

# Competency Standard

<b>UNIT TITLE:</b> DEVELOP HOST COMMUNITY AWARENESS PROGRAMS		<b>NOMINAL HOURS:</b> 40
<b>UNIT NUMBER:</b> D2.TCS.CL5.10		
<b>UNIT DESCRIPTOR:</b> This unit deals with skills and knowledge required to develop and deliver informational programs that will raise awareness in the host community of the benefits and costs associated with local tourism.		
<b>ELEMENTS AND PERFORMANCE CRITERIA</b>	<b>UNIT VARIABLE AND ASSESSMENT GUIDE</b>	
<p><b>Element 1: Identify the basis for a host community awareness program</b></p> <p><b>1.1</b> Identify the <i>stakeholders</i> in relation to a <i>host community awareness program</i></p> <p><b>1.2</b> <i>Research the tourism-related issues</i> that are impacting on the host community</p> <p><b>1.3</b> <i>Assemble information on the tourism-related issues</i> that are currently impacting on the host community</p> <p><b>1.4</b> Identify tourism-related <i>opportunities and threats facing the host community</i></p> <p><b>1.5</b> Identify <i>motivations for visiting</i> the local community</p> <p><b>1.6</b> Seek resolutions to the <i>potential for community conflict relating to tourism</i></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 the development and delivery of programs by staff that will inform local communities of the advantages and disadvantages attaching to tourism in their area, 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>Stakeholders</i> may include:</p> <ul style="list-style-type: none"> <li>• General public</li> <li>• Elected officials including politicians with responsibility and influence in the travel and tourism industries</li> <li>• Senior bureaucrats from local, regional and national government agencies</li> <li>• Community groups and elders</li> <li>• Tourism operators, tour operators and travel agents</li> </ul>	

<p><b>Element 2: Prepare for delivery a host community awareness program</b></p> <p>2.1 Develop <i>objectives</i> for the education of the host community</p> <p>2.2 Develop <i>target audiences</i> for delivery of host community awareness programs</p> <p>2.3 Decide on the <i>format of programs</i> to deliver host community awareness programs</p> <p>2.4 Plan <i>strategies to disseminate information</i></p> <p>2.5 Develop the content</p> <p>2.6 Generate a <i>timetable to guide the delivery of host community awareness programs</i></p> <p>2.7 Secure resources to enable delivery of programs</p> <p><b>Element 3: Present and monitor a host community awareness program</b></p> <p>3.1 Prepare <i>materials for distribution</i></p> <p>3.2 Release <i>information to the media</i></p> <p>3.3 Make personal appearances to deliver information</p> <p>3.4 <i>Respond to questions arising and issues raised</i> by the local community</p> <p>3.5 <i>Undertake ongoing research of the local community</i> and the impacts of tourism</p> <p>3.6 Record and investigate the effects and impacts of tourism on the local community</p>	<ul style="list-style-type: none"> <li>• Travel and tourism industry associations and peak representative bodies</li> <li>• Trade unions</li> <li>• The media.</li> </ul> <p><i>Host community</i> refers to:</p> <ul style="list-style-type: none"> <li>• Any community that receives tourism visitations.</li> </ul> <p><i>Research the tourism-related issues</i> may include:</p> <ul style="list-style-type: none"> <li>• Identifying tourism goals and objectives of the enterprise</li> <li>• Identifying tourism goals and objectives of the local community</li> <li>• Seeking views and opinions from stakeholders</li> <li>• Investigating the history of the local community in relation to tourism and its impacts</li> <li>• Speaking to those affected by tourism within the local community</li> <li>• Understanding the changes in demand for local services and facilities</li> <li>• Researching relevant reports to identify secondary research data including anecdotal evidence, media articles, formal reports and market research data</li> <li>• Undertaking primary research.</li> </ul> <p><i>Assemble information on the tourism-related issues</i> may be related to:</p> <ul style="list-style-type: none"> <li>• Classifying the results of research</li> <li>• Quantifying data</li> <li>• Establishing factual trends and statistics</li> <li>• Evaluating input from stakeholders taking into consideration potential bias that may exist</li> <li>• Validating contributions that appear suspect</li> <li>• Ignoring material and data that is not verifiable</li> </ul>
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<p><b>3.7</b> Revise and adjust existing programs on the basis of new information</p>	<ul style="list-style-type: none"> <li>• Listing and describing the costs to local communities of tourism, which may include: <ul style="list-style-type: none"> <li>▪ Trivialisation of culture</li> <li>▪ Effect on social structures</li> <li>▪ Introduced negative influences and factors</li> <li>▪ Dilution of culture</li> <li>▪ Increase in crime</li> <li>▪ Damage to the local environment including pollution</li> <li>▪ Increased stress on existing buildings, facilities and infrastructure</li> <li>▪ Increased living costs</li> <li>▪ Low-paid jobs</li> <li>▪ Dependency on tourism</li> <li>▪ Seasonal employment</li> <li>▪ Traffic congestion</li> </ul> </li> <li>• Listing and describing the benefits to local communities of tourism, which may include: <ul style="list-style-type: none"> <li>▪ Economic benefits to the local community</li> <li>▪ Creation of employment opportunities</li> <li>▪ Opportunity to share the culture and educate visitors</li> <li>▪ Investment opportunities in businesses, real estate, and infrastructure</li> <li>▪ Maintenance, growth and improvement in local facilities</li> <li>▪ Improved health and training facilities</li> <li>▪ Improved public transport systems</li> <li>▪ Opportunity to enhance the preservation of endangered or threatened aspects of the local culture, customs and community</li> </ul> </li> <li>• Opportunity to make the wider community aware of the problems facing the community.</li> </ul>
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*Opportunities and threats facing the host community* may be related to:

