

Competency Standard

UNIT TITLE: DEVELOP AND MONITOR CULTURALLY APPROPRIATE TOURISM ACTIVITY		NOMINAL HOURS: 70
UNIT NUMBER: D2.TCS.CL5.08 D2.TTG.CL3.07		
UNIT DESCRIPTOR: This unit deals with skills and knowledge required to plan, implement and monitor tourism activities that are culturally appropriate		
ELEMENTS AND PERFORMANCE CRITERIA	UNIT VARIABLE AND ASSESSMENT GUIDE	
<p>Element 1: Research the culture</p> <p>1.1 Identify <i>sources of information</i> about the selected <i>community and culture</i></p> <p>1.2 <i>Research</i> the selected culture</p> <p>1.3 Identify the <i>aspects of specific cultures</i> that may be suitable for cultural activities</p> <p>1.4 Describe <i>the interpretive approach to guiding</i></p> <p>1.5 <i>Consult with the relevant community</i> to identify relevant <i>cultural issues</i></p> <p>1.6 Confirm research and knowledge with the selected community</p> <p>Element 2: Develop culturally appropriate activities</p> <p>2.1 Agree on appropriate cultural tourism activities with the selected community</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 the development and implementation of activities that contain significant cultural content, involve visits to culturally sensitive sites or involve visits to and/or interaction with people from a different culture, within the labour divisions of the hotel and travel industries and may include:</p> <ol style="list-style-type: none"> 1. Travel Agencies 2. Tour Operation <p><i>Sources of information</i> may include:</p> <ul style="list-style-type: none"> • General media, including print-based and electronic • Internet • Elders and key people within the selected community • Colleagues • Formal training. 	

<p>2.2 Consider the <i>impact of cultural tourism activity</i> on the community</p> <p>2.3 <i>Design tourism activities</i> that are acceptable and sensitive to the selected culture and community</p> <p>2.4 <i>Seek funding and support</i> for the proposed activities</p> <p>2.5 Modify activities on the basis of feedback from the relevant community</p> <p>Element 3: Implement culturally appropriate activities</p> <p>3.1 Provide notice to the community of intention to begin the activities</p> <p>3.2 <i>Supply identified support and resources</i> to the community</p> <p>3.3 <i>Initiate the activities</i> in accordance with the established and approved implementation plans</p> <p>Element 4: Monitor culturally appropriate activities</p> <p>4.1 <i>Monitor the activities and actions</i> of people</p> <p>4.2 <i>Amend activities</i> where appropriate</p> <p>4.3 <i>Obtain feedback from customers and guide staff</i> regarding the cultural tourism activity</p> <p>4.4 <i>Communicate with the specific community</i> regarding their experience with the cultural tourism activity</p> <p>4.5 <i>Appraise the prepared plans</i> for the cultural tourism activities</p>	<p><i>Community</i> will include:</p> <ul style="list-style-type: none"> • Any community that is in the vicinity of a tour group while the tour is being conducted • Domestic or foreign, small or large, nearby or remote cultural sites • Towns/villages, including individual homes and/or buildings, significant sites, galleries, cultural centres, ceremonies, activities and natural sites. <p><i>Culture</i> can be described as:</p> <ul style="list-style-type: none"> • The socially constructed and learned ways of behaving and believing that identify individual and distinct social groups <p><i>Research</i> may include:</p> <ul style="list-style-type: none"> • Talking to elders and designated people within the specific community • Undertaking training courses • Desk-top research • Experiencing the culture first-hand • Talking to colleagues. <p><i>Aspects of specific cultures</i> may include:</p> <ul style="list-style-type: none"> • Art, dance and music • Story telling, including legends and histories • Tools and implements • Foods • Artifacts • Symbols and symbolic actions • Rituals, rites, ceremonies and celebrations • Heroes, significant figures and individuals
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- Beliefs, assumptions, values and attitudes
- Language
- Religion
- Education
- Social institutions
- The environment.

