



## Background

The SIT07 Tourism, Hospitality and Events Training Package is being reviewed as part of the continuous improvement process. The entire training package is expected to be reviewed by the end of 2012. The initial focus of the review will be the tourism components of the training package. This will be followed by a review of the hospitality and events components.

The Tourism qualifications currently include:

- Certificate I in Tourism (Australian Indigenous Culture)
- Certificate II in Tourism
- Certificate III in Tourism
- Certificate III in Tourism (Retail Travel Sales)
- Certificate III in Tourism (Tour Wholesaling)
- Certificate III in Tourism (Visitor Information Services)
- Certificate III in Tourism (Guiding)
- Certificate IV in Tourism (Guiding)
- Certificate IV in Tourism
- Diploma of Tourism
- Advanced Diploma of Tourism
- Certificate II in Holiday Parks and Resorts
- Certificate III in Holiday Parks and Resorts
- Certificate IV in Holiday Parks and Resorts
- Diploma of Holiday Parks and Resorts

The Tourism Review is currently in the Project Scoping stage. During the Project Scoping stage, key issues are scoped with key industry stakeholders and a series of recommendations are made to guide the training package reform. The project will then move into the Drafting stage, where the recommendations will be incorporated into draft qualifications and units of competency.



## Document Purpose

The Tourism Review Scoping Paper outlines the keys issues being considered in the review.

The issues presented in the paper address the **qualifications, competency standards, and assessment and implementation** of the national training package. The issues have been raised in a range of forums, including Service Skills Australia's online feedback register, the skills council's Industry Advisory Committee and technical working groups, workshops and discussions.

These issues have been raised by a range of stakeholders, including representatives from industry associations and registered training organisations:

<i>Accor</i>	<i>FS Learning</i>
<i>Airtickets</i>	<i>FutureNow Creative and Leisure Industries Training Council</i>
<i>Amadeus</i>	<i>Garfish Restaurants</i>
<i>Anita Clark Tourism Services</i>	<i>Globenet Travel</i>
<i>ATS Pacific</i>	<i>Harvey World Travel</i>
<i>Australia Federation of Travel Agents</i>	<i>Hostec International</i>
<i>Australasian Casino Association</i>	<i>House of Travel</i>
<i>Australian Hotels Association</i>	<i>HRG</i>
<i>Australian Pacific Touring</i>	<i>Industry and Investment, NSW Government</i>
<i>Australian Services Union</i>	<i>International Air Transport Association</i>
<i>Australian Tourism Export Council</i>	<i>International Cruise Council Australasia</i>
<i>Bridgeclimb</i>	<i>Jetset Training College</i>
<i>Campbell Page</i>	<i>Jetset Travelworld Group</i>
<i>Captain Cook Cruises</i>	<i>Liquor, Hospitality, Miscellaneous Union</i>
<i>Caravan, RV &amp; Accommodation Industry of Australia</i>	<i>Living Well Enterprise</i>
<i>Carlsonwagonlyt</i>	<i>Meetings and Events Australia</i>
<i>CATO</i>	<i>MEGT Australian Apprenticeships</i>
<i>CHARTTES Training Advisory Council</i>	<i>MTA</i>
<i>Clubs Australia</i>	<i>National Tourism Alliance</i>
<i>Contrail Training Solutions Pty Ltd</i>	<i>NMIT Hospitality &amp; Tourism</i>
<i>CTM</i>	<i>Outback NSW Tourism</i>
<i>Department of Education and Training, Queensland</i>	<i>Personalised Training Consultancy</i>
<i>Department of Resources, Energy and Tourism</i>	<i>Phil Hoffmann Travel</i>
<i>Food Tourism and Hospitality Industry Skills Advisory Council South Australia</i>	<i>Qantas Group</i>
	<i>Queensland Tourism Industry Council</i>

<i>Regional Tourism Network</i>	<i>TAFE Victoria</i>
<i>Restaurant &amp; Catering Australia</i>	<i>Tangalooma</i>
<i>Riverlife and Tangatours</i>	<i>Tourism and Hospitality Catering Institute of Australia</i>
<i>Sabre Pacific</i>	<i>Tourism and Transport Forum Australia</i>
<i>Service Skills NSW</i>	<i>Tourism Industry Council NSW</i>
<i>Service Skills Victoria</i>	<i>Tourism NSW</i>
<i>Skills Tasmania</i>	<i>Tourism NT</i>
<i>South Australian Tourism Industry Council</i>	<i>Tourism Queensland</i>
<i>St Columban's College</i>	<i>Tourism Wollongong</i>
<i>Stella Travel Services</i>	<i>Travellers Choice</i>
<i>Sunshine Coast Destination Ltd TAFE NSW</i>	<i>Travelscene American Express</i>
<i>TAFE NSW</i>	<i>Victoria Tourism Industry Council</i>
<i>TAFE Queensland</i>	<i>Victoria University</i>
<i>TAFE South Australia</i>	

## Qualifications

### Career Pathways with Tourism

One of the key advantages of working within the tourism industry is the range of career paths available to the workforce. There is an opportunity for industry, with the support of education and training providers, to clarify and promote these opportunities more effectively.