- Changing economic conditions locally and internationally
- Changing expectations of visitors
- Changing political situations locally and elsewhere
- Changing the cost of travel
- Changing market place activities undertaken by other business sectors and industries
- Changing government direction in relation to tourism
- Emerging preferences of tourists
- Changing local environmental conditions.

*Motivations for visiting* may include consideration of:

- Visitor types including families, special interest groups, business, family, general and repeat visitors
- Motivations including relaxation, study, sport, culture, adventure, retreat and novelty
- Activities including natural and man-made activities.

*Potential for community conflict relating to tourism* may include:

- Competition for local government resources
- Conflicting opinions about tourism development options
- Perceived threat to local amenity by high visitor numbers
- Conflicting opinions regarding local government levies for tourism
- Conflict between environmental and business groups
- Misunderstanding regarding the relative benefits and disadvantages of tourism to the host community
- Misinterpretation and misunderstanding of the effects of tourism on other host communities.

*Objectives* may include:

- Persuading the general public, businesses and/or the government
- Rectifying errors in understanding and misinformation
- Providing information as the basis for discussion and decision making
- Advising the population of intended action
- Encouraging participation in the industry
- Responding to threats and misinformation
- Protecting the image and reputation of the host enterprise.

*Target audiences* may include identified stakeholders with increased targeting of:

- Individual people
- Specified group
- Nominated schools
- Specific media
- Certain government officials and/or agencies
- Certain stakeholder classifications as identified by specified demographic characteristics relevant to the identified issues
- People, businesses or agencies that have generated initial comment and/or discussion relating to tourism and its effect on the local community.

*Format of programs* may include:

- Structured educational programs featuring modules and non-accredited certification on completion
- Self-paced format
- Trainer-driven/directed program

- Hard copy and web-based formats
- Technical and statistical information supported by informal notes and information
- Response-only format where the information is only available to those who seek it.

*Strategies to disseminate information* may include:

- Face-to-face meetings including one-on-one meetings, group meetings and public meetings
- Media interviews and appearances including preparation of relevant media releases
- Printed materials for distribution including targeted, mass distribution and response to requests
- Website presentations
- Making of guest speaker appearance, on request
- Joining government, industry and peak body organisations and associations to lobby and influence key stakeholders and decision makers
- Generating partnerships with other organisations or industry sectors to facilitate the broadcasting of information.

*Timetable to guide the delivery of host community awareness programs* may include:

- Scheduling the dissemination of information to meet identified need
- Ensuring regular output of information over the targeted delivery period to maintain awareness over the long term
- Setting dates and timelines for events and information releases
- Determining existing local opportunities and events to communicate with the community and identified stakeholders
- Taking into account seasonal and regular events
- Negotiating opportunities for delivery with targeted organisations.