Interpretive approach to guiding commonly uses face-to-face methods and is frequently supported by interpretive media and aids. The interpretive approach includes:

- Engaging the participants
- Providing a verbal commentary to explain and translate the characteristics, significance and features of the tour
- Attributing local and cultural meaning to sights and activities
- 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.

Consult with the relevant community may include:

- Identifying cultural aspects to be addressed by tourism activity
- Identifying cultural aspects not to be addressed by tourism activity
- Determining cultural issues relevant to the community
- Gaining the support, cooperation and trust of the community

- Establishing channels of communication to facilitate on-going dialogue with the community
- Determining the resources and support that the community needs or wants in order to facilitate participation in the activity.

Cultural issues may include:

- Appropriate activities and inappropriate activities
- Limitations on the use and disclosure of cultural information
- Restrictions on access to land, buildings, sites and natural attractions
- Use of appropriate staff to conduct activities as identified by the community
- The need to maintain and/or promote traditional and/or contemporary values and customs within the activity
- Accommodating differing negotiation and communication styles that exist between different cultures.

Impact of cultural tourism activity should include:

- Economic, including the financial costs to, and benefits from, the proposed activity
- Social, including assessment of the potential for, and impacts of, social dislocation
- Cultural, including determining the potential damage, and benefits, that may result to the existing elements of the specific culture
- Environmental, including impact on flora and fauna, pollution, degradation to sites/land, visual amenity of the area, energy and facilities
- Development of effective and acceptable strategies to manage identified negative and positive impacts.

Design tourism activities should relate to:

- Encouraging community engagement with and involvement in, the planning and development process

- Gaining agreement from the community about the nature and implementation of the planned activity
- Obtaining necessary authorisations and permissions
- Designing strategies and procedures that will balance economic viability with cultural appropriateness
- Developing *codes of practice* in conjunction with the community to support the introduction and implementation of identified activities
- Preparing implementation plans for the activity, including gaining approval of plans from the specific community
- Training staff in relation to the activity, including cultural sensitivity and awareness training that embraces respect for different cultures and stresses the need for staff to demonstrate appropriate cultural sensitivity and respect with tour group customers
- Ensuring the cultural appropriateness of all activities that are identified and planned, including conducting trials, obtaining feedback from the community and modifying activities, as required
- Identifying appropriate behaviour by tour guides and tour group members during identified cultural tourism activities
- Determining the nature, scope and detail of information that is to be, or is allowed to be, shared with tour group members as part of the identified activity
- Developing materials such as advertising and promotional materials to accompany and support the tourism activity, including the design of handout materials and the preparation of commentary that is accurate, avoids cultural stereotyping and images that are considered taboo, respects and protects intellectual property rights and copyright

Codes of practice relate to the agreed procedures that a tour company will abide by, require its staff to demonstrate when conducting a tour that includes a cultural tourism activity and may relate to:

- Involving appropriate persons in the delivery of the activity to tour groups

	<ul style="list-style-type: none">▪ Describing appropriate and inappropriate staff behaviour when presenting a cultural activity▪ Nominating appropriate staff for different cultural activities▪ Providing guidelines for language skill requirements of tour guides▪ Providing guidelines on the use of culturally sensitive information▪ Providing guidelines for negotiation with communities – including dispute resolution, contract negotiation and further development of existing activities. <p><i>Seek funding and support may include:</i></p> <ul style="list-style-type: none">• Asking the government and government agencies for assistance and financial support, including the supply of funds such as grants, resources or taxation relief• Seeking support from agency peak bodies• Seeking joint venture partners• Seeking commercial sponsorship. <p><i>Supply identified support and resources may be related to:</i></p> <ul style="list-style-type: none">• Training• Financial resources• Physical resources, including the establishment of infrastructure and buildings. <p><i>Initiate the activities will include:</i></p> <ul style="list-style-type: none">• Ensuring the plan is implemented according to its stated and agreed content• Guaranteeing that the organisation fulfils its promises and obligations to the community• Being available to assist the community to fulfil its part of the plan• Advising visitors regarding the agreed standards of behaviour when engaging in the activities and mixing with the locals• Integrating the requirements of the activities into standard operating procedures for the business.
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Monitor the activities and actions may include:

- Observing actions of staff, customers and the specific community
- Listening to staff, customers and the specific community
- Taking remedial action when acceptable levels of behaviour, respect and language are not being met by staff and/or customers, including asking people to modify their actions and/or limiting or shortening the activity.

