

# Competency Standard

<b>UNIT TITLE:</b> DEMONSTRATE/OBSERVE RESPECT FOR INDIGENOUS CULTURES		<b>NOMINAL HOURS:</b> 90
<b>UNIT NUMBER:</b> D2.TTG.CL3.06		
<b>UNIT DESCRIPTOR:</b> This unit deals with skills and knowledge required to interpret aspects of local indigenous culture in a sensitive and respectful manner to tour groups.		
<b>ELEMENTS AND PERFORMANCE CRITERIA</b>	<b>UNIT VARIABLE AND ASSESSMENT GUIDE</b>	
<p><b>Element 1: Research local indigenous culture</b></p> <p><b>1.1</b> Identify <i>local indigenous communities</i> that may be visited by tour groups</p> <p><b>1.2</b> Identify the <i>aspects of indigenous cultures</i> that may be interpreted</p> <p><b>1.3</b> Describe <i>the interpretive approach</i> to guiding</p> <p><b>1.4</b> Explain why there is a <i>need to demonstrate/observe respect for indigenous cultures</i></p> <p><b>Element 2: Consult with the local community</b></p> <p><b>2.1</b> <i>Contact local community members</i> about cultural tourism activities</p> <p><b>2.2</b> <i>Identify and resolve potential conflict</i> that may occur when sharing and respecting local indigenous culture</p>	<p><b>Unit Variables</b></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 organisations that are involved in producing brochures and marketing materials within the labour divisions of the hotel and travel industries and may include:</p> <ol style="list-style-type: none"> <li>1. Travel Agencies</li> <li>2. Tour Operation</li> </ol> <p><i>Culture</i> refers to:</p> <ul style="list-style-type: none"> <li>• The socially constructed and learned ways of behaving and believing that identify individual and distinct social groups</li> </ul> <p><i>Local indigenous communities</i> refers to any community that is in the vicinity of a tour group while the tour is being conducted and may include communities and cultural sites that are:</p> <ul style="list-style-type: none"> <li>• Domestic or foreign</li> <li>• Small or large</li> <li>• Nearby or remote</li> </ul>	

<p><b>2.3</b> <i>Develop tourism activities that demonstrate respect for local indigenous culture</i></p> <p><b>Element 3: Interpret aspects of indigenous culture for customers</b></p> <p><b>3.1</b> <i>Brief customers</i> in relation to the local community</p> <p><b>3.2</b> <i>Conduct activities in accordance with agreements</i> made with local communities</p> <p><b>3.3</b> Interpret cultural aspects of the indigenous community in accordance with agreements made</p> <p><b>3.4</b> <i>Monitor tour group behaviour</i></p> <p><b>3.5</b> <i>Comply with ancillary arrangements</i> agreed to with local communities</p> <p><b>Element 4: Maintain contact with the local community</b></p> <p><b>4.1</b> <i>Liaise with local community</i> to identify and respond to changed circumstances</p> <p><b>4.2</b> <i>Modify tours</i> in accordance with issues raised by the local community</p>	<ul style="list-style-type: none"> <li>• Towns/villages including individual homes and/or buildings, significant sites, galleries, cultural centres, ceremonies, activities and natural sites.</li> </ul> <p><i>Aspects of indigenous cultures</i> may include:</p> <ul style="list-style-type: none"> <li>• Art, dance and music</li> <li>• Story telling including legends and histories</li> <li>• Tools and implements</li> <li>• Foods</li> <li>• Artifacts</li> <li>• Symbols and symbolic actions</li> <li>• Rituals, rites, ceremonies and celebrations</li> <li>• Heroes, significant figures and individuals</li> <li>• Beliefs, assumptions, values and attitudes</li> <li>• Language</li> <li>• Religion</li> <li>• Education</li> <li>• Social institutions</li> <li>• The environment.</li> </ul> <p><i>The interpretive approach</i> commonly uses face-to-face methods and is frequently supported by interpretive media and aids. The interpretive approach includes:</p> <ul style="list-style-type: none"> <li>• Engaging the participants</li> <li>• Providing a verbal commentary to explain and translate the characteristics, significance and features of the tour</li> <li>• Attributing local and cultural meaning to sights and activities</li> </ul>
--	--

- Facilitating learning, understanding and awareness
- Contextualising the tour within a local framework and flavour
- Generating respect and appreciation for the local customs, history and people
- Provoking curiosity, thought and encouraging personal reflection
- Bringing the tour to life by providing opportunities for learning and participation
- Building a relationship between the tour groups and the environment/focus of the tour.

