

PROMOTE SUSTAINABLE TOURISM

UNIT CODE: TO/OS/TM/CR/10/6

Unit Description

This unit describes the competencies required to promote sustainable tourism. It involves developing sustainable tourism management system; implementing sustainable tourism management system; monitoring implementation of the sustainable tourism management system and preparing reports on sustainable tourism.

It applies in the Tourism and Travel Industry.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
These describe the key outcomes which make the workplace function.	These are assessable statements which specify the required level of performance for each of the elements. <i>Bold and italicized terms are elaborated in the Range</i>
1. Develop sustainable tourism management system	1.1. Components of a sustainable tourism management system are identified based on industry best practice 1.2. Components of a sustainable tourism management system are analysed, evaluated and selected based on national and international legislations

	1.3. Sustainable tourism management system is designed and established based on selected components and industry best practice
2. Implement sustainable tourism management system	<p>2.1. Stakeholders are informed and capacity built as per SOPs, organization's objectives and communication policy</p> <p>2.2. Effective sustainability implementation plans for the system are developed as per sustainable tourism management principles</p> <p>2.3. <i>Social and economic benefits</i> to local communities are maximized as per sustainable tourism management principles</p> <p>2.4. <i>Cultural and religious heritage is enhanced</i> as per sustainable tourism management principles</p> <p>2.5. <i>Negative impacts to the environment</i> are minimized and benefits maximized as per sustainable tourism management principles</p> <p>2.6. Opportunity to enhance customer's satisfaction are created and exploited based on sustainable tourism management principles</p>
3. Monitor implementation	3.1. <i>Tools for monitoring</i> the implementation of sustainable tourism

<p>of the sustainable tourism management system</p>	<p>management system are developed based on the components</p> <p>3.2. Sustainability tourism implementation plans are monitored and reviewed based on experience</p> <p>3.3. Social and economic benefits to local communities are monitored based on sustainable tourism management principles</p> <p>3.4. Impacts on cultural and religious heritage are monitored based on sustainable tourism management principles</p> <p>3.5. Impacts on the environment are monitored based on sustainable tourism management principles</p> <p>3.6. Customer satisfaction is monitored and corrective actions taken as per SOPs and based on organization's objectives</p>
<p>4. Prepare reports on sustainable tourism</p>	<p>4.1. Reports on sustainable tourism management are prepared, evaluated and disseminated as per SOPs</p> <p>4.2. 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 May include but is not limited to:
1. Components of a sustainable tourism management system	1.1. Socio-economic benefits 1.2. Culture and religious heritage 1.3. Impacts on the environment
2. National and international legislations	2.1. Tourism Act 2010 2.2. Public Health Cap 242 2.3. OSH Act 2007 2.4. EMCA 1999 2.5. Wildlife Conservation and Management Act 2013 (No. 47 of 2013) 2.6. Employment Act 2007 2.7. The Children and Social Work Act 2017 2.8. IATA, KATA, KATO 2.9. CITES 2.10. Kyoto Protocol 2.11. Paris Summit Accord 2.12. UN Sustainable Development Goals

3. Social and economic benefits	3.1. Direct and indirect employment 3.2. Market for products 3.3. Social amenities 3.4. Infrastructure 3.5. Empowered through ownership or partial ownership
4. Cultural and religious heritage is enhanced	4.1. Preservation 4.2. Recognition
5. Negative impacts to the environment	5.1. Pollution 5.2. Degradation
6. Tools for monitoring	6.1. Checklist 6.2. Questionnaires 6.3. Reports 6.4. Interview guides 6.5. Quality of life and experiences

Required Skills and Knowledge

Required Skills

- Communication
- Inter-personal relationship
- Risk assessment
- Negotiation
- Analytical
- Decision making

- Problem solving
- ICT skills
- Report writing
- Organizational
- Leadership
- Teamwork
- Persuasion
- Planning
- Control
- Numeracy
- Attention to details

Required Knowledge

- Tourism destination knowledge
- Principles of management
- Human resource management
- Legal aspects of tourism
- Environment management and conservation
- Culture and religious inclinations of communities
- Project management principles
- Marketing principles
- Components of tourism products
- Range of tourism suppliers
- Customer service
- Customer knowledge
- Service standards
- Principles of sustainable tourism

- Feedback mechanisms
- Tourism source markets

Evidence Guide

<p>1. Critical Aspects of Competency</p>	<p>Assessment requires evidence that the candidate:</p> <ol 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. Timely informed and capacity built stakeholders on sustainable tourism management 1.5. Effectively developed sustainability implementation plans for the system 1.6. Maximized social and economic benefits to local communities 1.7. Enhanced cultural and religious heritage 1.8. Minimized negative impacts to the environment and maximized benefits 1.9. Created and exploited opportunities to enhance customer's satisfaction
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	<p>1.10. Appropriately developed tools for monitoring the implementation of sustainable tourism management system</p> <p>1.11. Effectively monitored and reviewed sustainable tourism implementation plans</p> <p>1.12. Effectively monitored social and economic benefits to local communities</p> <p>1.13. Effectively monitored impacts on cultural and religious heritage</p> <p>1.14. Effectively monitored impacts on the environment</p> <p>1.15. Effectively monitored customer satisfaction and took corrective actions</p> <p>1.16. Prepared, evaluated and disseminated reports on sustainable tourism management</p> <p>1.17. Appropriately implemented sustainable tourism management report's recommendations</p>
2. Resource Implications	2.1. A tour/travel office
3. Methods of Assessment	<p>Competence in this unit may be assessed through:</p> <p>3.1. Observation</p> <p>3.2. Written tests</p> <p>3.3. Projects</p> <p>3.4. Oral questioning</p>

	<p>3.5. Portfolio</p> <p>3.6. Third party report</p>
4. Context of Assessment	<p>Competency may be assessed individually:</p> <p>4.1. On-the-job</p> <p>4.2. Off-the-job</p> <p>4.3. During workplace attachment/experience</p>
5. Guidance information for Assessment	<p>Holistic assessment with other units relevant to the industry, workplace and job role is recommended.</p>

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