*Materials for distribution* may include:

- Media releases
- Fact sheets
- Web-based materials
- Supporting materials such as banners, T-shirts, caps, pens and rulers, as appropriate
- Competitions
- Brochures and leaflets
- Samples.

*Information to the media* may include:

- Press and media releases
- Media kits
- Media events
- Interviews
- Photography opportunities
- Arranging meetings for the media with relevant and key people.

*Respond to questions arising and issues raised* may include:

- Undertaking fresh research and seeking additional input
- Revising positions and stances taken
- Ensuring honesty and transparency in responses
- Accepting and acknowledging emerging situations that do not align with predictions and stated positions.

*Undertake ongoing research of the local community may include:*

- Maintaining a relationship with stakeholders
- Recording statistical information relating to issues of interest and concern
- Seeking local input into issues.

#### **Assessment Guide**

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

- Enterprise policies and procedures in regard to interactions with local communities, government agencies and industry associations, including protocols relating to public meetings, media liaison and making public comment on behalf of the enterprise
- Principles of research
- Ability to use communication, negotiation, planning, organisational and interpersonal skills
- Knowledge of the costs and benefits of tourism to and for local communities
- Knowledge of the hierarchy of tourism bodies and representative organisations
- Knowledge of main stakeholders in relation to local tourism
- Knowledge of typical problems and issues in the relationship between local tourism and host communities
- Knowledge of media interview, training and presentation delivery techniques.

#### **Linkages To Other Units**

- Access and retrieve computer-based data
- Develop and update local knowledge
- Develop a marketing strategy and coordinate sales activities
- Establish and maintain a business relationship



- Develop and implement a business plan
- Produce documents, reports and worksheets on a computer
- Plan, manage and conduct meetings
- Manage legal requirements for business compliance
- Develop and update tourism industry knowledge
- Demonstrate/observe respect for indigenous cultures
- Plan, trial and implement minimal impact operations
- Monitor tourism operations
- Construct and apply tourism product research
- Develop and monitor culturally appropriate tourism activity
- Develop, implement and evaluate regional tourism plans
- Create and update a tourism website
- Source and present information.

**Critical Aspects of Assessment**

Evidence of the following is essential:

- Understanding of host enterprise policies and procedures in regard to interactions with local communities, government agencies and industry associations, including protocols relating to public meetings, media liaison and making public comment on behalf of the enterprise
- Demonstrated ability to research a nominated host community and:
  - Identify the community stakeholders
  - Identify and describe the tourism-related issues impacting on the community
  - Identify and describe the potential tourism-related issues that have the potential to impact on the community

- Identify and describe the costs of tourism to the local community
- Identify and describe the benefits of tourism to the local community
- Identify the motivations for visitors to visit the local community
- Identify, describe and suggest viable solutions to tourism issues that have the potential to cause conflict in the host community
- Demonstrated ability to prepare appropriate and accurate resources and information for inclusion in a host community awareness program on a nominated tourism issue impacting on a specified host community and deliver that program to a designated group in a specified setting.

**Context of Assessment**

Assessment must ensure:

Actual or simulated workplace and host community settings for the planning, research, consultation and delivery of host community awareness programs.

**Resource Implications**

- Training and assessment must include a real host community, real people, real issues and actual information and data regarding relevant tourism issues and contexts.

**Assessment Methods**

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

- Observation of practical candidate performance
- Portfolio of documentation produced by the candidate, including records of interviews and meetings, research material identified, plans and program materials developed
- Feedback from stakeholders who have participated in the consultative and delivery process relating to project work
- 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	1	Research issues that are relevant to and impact on the host community
Communicating ideas and information	2	Share information with identified stakeholders
Planning and organising activities	3	Determine the research, planning, presentation and dissemination functions of the program
Working with others and in teams	2	Organise community and other meetings
Using mathematical ideas and techniques	1	Calculate statistics that relate to identified tourism issues
Solving problems	2	Resolve tourism issues that have the potential to negatively impact on the host community
Using technology	1	Use communication technologies to disseminate host community awareness programs