*Need to demonstrate/observe respect for indigenous cultures may be related to:*

- Preserving unique cultures
- Sharing knowledge
- Changing attitudes
- Valuing individuals for who they are
- Acknowledging the right of different people to live in different ways
- Ensuring no offence is given
- Protecting their way of life.

*Contact local community members may include:*

- Identifying the elders, relevant members and key decision makers within the community
- Establishing appropriate communication styles
- Identifying protocols for making contact
- Arranging an agreed consultative and meeting process and schedule
- Meeting and talking with local indigenous people to gain their approval and permission for tourism activities to be conducted

- Deciding tour-related issues in conjunction with appropriate indigenous representatives including identification of:
  - Information that can and cannot be shared with tour groups
  - Who is authorised to speak on behalf of the community
  - Which members of the indigenous community are prepared to speak to tour groups and share information
  - What activities can be shared and explained to tour groups
  - Who from the indigenous community should be involved in the activities in both the preparatory and the actual tour phase
  - Payment or recompense that needs to be made
  - Timing and other restrictions that apply to engaging with the indigenous community
  - Where tour-related activities can occur.

*Identify and resolve potential conflict could relate to:*

- Engaging in appropriate consultation with the indigenous community
- Defining the boundaries of what can and cannot be shared
- Defining timing-related issues
- Defining group sizes
- Defining acceptable behaviour by tour groups
- Identifying activities, behaviour and products that are not welcome within the indigenous community
- Describing the communication process to be used when a conflict arises
- Agreeing on a process to address problems that may arise in the future.

*Develop tourism activities that demonstrate respect could include:*

- Developing activities in conjunction with key local people
- Seeking approval for all activities that are proposed as opposed from imposing activities on the local people
- Involving local people in the planning and delivery stages
- Making appropriate recompense for the involvement of local people
- Ensuring accuracy and honesty in all activities
- Protecting the secrets of the local people
- Staying within the boundaries previously defined
- Allowing local people to witness or participate in activities before they are used with tour groups
- Modifying activities on the basis of feedback from the local people
- Ensuring the integrity of the site is understood.

*Brief customers may include:*

- Explaining the history and context of the local community and culture
- Identifying specific prohibitions that apply to tour group presence within the local community
- Prescribing required behaviours while in the local community
- Presenting points to note for customers
- Explaining the interpretive nature of the visit to the local community
- Prescribing required dress while in the local community
- Providing handouts of explanatory, supporting materials for the tour.

*Conduct activities in accordance with agreements* may include:

- Introducing active participants from the local community to the group
- Involving local community members as agreed and arranged including not requiring or requesting them to undertake additional tasks, performances, activities or explanations that have not been arranged or agreed
- Honouring promises that have been made
- Limiting visitation to those areas agreed to
- Respecting the privacy of the local community
- Maintaining the amenity of the area during the tour
- Limiting activities only to those things that have been agreed to
- Explaining the background and history to activities including the specific contextualising of activities to reflect and respect the indigenous culture
- Thanking the local community on departure.

*Monitor tour group behaviour* may include:

- Ensuring tour group behaviour remains within acceptable and agreed parameters
- Requesting modification to unacceptable behaviour
- Terminating activities and visitations where tour group behaviour fails to conform with local community expectations
- Apologising immediately to the local community for unacceptable tour group behaviour.

