

# Competency Standard

<b>UNIT TITLE:</b> MONITOR TOURISM OPERATIONS		<b>NOMINAL HOURS:</b> 80
<b>UNIT NUMBER:</b> D2.TTO.CL4.12		
<b>UNIT DESCRIPTOR:</b> This unit deals with skills and knowledge required to monitor social, cultural, environmental, political, legal and technological factors that impact on the macroeconomic and microeconomic performance of tourism activity and operations		
<b>ELEMENTS AND PERFORMANCE CRITERIA</b>	<b>UNIT VARIABLE AND ASSESSMENT GUIDE</b>	
<p><b>Element 1: Describe the social and cultural impacts of tourism operations</b></p> <p><b>1.1</b> Classify and describe the <i>social impacts</i> of tourism operations</p> <p><b>1.2</b> Rate the <i>collective and individual changes</i> as a result of tourism operations</p> <p><b>1.3</b> Classify and describe the <i>cultural impacts</i> of tourism operations</p> <p><b>1.4</b> Identify examples of appropriate and inappropriate tourism operations</p> <p><b>1.5</b> Identify <i>factors affecting cultural sustainability</i> in tourism operations</p> <p><b>1.6</b> Evaluate the impact, effectiveness and potential future of <i>policies</i> relating to tourism and social and cultural impacts</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 all industry sectors that are involved in, or considering involvement in, tourism operations within the labour divisions of the hotel and travel industries and may include:</p> <p>1. Tour Operation</p> <p><i>Social impacts</i> may include:</p> <ul style="list-style-type: none"> <li>• Social re-location and dislocation</li> <li>• Changes in crime types and rates</li> <li>• Introduction of diseases and pests</li> <li>• Status alterations.</li> </ul> <p><i>Collective and individual changes</i> may relate to:</p> <ul style="list-style-type: none"> <li>• Value systems</li> <li>• Community structures</li> </ul>	

<p><b>Element 2: Describe the environmental impacts of tourism operations</b></p> <p><b>2.1</b> Identify the <i>basic principles of sustainability</i> in tourism</p> <p><b>2.2</b> Describe <i>the relationship between the environment and tourism</i></p> <p><b>2.3</b> Quantify the <i>impact of tourism operations on the environment</i></p> <p><b>2.4</b> Evaluate the impact, effectiveness and potential future of <i>policies</i> relating to tourism and environmental impacts</p> <p><b>Element 3: Describe the macroeconomic factors impacting on tourism operations</b></p> <p><b>3.1</b> Identify <i>demand and supply factors</i> impacting on tourism operations</p> <p><b>3.2</b> Identify and describe factors creating <i>elasticity of demand</i> for tourism operations</p> <p><b>3.3</b> Describe <i>the economies of countries</i> from which in-bound tourists are sourced</p> <p><b>3.4</b> Describe the impact of <i>macroeconomic factors</i> on the tourism industry</p> <p><b>3.5</b> Evaluate the short- and long-term changes in <i>macroeconomic aggregates</i> on tourism operations</p> <p><b>3.6</b> Compare local tourism industry performance against those of relevant other countries</p>	<ul style="list-style-type: none"> <li>• Lifestyle issues.</li> </ul> <p><i>Cultural impacts</i> may include:</p> <ul style="list-style-type: none"> <li>• Art, dance and music</li> <li>• Storytelling, including legends and histories</li> <li>• Foods</li> <li>• Artefacts</li> <li>• Symbols and symbolic actions</li> <li>• Rituals, rites, ceremonies and celebrations</li> <li>• Heroes, significant figures and individuals</li> <li>• Beliefs, assumptions and attitudes</li> <li>• Language</li> <li>• Religion</li> <li>• Dress.</li> </ul> <p><i>Factors affecting cultural sustainability</i> may include:</p> <ul style="list-style-type: none"> <li>• Types of tourism operations in use</li> <li>• Numbers of tourists involved</li> <li>• Type of activities engaged in</li> <li>• Extent of liaison and cooperation with local communities</li> <li>• Level of monitoring of agreed codes of practice and acceptable behaviour.</li> </ul> <p><i>Policies</i> may include:</p> <ul style="list-style-type: none"> <li>• Enterprise-specific policies and procedures</li> <li>• Policies imposed by all regulatory authorities, international, national, regional, urban or other</li> </ul>
---	--

