

Competency Standard

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>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 labour 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 	

<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>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>	<ul style="list-style-type: none"> • Government agencies • Trade unions • 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
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<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> <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"> • Sources of overseas and international visitors and tourists, visitor arrivals' data, visitor arrivals' forecasts, outbound figures • 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
	<ul style="list-style-type: none"> • Spas and wellbeing • 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

	<ul style="list-style-type: none"> • Bodies allied to key market segment peak bodies. <p><i>Specific features of the local/regional tourism industry may relate to:</i></p> <ul style="list-style-type: none"> • 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. <p><i>Environmental issues may relate to:</i></p> <ul style="list-style-type: none"> • 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. <p><i>Career opportunities should relate to all tourism sectors and may include:</i></p> <ul style="list-style-type: none"> • Operational 'hands-on' positions • Supervisory positions • Management options
	<ul style="list-style-type: none"> • Training and qualifications required for promotion • Definition and description of the duties that attach to each position • Pre-requisites for starting own business. <p><i>Work organisation and time management may relate to:</i></p> <ul style="list-style-type: none"> • Industry structure and organisational charts/hierarchies • Enterprise structure, including variations between sectors and between individual enterprises

	<ul style="list-style-type: none"> • 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. <p><i>Quality assurance considerations</i> may relate to:</p> <ul style="list-style-type: none"> • Bodies that verify tourism organisations and enterprises • Pre-requisites and on-going requirements for compliance • Costs and implementation requirements • Benefits. <p><i>Current and emerging tourism industry technology</i> may include:</p> <ul style="list-style-type: none"> • 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.
	<p><i>Legal issues</i> 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:</p> <ul style="list-style-type: none"> • 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 safety and health • Guarantees and warranties. <p><i>Ethical issues</i> will often intersect with legal requirements/obligations and may relate to:</p> <ul style="list-style-type: none"> • Over-booking

	<ul style="list-style-type: none"> • 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. <p><i>Industrial and workplace relations issues may include:</i></p> <ul style="list-style-type: none"> • Employment instruments and employment conditions • Remuneration • Diversity and equal opportunity issues
	<ul style="list-style-type: none"> • Training • Promotions • Safety. <p><i>Issues of concern for the industry may relate to:</i></p> <ul style="list-style-type: none"> • 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. <p>Assessment Guide</p> <p>Assessment must confirm knowledge:</p> <ul style="list-style-type: none"> • 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 labour divisions: food and beverage, front office, food production/kitchen operations, housekeeping, travel agencies and tour operations

	<ul style="list-style-type: none"> • 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.
	<p>Assessment Guide</p> <p>The following skills and knowledge must be assessed as part of this unit:</p> <ul style="list-style-type: none"> • Research skills • Analytical skills • Questioning and communication skills • Compilation and classification of information and data • Networking skills. <p>Linkages To Other Units</p> <ul style="list-style-type: none"> • 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. <p>Critical Aspects of Assessment</p> <p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • 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

	<ul style="list-style-type: none"> • 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
	<ul style="list-style-type: none"> • 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. <p>Context of Assessment</p> <p>This unit may be assessed on or off the job</p> <ul style="list-style-type: none"> • 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. <p>Resource Implications</p> <p>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.</p> <p>Assessment Methods</p> <p>The following methods may be used to assess competency for this unit:</p> <ul style="list-style-type: none"> • 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		
<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>		
Key Competencies	Level	Examples
Collecting, organizing and analysing information	3	Research, gather, analyse 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