*Comply with ancillary arrangements* may include:

- Notifying the local community of impending tours
- Formally requesting permission to access the local community prior to the tour, where applicable
- Arriving and departing at agreed times

- Ensuring the location is cleaned and/or left in the original condition prior to or immediately after tour group departure
- Facilitating retail sales of items and artifacts by the indigenous community, where agreed.

*Maintain contact with local communities* may include:

- Keeping the lines of communication open
- Identifying and addressing small problems before they become big ones
- Adjusting and/or removing activities and/or the provision of information to tour groups on the basis of feedback from the local community
- Adding new activities to the itinerary as ideas are generated with the local community
- Responding appropriately to examples where tourist activity is having a negative impact on the local community
- Honouring promises that have been made.

*Liaise with local community* may include:

- Keeping in regular contact with the local community to encourage communication
- Demonstrating a willingness to vary tours and activities to suit local community needs
- Being available to meet with the local community when requested
- Demonstrating a willingness to vary tours and activities as a result of local ceremonies.

*Modify tours* may involve:

- Altering scheduled itineraries and activities on the basis of feedback received from the local community
- Being receptive to suggestions for change including suggestions to reduce or extend existing arrangements
- Following-up on issues that may have arisen during previous tours in order to continue the demonstration of respect for the indigenous culture.

### **Assessment Guide**

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

- Enterprise policies and procedures in regard to dealing with local indigenous communities
- Principles of interpretive guiding
- Knowledge about the local community and its cultural elements
- Ability to communicate and negotiate with local indigenous communities
- Sensitivity to issues of unique indigenous cultures.

### **Linkages To Other Units**

- Develop and update tourism industry knowledge
- Work as a tour guide
- Coordinate and operate a day-tour or short excursions
- Manage and facilitate an extended tour experience
- Plan, develop and evaluate interpretive activities
- Prepare and present tour commentaries
- Develop interpretive content for eco-tourism activities
- Conduct interpretive activities in the field
- Develop and coordinate appropriate cultural tourism activity
- Research and share information on indigenous cultures.

### **Critical Aspects of Assessment**

Evidence of the following is essential:

- Understanding of host enterprise policies and procedures for dealing with local indigenous communities

- Demonstrated ability to liaise with, research and make tour group arrangements with a nominated local indigenous community in relation to tour group activities and visitations
- Demonstrated ability to conduct a nominated tour/visit to an indigenous cultural site to undertake agreed interpretive and other nominated activities in cooperation with the local community, as previously arranged, in a way that demonstrates respect for the local indigenous culture and imparts significant and accurate knowledge to the members of the tour group
- Demonstrated ability to maintain contact with the nominated local indigenous community in order to identify changed requirements and/or circumstances and to respond effectively to tour-related issues raised by that community.

**Context of Assessment**

Assessment must ensure:

- Actual workplace application of tour guiding activities in conjunction with an actual local indigenous community.

**Resource Implications**

Training and assessment must include an actual tour involving engagement with an actual local indigenous community including the use of real materials, sites, locations and other items as required by the nature, context and objectives of the tour.

**Assessment Methods**

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

- Observation of practical candidate performance
- Role plays
- Oral and written questions
- Third party reports completed by a supervisor
- Project and assignment work.

<b>Key Competencies in this Unit</b>		
<i>Level 1 = competence to undertake tasks effectively</i>		
<i>Level 2 = competence to manage tasks</i>		
<i>Level 3 = competence to use concepts for evaluating</i>		
<b>Key Competencies</b>	<b>Level</b>	<b>Examples</b>
Collecting, organising and analysing information	3	Research and develop knowledge about the local indigenous culture
Communicating ideas and information	3	Communicate and negotiate with a local indigenous community to determine suitable tour group access to their culture
Planning and organising activities	2	Arrange tour details that comply with the parameters established in consultation with the local community
Working with others and in teams	3	Liaise with local community members in relation to their culture and agreed arrangements for tour groups
Using mathematical ideas and techniques	-	
Solving problems	2	Resolve situations where the behaviour of the tour group has given offence to the local community
Using technology	1	Use the internet for research activity; use equipment as part of the tour and interpretive activities