> <ul style="list-style-type: none"> • private and public sectors • media, including tourism-specific articles and general interest tourism-orientated matters • text books, reference books, libraries • trade magazines and trade journals • publications and newsletters from suppliers and support industries • government agencies • trade unions 	

<p>1.7 Identify sources of information on major <i>tourism industry bodies</i>, and obtain such information</p> <p>1.8 Identify sources of information on <i>specific features of the local/regional tourism industry</i>, and obtain such information</p> <p>1.9 Identify sources of information on <i>environmental issues</i>, and obtain such information</p> <p>1.10 Identify sources of information on <i>career opportunities</i> within the tourism industry and the allied roles and responsibilities of staff, and obtain such information</p> <p>1.11 Identify sources of information on <i>work organisation and time management</i> in the tourism industry, and obtain such information</p> <p>1.12 Identify sources of information on <i>quality assurance</i> in the tourism industry, and obtain such information</p> <p>1.13 Identify sources of information on <i>current and emerging tourism industry technology</i>, and obtain such information</p> <p>Element 2: Source information on compliance and related issues which impact on the tourism industry</p> <p>2.1 Identify sources of information on <i>legal issues</i>, and obtain such information</p> <p>2.2 Identify sources of information on <i>ethical issues</i>, and obtain such information</p>	<ul style="list-style-type: none"> • head office and other properties within a linked chain of organisations • industry groups, associations and organisations, including local, regional and national bodies as well as international bodies, where appropriate to trade/business • internet searches • industry and trade seminars, meetings and conferences • personal networking with colleagues and customers • internet research and searches • face-to-face meetings with relevant parties, such as industry tourism bodies and agencies • personal visits to organisations who hold relevant tourism industry information, such as peak bodies, government agencies, private research companies • telephone contact with personal networks • registering with information sources to receive information updates, newsletters, periodicals and statistics. <p><i>Issues of economic, political and social significance</i> may include:</p> <ul style="list-style-type: none"> • contribution that various tourism sectors make to the economy of the host country • employment created by tourism • impact of tourism on the social structure of the host country • political upheavals and their potential, perceived and actual impact on tourism. <p><i>Tourism industry statistics and trends</i> may be related to:</p> <ul style="list-style-type: none"> • growth, decline and status of various industry sectors • percentage market share of various sectors, including definition and description of market segments • sources of overseas and international visitors and tourists, visitor arrivals' data, visitor arrivals' forecasts, outbound figures
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<p>2.3 Identify sources of information on <i>industrial and workplace relations issues</i>, and obtain such information</p> <p>2.4 Identify sources of information on current <i>issues of concern for the industry</i>, and obtain such information</p> <p>Element 3: Use sourced tourism industry information</p> <p>3.1 Share information with colleagues and customers</p> <p>3.2 Conduct work activities in accordance with legal requirements and ethical standards</p> <p>3.3 Apply industry knowledge and information to the day-to-day operation of the tourism business</p>	<ul style="list-style-type: none"> • visitor numbers by market sector, such as business, tourist, adventure, sight-seeing, historic, visiting friends and families • host country-specific facts on domestic and international visitors, including source countries, average spend, average stay length • upcoming events and analysis of past events • host country-specific tourism research projects and results of targeted visitor surveys • reports, publications and fact sheets • existing, emerging, potential tourism products and services • industry indicators. <p><i>Role of the local community/ies</i> might include:</p> <ul style="list-style-type: none"> • local community problems and opinions relating to tourism • impact of tourism on local communities, services, families; and use of land and facilities • trends in various areas, such as employment, crime, pollution, infrastructure, house and land values. <p><i>Tourism markets</i> refers to:</p> <ul style="list-style-type: none"> • countries from which the host country draws its visitors. <p><i>Market segments</i> may refer to the different experiences that visitors seek when visiting the country, such as:</p> <ul style="list-style-type: none"> • adventure • eco-tourism • indigenous experience • food and wine • cultural and heritage • agri-tourism • spas and wellbeing
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- sports tourism.

Relationship between tourism and other industries could relate to:

- the nature, scope and context of the link between tourism and:
 - hospitality
 - entertainment
 - support services
 - suppliers
 - arts
 - sports
 - travel and transport
 - agriculture
 - retail trade
 - science and research
 - government
 - education.

Tourism industry sectors may include:

- meetings, incentives, conventions and events
- man-made and natural attractions, theme parks
- inclusive tours
- tour operators and tour wholesalers
- retail travel agents
- air, road and sea travel
- food, drink and accommodation

- geographic areas, business sectors, or economic units as defined by the host country.

Tourism industry bodies may relate to:

- international bodies
- national, regional and local bodies
- government agencies and non-government bodies
- bodies allied to key market segment peak bodies.

Specific features of the local/regional tourism industry may relate to:

- opening days and hours
- facilities available, things to do and see, including advisory time required to visit and view
- entry and other costs
- location, including transport options to get there
- booking options
- accessing information and promotional material.

Environmental issues may relate to:

- natural and cultural issues
- need for minimal impact operations
- environmental sustainability
- waste and effluent management
- energy-efficient tourism destinations and operations
- land ownership, access and usage issues
- water, land and air pollution issues.