<p><b>Element 4: Describe the effects of microeconomic factors on tourism operations</b></p> <p><b>4.1</b> Differentiate between <i>microeconomic factors</i> and macroeconomic factors impacting on tourism</p> <p><b>4.2</b> Track changes in <i>cost structures and establishment costs</i> in relation to tourism operations</p> <p><b>4.3</b> Evaluate current <i>comparative considerations</i> within the context of tourism operations</p> <p><b>4.4</b> Interpret <i>current policies and initiatives impacting on tourism operations</i></p> <p><b>4.5</b> Quantify changes in discretionary and non-discretionary expenditure within the tourism industry</p> <p><b>4.6</b> Identify the <i>current competitive advantage</i> that exists for the host country/region in relation to tourism operations</p> <p><b>4.7</b> Describe <i>the impact of e-commerce</i> on tourism operations</p> <p><b>4.8</b> Review <i>tourism resource sources, data and interpretive statistical information</i> relating to current tourism operations and emerging trends</p>	<ul style="list-style-type: none"> <li>• Policies imposed by legislation of the host country</li> <li>• Policy settings and targets</li> <li>• Specific issues, as applicable, such as: <ul style="list-style-type: none"> <li>▪ Social justice, equality and discrimination</li> <li>▪ Public health and broader preventative health policies</li> <li>▪ Community development.</li> </ul> </li> </ul> <p><i>Basic principles of sustainability</i> may include:</p> <ul style="list-style-type: none"> <li>• Environmental carrying capacity</li> <li>• Informing visitors on expected behaviours</li> <li>• Site hardening techniques</li> <li>• Technological solutions</li> <li>• Public education campaigns</li> <li>• Barriers and constructions to restrict or limit access to areas and sites</li> <li>• Staged authenticity</li> <li>• Setting limits of acceptable change (LAC)</li> <li>• Zoning of threatened areas</li> <li>• Total bans on access to nominated areas</li> <li>• Involvement of local community in identifying changed situations</li> <li>• Scheduling of visitations to govern access and use</li> <li>• Consideration of restricting access to times of suitable weather conditions and/or seasons</li> <li>• Limitations on the size of visiting groups</li> <li>• Bans on entry of nominated items, including pets, certain vehicles</li> </ul>
--	--

<p><b>Element 5: Describe the political and legal influences and impacts on tourism operations</b></p> <p><b>5.1</b> Describe the <i>ethical considerations</i> that currently apply to tourism operations</p> <p><b>5.2</b> Describe the state of <i>political stability</i> in the host country and countries from which in-bound tourists are sourced</p> <p><b>5.3</b> Describe the political and <i>legal restrictions</i> that currently exist on entry to the host country/region</p> <p><b>5.4</b> Define the <i>legal requirements</i> that currently apply to conducting tourism operations in the host country/region</p> <p><b>5.5</b> Describe the function of <i>key statutory host countries bodies</i> in relation to tourism operations</p> <p><b>5.6</b> <i>Evaluate the economic impact of national and regional host country security issues</i> on tourism operations</p> <p><b>5.7</b> Identify national and internal tourism growth zones for in-bound tourists</p> <p><b>5.8</b> Describe the impact of current immigration, quarantine and customs regulations on tourism operations</p>	<ul style="list-style-type: none"> <li>• Bans on nominated activities, including hunting, picking flowers, getting near fauna, lighting fires, taking items from the area</li> <li>• Integrating ecological best practice into plans and practical implementation of plans.</li> </ul> <p><i>The relationship between the environment and tourism</i> should address:</p> <ul style="list-style-type: none"> <li>• Identifying endangered or threatened species</li> <li>• Describing past impacts of tourism operations on the environment and ecology</li> <li>• Describing and evaluating past attempts at achieving ecological sustainability in the area</li> <li>• Researching projections relating to the future impact of continuing existing tourism operations</li> <li>• Reviewing reports and environmental and ecological assessments already undertaken</li> <li>• Results of environmental impact studies</li> <li>• Determining the relative balance between costs and disadvantages relating to tourism operations.</li> </ul> <p><i>Impact of tourism operations on the environment</i> may include:</p> <ul style="list-style-type: none"> <li>• Air</li> <li>• Water</li> <li>• Noise</li> <li>• Flora and fauna</li> <li>• Cultural heritage</li> <li>• Marine heritage.</li> </ul> <p><i>Demand and supply factors</i> may include:</p> <ul style="list-style-type: none"> <li>• Economic conditions, including levels of employment, disposable income, interest rates</li> <li>• Currency exchange rates</li> <li>• Current tourism alternatives available for tourists to choose from</li> </ul>
---	---

- New entrants into /opposition to the tourism market
- Amount of leisure time available
- Amount of trade being conducted between the host country and overseas destinations
- Special events, such as Olympics, cultural/religious festivals.

*Elasticity of demand* refers to:

- The effect that price changes have on demand for tourism products and services.

*Describe the economies of countries* may include:

- Identifying inflation rates
- Identifying currency exchange rates
- Describing economic indicators and measures
- Describing the economic system/types of economies in operation.

*Macroeconomic factors* may include:

- Growth
- Employment
- Inflation
- National income
- Rate of growth
- Gross domestic product (GDP)
- Price levels.

*Macroeconomic aggregates* must include:

- Supply
- Demand.

