

PROMOTE SUSTAINABLE TOURISM

UNIT CODE: TO/OS/TM/CR/10/5/A

Unit description:

This unit describes the competencies required to promote sustainable tourism. It involves, implementing sustainable tourism management system, implementing CSR strategy, adopt industry codes of conduct, incorporating sustainability approaches in organizations practises and preparing sustainability reports. It applies in the tourism and travel industry

Elements and Performance Criteria Element These describe the key outcomes which make the workplace function	PERFORMANCE CRITERIA These are assessable statements which specify the required level of performance for each of the elements. <i>(Bold and italicised terms are elaborated in the Range)</i>
1. Implement sustainable tourism management strategy	1. 1 <i>Components of a sustainable tourism management strategy</i> are identified based on industry best practice. 1. 2 Components of a sustainable tourism management strategy are analysed, evaluated and selected based on <i>National and international legislations.</i> 1. 3 Sustainable tourism management strategy is designed and established based on selected components and industry best practice.

<p>2. Implement CSR strategy</p>	<p>2.1 Stakeholders are identified as per the CSR objectives</p> <p>2.2 The effect of organizations activities on stakeholders is established based the CSR survey</p> <p>2.3 CSR strategy is developed based the identified effects</p> <p>2.4 Stakeholders are informed and capacity built as per SOPs, organizations objectives and communication policy.</p> <p>2.5 CSR implementation plans are developed as per sustainable tourism management principles.</p> <p>2.6 <i>Social and economic benefits</i> to local communities are maximized as per sustainable tourism management principles.</p> <p>2.7 <i>Cultural and religious heritage is enhanced</i> as per sustainable tourism management principles.</p> <p>2.8 <i>Negative impacts to the environment</i> are minimized and benefits maximized as per sustainable tourism management principles.</p> <p>2.9 Opportunity to enhance customer’s satisfaction are created and exploited based on sustainable tourism management principles.</p>
<p>3. Adopt industry codes of conduct</p>	<p>3.1 Industry codes of conduct are identified as per the workplace needs</p> <p>3.2 Industry codes of conduct are classified as per the objectives of the organization</p> <p>3.3 Elements of the industry codes of conduct are established as per the industry best practices</p> <p>3.4 Industry codes of conduct are analysed as per the workplace policy</p> <p>3.5 Industry codes of conduct design approaches are established as per the SOP</p> <p>3.6 Guidelines for industry codes of conduct are developed as per the workplace policy</p>

4. Incorporate sustainability approaches in organisations practices	<p>4.1 <i>Tools for monitoring</i> the implementation of sustainable tourism management system are developed based on the components.</p> <p>4.2 Sustainability tourism implementation plans are monitored and reviewed based on experience.</p> <p>4.3 Social and economic benefits to local communities are monitored based on sustainable tourism management principles.</p> <p>4.4 Impacts on cultural and religious heritage is monitored based sustainable tourism management principles.</p> <p>4.5 Impacts on the environment are monitored based on sustainable tourism management principles.</p> <p>4.6 Customer satisfaction is monitored and corrective actions taken as per SOPs and based on organizations' objectives.</p>
5. Prepare sustainability reports on tourism	<p>5.1 Reports on sustainable tourism management are prepared, evaluated and disseminated as per SOPs.</p> <p>5.2 Action is taken based on the recommendations of the reports as per SOPs</p>

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

Variable	Range <i>May include but is not limited to:</i>
1. Components of a sustainable tourism management system	<ul style="list-style-type: none"> • Economic impacts • Socio-cultural impacts • Environmental impacts
2. National and international legislations.	<ul style="list-style-type: none"> • Tourism Act 2011 • TRA Act 2014 • Public health Cap 242s • OSH Act 2007 • EMCA 1999 • Wildlife conservation and management Act 2013 (No. 47 of 2013) • Employment Act 2007 • The Children and Social Work Act 2017

Variable	Range <i>May include but is not limited to:</i>
	<ul style="list-style-type: none"> • IATA, KATA, KATO • <i>CITES</i> • Kyoto protocol • Paris summit accord • UN Sustainable Development Goals
3. Economic impacts	<ul style="list-style-type: none"> • Positive impacts • Negative impacts • Sustainability approach
4. Socio-cultural impacts	<ul style="list-style-type: none"> • Positive impacts • Negative impacts • Sustainability approach
5. Environmental impacts	<ul style="list-style-type: none"> • Positive impacts • Negative impacts • Sustainability approach
6. Tools for monitoring	<ul style="list-style-type: none"> • Checklist • Questionnaires • Reports • Interview guides • Quality of life and experiences • Surveys

REQUIRED SKILLS AND KNOWLEDGE

Required Skills:

- Persuasion
- Numeracy
- Communication
- Interpersonal relationship
- Risk assessment
- Negotiation
- Analytical
- Decision making
- Problem solving
- ICT skills
- Report writing
- Organizational

- Leadership
- Teamwork
- Attention to details

Required knowledge:

- Environmental management
- Environmental conservation
- Tourism economics
- Sociology of tourism
- Ecotourism
- Tourism destination knowledge
- Principles of management
- Human resource management
- Legal aspects of tourism
- Culture and religious inclinations of communities
- Project management principles
- Marketing principles
- Components of tourism products
- Range of tourism suppliers
- Customer service
- Customer care knowledge
- Service standards
- Feedback mechanisms
- Tourism source markets

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EVIDENCE GUIDE

<p>1. Critical aspects of competency</p>	<p><i>Assessment requires evidence that the candidate:</i></p> <ul style="list-style-type: none"> 1.1 Correctly identified components of a sustainable tourism management system. 1.2 Appropriately analysed, evaluated and selected components of a sustainable tourism management system 1.3 Appropriately designed and established sustainable tourism management system 1.4 Promptly informed and capacity built stakeholders on sustainable tourism management. 1.5 Efficiently developed sustainability implementation plans for the system. 1.6 Maximized economic benefits to local communities 1.7 Enhanced socio-cultural benefits to the local community 1.8 Minimized negative impacts to the positive environmental impacts are maximized benefits. 1.9 Created and exploited opportunities to enhance tourist's satisfaction 1.10 Correctly developed tools for monitoring the implementation of sustainable tourism management system 1.11 Effectively monitored and reviewed sustainable tourism implementation plans 1.12 Effectively monitored economic impacts to local communities 1.13 Effectively monitored impacts on socio-cultural aspects 1.14 Effectively monitored impacts on the environment 1.15 Effectively monitored tourist satisfaction and took corrective actions 1.16 Prepared, evaluated and disseminated reports on sustainable tourism management 1.17 Correctly implemented sustainable tourism management reports recommendations.
<p>2. Resource implications</p>	<p>The following resources should be provided:</p> <ul style="list-style-type: none"> 2.1 A functional tour office 2.2 Simulated training office
<p>3. Methods of assessment</p>	<p>Competence in this unit MAY be assessed through:</p> <ul style="list-style-type: none"> 3.1 Observation 3.2 Written tests

	3.3 Projects 3.4 Oral questioning 3.5 Portfolio 3.6 Third party report
4. Context of assessment	Competence may be assessed: <ul style="list-style-type: none"> • On-the-job; • Off-the-job • During workplace attachment/experience
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry, workplace and job role is recommended.

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