Amend activities may include:

- Varying the current activity
- Modifying future activities
- Removing activities from future itineraries
- Cessation of the activity.

Obtain feedback from customers and guide staff may include:

- Seeking verbal and written comments and suggestions
- Conducting a de-briefing with staff.

Communicate with the specific community may include:

- Talking with elders and key people within the specific community
- Seeking verbal and written comments and suggestions
- Negotiating replacement activities with the specific community
- Identifying additional activities for inclusion in itineraries, where appropriate.

Appraise the prepared plans may include:

- Modifying plans on the basis of feedback received in conjunction with the selected community
- Ratifying existing plans where no problems or issues have been identified.

Assessment Guide

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

- Enterprise policies and procedures in regard to dealing with, and providing support for, communities
- Knowledge of local rules and regulations relating to the involvement and participation of local communities in commercial enterprises
- Principles of interpretive guiding
- Principles of cultural awareness and cultural sensitivity
- Ability to consult with people and identify issues of relevance
- Principles of minimal impact operations
- Ability to use research, communication and negotiation techniques
- Principles of planning and strategy development
- Ability to use monitoring and feedback skills and techniques.

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/monitor ecologically sustainable tourism operations

- Create, implement and evaluate strategic product initiatives
- Research and share information on indigenous cultures
- Develop and coordinate culturally appropriate activities.

Critical Aspects of Assessment

Evidence of the following is essential:

- Understanding of host enterprise policies and procedures in regard to dealing with, and providing support for, communities
- Demonstrated ability to exhibit appropriate cultural sensitivity and respect while working with tour customers on a nominated guided tour and/or interpretive activity
- Demonstrated ability to research and produce accurate and comprehensive culturally-based information on a selected community
- Demonstrated ability to negotiate with a selected community to reach agreement, and generate a code of practice in relation to the creation of two nominated cultural activities suitable for use in a tour itinerary
- Demonstrated ability to conduct and coordinate two cultural activities for a designated tour group that relate to a specific community ensuring that respect for the community and culture is established and maintained throughout the activities/tour
- Demonstrated ability to monitor and seek feedback from customers, staff and the selected community following a nominated tour that includes appropriate cultural activities, including suggestions for appropriate responses to issues raised as part of the monitoring and feedback activities.

Context of Assessment

Assessment must ensure:

- Actual workplace interaction with an actual community including the delivery of agreed activity into that community.

Resource Implications

Training and assessment must include meeting facilities to enable the consultation with the identified community and office facilities to enable the development of plans, as well as an actual tour involving actual or simulated customers and actual cultural tourism activities in relation to an actual community including the use of real materials, sites, locations and similar 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
- Portfolio of documentation developed by the candidate – including research material, feedback, and plans
- Interviews with members of the identified community to determine their level of satisfaction with the planning and consultative process, and the activities that were implemented
- Role plays
- Oral and written questions
- 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, organising and analysing information	3	Researching and developing knowledge about the culture of a specific community

	Communicating ideas and information	3	Communicating and negotiating with a community to determine suitable cultural activities
	Planning and organising activities	3	Modifying activities on the basis of feedback from communities
	Working with others and in teams	3	Liaising with local community members in relation to their culture and agreed arrangements for tour groups
	Using mathematical ideas and techniques	1	Calculating the financial effect of cultural activity on a community
	Solving problems	3	Resolving adverse impacts on communities as a result of cultural activity
	Using technology	1	Using the internet for research