*Microeconomic factors* may include:

- Patterns of supply and demand
  - Determination of price and output in individual markets
  - Influence of government policies
  - Resource allocation
  - Income distribution.
- Cost structures and establishment costs* may include:
- New and revised fees and charges that apply to tourism operations
  - Consideration of out-sourcing of service functions
  - Level, extent and trends relating to industry-related costs.
- Comparative considerations* are contextual in nature and may include:
- Social
  - Ethical
  - Financial
  - Operational.
- Current policies and initiatives impacting on tourism operations* may include:
- Trade agreements
  - Structural economic reforms
  - Currency exchange rates
  - Initiatives undertaken by peak industry bodies including government agencies.
- Current competitive advantage* may include:
- Events
  - Seasonal considerations
  - Access issues

- Currency exchange rates
  - Destinations, attractions and experiences available
  - Reputation of the destination
  - State of the economy
  - Political stability.
- The impact of e-commerce must include:*
- Impact of internet information provision, including on-line responses to enquiries
  - Impact of internet booking facilities
  - Impact of internet payment facilities
  - Impact of internet on e-ticketing.
- Tourism resource sources, data and interpretive statistical information may include:*
- Private market research
  - Fee-for-service tourism data
  - Publications/reports from industry peak bodies and relevant government agencies.
- Ethical considerations may include:*
- Truth and honesty in advertising
  - Gratuities
  - Delivering products and services as promised/advertised
  - Transparency in dealings
  - Provision of guarantees and warranties
  - Membership of peak industry bodies, including adherence to industry-wide standards and codes of practice incorporating complaints handling procedures, refund policies, ethical conduct and treatment of customers.

*Political stability* may relate to:

- Coups
- Changes of government
- Political upheavals.

*Legal restrictions* may include:

- Bans that exist on travel
- Prohibitions that apply to classes of people
- Limitations on granting of passports and visas.

*Legal requirements* may include:

- Initial establishment criteria, including mandatory requirements, options available
- Qualifications and other requirements of new entrants into the industry
- Insurance coverage
- Ongoing compliance requirements
- Changes to legislation
- General business registration requirements with relevant government agencies.

*Key statutory host countries bodies* are:

- Agencies and government departments who have responsibilities relating to the establishment, registration, conduct and monitoring of industry organisations.

*Evaluate the economic impact of national and regional host country security issues* may include:

- Assessing the state of national security
- Reviewing the tourism-related fallout of significant security threats and events
- Evaluating the actions taken to mitigate negative tourism impacts.

**Assessment Guide**

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

- Enterprise policies and procedures in regard to entering a new tourism market and/or remaining in an existing tourism market
- Understanding of the business plans and strategic directions of the host enterprise
- Ability to apply research skills and analyse captured data
- Ability to interpret tourism industry data, research information and policies
- General knowledge of the tourism industry and relevant sub-sectors with specialist knowledge regarding countries with which, or in which, the host enterprise has a current or potential commercial interest
- Understanding of terminology relating to social, economic, environmental and cultural factors impacting on tourism operations
- Ability to apply communication, forecasting, interpersonal and statistical manipulation skills.

**Linkages To Other Units**

- Access and retrieve computer-based data
- Develop a marketing strategy and coordinate sales activities
- Develop new products and services
- Use common business tools and technology
- Manage legal requirements for business compliance
- Develop and update tourism industry knowledge
- Demonstrate/observe respect for indigenous cultures
- Develop and coordinate appropriate cultural tourism activity
- Maintain contacts with handling agents

- Plan, develop and evaluate interpretive activities
- Plan, trial and implement minimal impact operations
- Manage operational risk
- Assess and plan tourism opportunities for local communities
- Construct and apply tourism product research
- Develop and monitor culturally appropriate tourism activity
- Develop, manage and evaluate local marketing strategies
- Develop/monitor ecologically sustainable tourism operations
- Manage and monitor innovative tourism programs and projects.

**Critical Aspects of Assessment**

Evidence of the following is essential:

- Understanding of host enterprise policies and procedures in regard to entering a new tourism market and/or remaining in an existing tourism market
- Demonstrated ability to produce a comprehensive, current, written report detailing the impact of relevant factors, which may include social, political, cultural, environmental, economic and other factors, on the tourism operations of a nominated business, region or country.

**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; 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
- Portfolio evidence
- Problem solving
- Role plays
- 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*

<b>Key Competencies</b>	<b>Level</b>	<b>Examples</b>
Collecting, organising and analysing information	3	Evaluate tourism data
Communicating ideas and information	2	Share conclusions reached regarding the impacts on tourism operations
Planning and organising activities	2	Schedule research and analysis activities
Working with others and in teams	2	Liaise with industry personnel and bodies to obtain required information

	Using mathematical ideas and techniques	3	Evaluate statistics relating to tourism operations
	Solving problems	2	Determine options available for negative tourism outcomes
	Using technology	1	Use the internet to research identified topics