Career opportunities should relate to all tourism sectors and may include:

- operational 'hands-on' positions

- supervisory positions
- management options
- training and qualifications required for promotion
- definition and description of the duties that attach to each position
- pre-requisites for starting own business.

Work organisation and time management may relate to:

- industry structure and organisational charts/hierarchies
- enterprise structure, including variations between sectors and between individual enterprises
- use of team/crew/work unit structures within the tourism industry
- nature, role and importance of schedules, time tables and itineraries within travel and tourism.

Quality assurance considerations may relate to:

- bodies that verify tourism organisations and enterprises
- pre-requisites and on-going requirements for compliance
- costs and implementation requirements
- benefits.

Current and emerging tourism industry technology may include:

- communications systems and options, such as internal, or with existing or potential customers
- reservations systems
- e-business
- on-line promotion and bookings
- equipment relevant to the operation and conduct of individual business, tours, trips, events and other industry activities.

Legal issues will relate to the criminal and civil heads of law in the host country and address legislated requirements, obligations and entitlements which may relate to:

- business registration and set-up requirements
- consumer protection
- duty of care
- insurance requirements
- equal opportunity and discrimination
- workplace and industrial relations
- child sex tourism protection
- occupational health and safety
- guarantees and warranties.

Ethical issues will often intersect with legal requirements/obligations and may relate to:

- over-booking
- honesty and full disclosure in advertising and promotion
- policies on gratuities
- client privacy and confidentiality
- price setting, including commissions payable
- application of free-of-charge 'familiarization' travel, accommodation, meals, entry fees to agents, coach captains, pilots, media, influential people and others
- gifts and free-of-charge services
- product recommendations.

Industrial and workplace relations issues may include:

- employment instruments and employment conditions
- remuneration
- diversity and equal opportunity issues

- training
- promotions
- safety.

Issues of concern for the industry may relate to:

- government actions and initiatives
- impact of overseas/international events
- terrorism
- health scares
- environmental and social issues
- media action
- industry growth and/or contraction
- currency concerns.

Assessment Guide

Assessment must confirm knowledge:

- knowledge of the different sectors of the hospitality industry and their inter-relationships, including a general knowledge of the role and function of the following labor divisions: food and beverage, front office, food production/kitchen operations, housekeeping, travel agencies and tour operations
- knowledge of quality assurance, quality activities and continuous improvement in the hotel and travel industries and the role of individual staff members within the total quality process
- ability to research industry information sources
- ability to identify relevant information
- knowledge of the role of trade unions and employer groups in the industry
- knowledge of environmental responsibilities of the industry, including waste minimization and recycling

- knowledge of legislation, regulations and guidelines that apply to the hotel and travel industries.

Assessment Guide

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

- research skills
- analytical skills
- questioning and communication skills
- compilation and classification of information and data
- networking skills.

Linkages To Other Units

- Access and retrieve computer-based data
- Work effectively with colleagues and customers
- Gather and present product information
- Use common business tools and technology
- Access and interpret information
- Source and package tourism products and services
- Source and present information.

Critical Aspects of Assessment

Evidence of the following is essential:

- understanding of why tourism industry knowledge is important to the enterprise
- understanding of the different tourism sectors and market segments
- understanding of the host country legislation that applies to the tourism industry
- demonstrated ability to research tourism information from a range of nominated sources

- demonstrated ability to obtain information from a range of nominated tourism sources
- demonstrated ability to capture, collate and store information from a range of nominated tourism sources so that it can be easily retrieved
- demonstrated ability to register for information updates from a range of nominated tourism sources
- demonstrated ability to share information with relevant stakeholders in the enterprise
- demonstrated ability to apply information obtained from a range of nominated tourism sources to the day-to-day operation of the enterprise.

Context of Assessment

This unit may be assessed on or off the job

- assessment should include practical demonstration either in the workplace or through a simulation activity, supported by a range of methods to assess underpinning knowledge
- assessment must relate to the individual's work area or area of responsibility.

Resource Implications

Training and assessment to include access to a real or simulated workplace, research tools and the integration of information obtained into the practical operation of the business; and access to workplace standards, procedures, policies, guidelines, tools and equipment.

Assessment Methods

The following methods may be used to assess competency for this unit:

- case studies
- observation of practical candidate performance
- oral and written questions
- analysis of a portfolio of evidence, including travel documentation produced by the candidate
- problem solving
- role plays involving interaction with customers as part of the interpretation process prior to

documentation production

- third party reports completed by a supervisor
- project and assignment work.

Key Competencies in this Unit

Level 1 = competence to undertake tasks effectively

Level 2 = competence to manage tasks

Level 3 = competence to use concepts for evaluating

Key Competencies	Level	Examples
Collecting, organizing and analyzing information	3	Research, gather, analyze and collate information and data from a variety of sources, across a variety of media
Communicating ideas and information	2	Develop research questions to be asked; inform others regarding information obtained
Planning and organizing activities	2	Schedule research and analysis activities; organize follow-up activities on the basis of initial information sourced
Working with others and in teams	1	Identify research questions that others need answers to
Using mathematical ideas and techniques	1	Process research data and statistics to make them relevant to the individual enterprise
Solving problems	1	Overcome initial absence of research data
Using technology	3	Use internal and external systems and technologies to source and obtain required information