The training package and the training package support materials should be updated to reflect the tourism career pathways more effectively.

#### Next Steps

The following analysis work is underway, and updates are being drafted:

- Develop examples of potential career pathways, capturing both horizontal and vertical pathways, and incorporate into the training package support materials
- Review the job roles described in the training package
- Clarify entry and work experience requirements for qualifications
- Where appropriate, promote pathways with other training packages. For example, it may be appropriate to promote the pathway between the guiding qualifications (Tourism, Hospitality and Events Training Package) and the outdoor recreation qualifications (Sport, Fitness and Recreation Training Package).

The analysis and drafting stage will be followed by national consultation on the proposed changes.

## Travel Career Pathway

The travel industry is an important and distinct component within the broader tourism industry. There is an opportunity in the Tourism review to re-align the training package to better reflect the travel industry. This formal recognition of the travel industry will help clarify the travel career pathway.

### Next Steps

The following analysis work is underway:

- A comparative analysis of the Travel-related qualifications with the other Tourism qualifications represented in the training package, e.g. compare completion rates, employment data statistics
- Update the training package to better represent the Travel industry, as required. This may include:
  - Updating the training package title to “Hospitality, Events, Travel and Tourism”
  - Renaming qualifications to incorporate “travel”, e.g. Certificate III in Tourism (Travel), Diploma of Tourism (Travel), etc.
  - Incorporate current industry terminology throughout the training package

## Qualification Structure

Review the qualification structure in light of the current and anticipated industry environment.

### Next Steps

The following analysis work is underway, and updates are being drafted:

- Review Certificate III in Tourism (Tour Wholesaling) and Certificate III in Tourism (Guiding). Currently there is significant overlap in core units for these qualifications.
- Review Certificate IV in Tourism and Diploma of Tourism. Currently, there is some overlap between these two qualifications.
- Review Certificate III in Tourism (Tour Wholesaling) for coverage of outbound and inbound components
- Holistic units for tourism. Confirm whether holistic units are required for tourism.

*The training package currently includes holistic units for **hospitality**. Examples of the hospitality holistic units include:*

*SITHCCC027A Prepare, cook and serve food for food service*

*SITHCCC028A Prepare, cook and serve food for menus*

*SITHFAB020A Apply food and beverage skills in the workplace*

*SITHFAB021A Provide and coordinate food and beverage service*

*SITHIND002A Apply hospitality skills in the workplace*

*SITHIND003A Provide and coordinate hospitality service*

*These holistic units are designed to support the integration of the full range of individual, organisational, and technical skills that make up a job role. These units require demonstration of integrated skills on multiple occasions within the specified industry environment. Generally, these integrated skills would be achieved through an Australian Apprenticeship pathway, or a significant period of work experience in industry to allow collection of sufficient evidence.*

- NQC Flexibility policy. Review the following qualifications in light of the [flexibility policy](#):

Qualification	Additional Electives Required to Meet 1/3 Rule	Additional Electives Required to Meet 1/6 Rule
Certificate III in Tourism (Tour Wholesaling)	3	2
Certificate III in Tourism (Visitor Information Services)	1	1

The analysis and drafting stage will be followed by national consultation on the proposed changes.

## Competency Standards

### Practical Placements

Complementing institution based learning with practical, on-the-job experience is well recognised by industry and educators. The practical placement requirements of the training package could be strengthened.

#### Next Steps

The following analysis work is underway, and updates are being drafted:

- Review the practical placement requirements into the training package and ensure they reflect industry and education requirements.
- Review the available support materials for employers and students across the placement lifecycle, and develop support materials to address gaps. These may include templates for preparing for, during, and after the placement.

The analysis and drafting stage will be followed by national consultation on the proposed changes.

### Leadership, Business and Innovation

Leadership skills are essential for developing leaders within the industry. Similarly, business and innovation skills are essential for the ongoing resilience and profitability of the industry.

The review should include an assessment of the knowledge and skill requirements for business management, leadership, and innovation, particularly for small and medium tourism enterprises.

#### Next Steps

The following analysis work is underway, and updates are being drafted:

- Confirm industry requirements for these skills. Areas of interest include:
  - Crisis management
  - Mentoring
  - Micro, small and medium businesses
  - Product innovation

- Conduct a gap analysis of industry requirements against the units currently available in the Tourism, Hospitality and Events Training Package, including a review of imported units. Update the training package, as appropriate.

The analysis and drafting stage will be followed by national consultation on the proposed changes.

## **eBusiness and eMarketing**

Information technology and communication continues to play a critical role for the tourism industry. However, a significant portion of tourism operators are not capitalising on the opportunities provided by innovations in technology.

### **Next Steps**

The following analysis work is underway, and updates are being drafted:

- Confirm industry requirements. Areas of interest include:
  - Business intelligence and analytics
  - Marketing to individuals and networks using a range of social media, e.g. Twitter, Facebook, referral sites
  - Online booking
  - Search engine optimisation
  - Targeting mobile applications and just-in-time visitor servicing
- Conduct a gap analysis of industry requirements against the units currently available in the Tourism, Hospitality and Events Training Package, including a review of imported units. Update the training package, as appropriate.
- Review support resources available. Develop and promote resources, as appropriate, e.g. the Australian Tourism Data Warehouse [Tourism eKit](#) is an existing resource for tourism operators to use the internet to support their business.

The analysis and drafting stage will be followed by national consultation on the proposed changes.

## **Customer Service and Sales**

The success of the tourism industry relies significantly on the customer service and sales skills of the workforce. Highlighting customer service and sales skill in the training package is one method of lifting the profile of these skills.

### **Next Steps**

The following analysis work is underway, and updates are being drafted:

- Conduct a gap analysis of industry requirements against the units in the training package, including imported units. Areas of interest include:
  - Industry's definition of customer service
  - Customer service across the Australian Qualifications Framework levels
  - Foundation knowledge of transport in tourism, e.g. air, rail, sea
  - Cultural awareness and cultural sensitivity skills
  - Language skills

Update the training package, as appropriate.

The analysis and drafting stage will be followed by national consultation on the proposed changes.

## **Travel Distribution**

The travel distribution industry has changed considerably over the past years. The review should ensure the core travel distribution skills and knowledge are adequately addressed in the training package.

### **Next Steps**

The following analysis work is underway, and updates are being drafted:

- Conduct a gap analysis of industry requirements against the units in the training package. Areas of interest include:
  - Customer service skills
  - Travel product knowledge
  - Destination knowledge

The analysis and drafting stage will be followed by national consultation on the proposed changes.

## **Cruise Ships**

Review the national training package to ensure the tourism components of cruise ships are adequately addressed.

### **Next Steps**

The following analysis work is underway:

- Conduct a gap analysis of tourism requirements against the units currently available in the Tourism, Hospitality and Events Training Package. Update the training package, as appropriate.

The analysis and drafting stage will be followed by national consultation on the proposed changes.

## **Consolidate Existing Units**

Due to changes within industry and to the workplace, it may be appropriate to consolidate some units of competencies.

### **Next Steps**

The following analysis work is underway:

Review the following units to confirm whether they should be consolidated:

- SITXCOM004A Communicate on the Telephone and SITXCOM001A Work with Colleagues and Customers

The analysis and drafting stage will be followed by national consultation on the proposed changes.

## **Review Pre-requisites**

The Tourism Review provides the ideal conditions for reviewing the pre-requisites rules to confirm usefulness and currency.

### **Next Steps**

The following analysis work is underway:

Review the relationships between the following units and pre-requisite to ensure they are still applicable to industry:

- SITTTOP005A Provide Camp site catering and its two pre-requisites, SITXFSA001A Implement food safety procedures and SITXOHS002A Follow workplace hygiene procedures
- SITTTSL006B Prepare quotations is a pre-requisite for SITTPPD003B Source and package tourism products, and has a pre-requisite of SITTTSL002A Access and interpret product information

The analysis and drafting stage will be followed by national consultation on the proposed changes.

## **Sustainability in cross sector units**

In 2010, the core tourism, hospitality and events units were updated to address gaps in environmental, economical, and social sustainability. A similar exercise will be carried out for the cross sector units during the Tourism Review.

### **Next Steps**

The following updates are being drafted:

- Update the cross sectors units to address environmental, economical, and social sustainability, as appropriate.

The drafting stage will be followed by national consultation on the proposed changes.

## Assessment and Implementation

The current Tourism, Hospitality and Events Training Package incorporates legislative, registration and environmental requirements for trainers, assessors, and assessments. These should be reviewed as part of the Tourism Review.

There is also a range of activities that will take place in preparation for implementation of the updated training package, e.g. establishing the Right Way Program and updating the training package User Guide.

### Next Steps

The following analysis should be conducted during consultation and validation of the proposed changes to the training package:

- Review the assessment guidelines, including the vocational competence requirements, in light of any changes to the tourism qualifications and competency standards.
- Establish the Right Way Program implementation products and services. The goal of the program is to provide industry recognition of:
  - Quality training and assessment facilities
  - Quality trainers and assessors
  - Quality learning resources
- Develop “minimum learning and assessment hours” guidelines for the national training package. These guidelines would outline industry’s expectations on learning and assessment hours required to attain the necessary level of learning. Incorporate this into the training package support materials, e.g. User Guide.

## VET Products for the 21<sup>st</sup> Century

The National Quality Council (NQC) is developing a new design model for a training package and its companion volume. This new design model is a primary outcome of the VET Products for the 21<sup>st</sup> Century project.

Any additional development effort that arises from the new design model will be incorporated into the training package review and the ongoing continuous improvement activities.

## Participating in the Training Package Review

Provide feedback on the Tourism, Hospitality and Events Training Package on Service Skills Australia’s [online feedback register](#) or email [tma@serviceskills.com.au](mailto:tma@serviceskills.com.au).

Service Skills Australia will be conducting national consultation and validation during the training package review. Information about these consultation workshops will be on the Service Skills Australia’s [website](#).

You can also [subscribe](#) to Service Skills Australia’s news alerts and eNewsletter for updates on the Tourism, Hospitality and Events Training Package Review.