

	<b>Unit ID: 559</b>
<b>Domain</b>	<b>LODGE, CAMP AND GUESTHOUSE OPERATIONS</b>
<b>Title:</b>	<b>Plan and develop cultural tourism operations in collaboration with local communities</b>
<b>Level: 5</b>	<b>Credits: 10</b>

### Purpose

This unit standard specifies the competency required to plan and develop cultural tourism operations in collaboration with local communities. It includes assessing tourism opportunities for local communities, planning and developing culturally appropriate tourism operations, developing host community awareness of tourism and monitoring the impact of tourism operations. This unit standard is intended for those who work as supervisors and managers in lodge, camp and guesthouse operations in the hospitality and tourism industry.

### Special Notes

1. Entry information

Prerequisites:

- Unit 42 *Follow workplace health, safety and hygiene procedures in a hospitality establishment* or demonstrated equivalent knowledge and skills
2. Assessment evidence may be collected from a real workplace, or simulated real workplace or an appropriate simulated realistic environment in which hospitality operations are carried out.
  3. All inspection, operation and maintenance procedures associated with the use of tools and equipment shall comply with establishment procedures and manufacturer's instructions.
  4. Culturally appropriate tourism is tourism operations and is particularly relevant for operations that involve substantial cultural content, the inclusion of visits to culturally sensitive sites or a high level of interaction between people of different cultures.
  5. *Safe working practices* include day to day observation of safety policies and procedures, legislative requirements and professional requirements.
  6. *'Specifications'* refers to any, or all of the following: manufacturer's specifications and recommendations, establishment specific requirements.
  7. Regulations and legislation relevant to this unit standard include the following:
    - Labour Act, 15 of 2004
    - Namibia Tourism Board Act 21 of 2000

- Namibia Constitution Chapter 11 *Principles of State Policy*, Article 95: Promotion of the welfare of the people
- Water Resources Management Act, 24 of 2004
- Local Authorities Amendment Act, 14 of 2004
- Roads Authority Amendment Act, 20 of 2004
- Tobacco Act (Draft 2008)
- Liquor Act 6 of 1998
- Public Health Amendment Act 45 of 1976
- The International Health Regulation Act 28 of 1974
- Occupational Health and Safety Regulations No.18, 1997 and all subsequent amendments to any of the above.

### **Quality Assurance Requirements**

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national assessment and moderation requirements. Details of specific accreditation requirements and the national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority. All approved unit standards, qualifications and national assessment arrangements are available on the Namibia Training Authority website [www.nta.com.na](http://www.nta.com.na)

### **Elements and Performance Criteria**

#### **Element 1: Assess tourism opportunities for local communities**

##### **Range**

The feasibility study may include but is not limited to amount and type of funding required, budget projections, predicted return on investment, donations, mentorship in local tourism development.

Seeking information about potential tourism opportunities includes but is not limited to consulting the local community about possible community involvement in tourism, seeking agreement to investigate tourism opportunities; identifying and accessing general information sources on tourism; gathering and using tourism information of specific relevance; obtaining and using information from other communities relating to tourism.

Sources of information may include but are not limited to local, regional, national tourism organizations; other government agencies; research bodies; reports on tourism; privately owned tourism businesses; national parks and land management agencies; other local communities; local people; Internet.

Potential tourism opportunities include but are not limited to tourism retailing operations; tour operations; accommodation development; visits to the community by invited external tour operators; community involvement in providing staff for external operations; community involvement in training for the tourism industry.

Issues relevant to tourism in local communities include but are not limited to consulting relevant tourism industry members on expectations for tourism products

and services; and identifying and analysing potential social and economic impacts on the community; current skill levels, training needs, specialist expertise, potential conflicts between tourism and other community values.

External stakeholders may include but are not limited to the wider community; local businesses; local, regional, national tourism organizations; other government agencies; privately owned tourism businesses; training agencies.

### **Performance Criteria**

- 1.1 A feasibility study is performed for local tourism development in line with establishment requirements and relevant legislation, regulations and Codes of Conduct.
- 1.2 Information about potential tourism opportunities is sought and used in tourism related planning in line with establishment requirements and relevant legislation, regulations and Codes of Conduct.
- 1.3 Issues relevant to tourism in local communities are analysed in line with establishment requirements and relevant legislation, regulations and Codes of Conduct.
- 1.4 External stakeholders are liaised with, including exchanging information and seeking advice and assistance from relevant stakeholders, individuals and organisations outside the community, when required, in line with establishment requirements and relevant legislation, regulations and Codes of Conduct.
- 1.5 The community is consulted about potential tourism opportunities, through relevant, current and accurate information to facilitate informed debate and decisions, in line with establishment requirements and relevant legislation, regulations and Codes of Conduct.
- 1.6 Decisions relating to tourism opportunities are made within the appropriate timeframe, taking into account the wishes of the community and integrating information collected in the assessment process into future planning of tourism activities in line with establishment requirements and relevant legislation, regulations and Codes of Conduct.

### **Element 2: Plan and develop culturally appropriate tourism operations**

#### **Range**

Planning of culturally appropriate tourism operations include but are not limited to consulting individuals and communities in relation to cultural issues which may affect the operation; balancing economic viability and cultural appropriateness; considering economic and social impacts in the planning process; economic returns to local communities; managing and minimising negative tourism impacts and maximising positive impacts; taking account of all information made available by the planning process.

Cultural issues may include but are not limited to appropriate activities; use of cultural information; access restrictions; use of appropriate staff; traditional or

modern values and customs; cultural differences in styles of negotiation and communication.

Impacts on communities may include but are not limited to positive; economic benefits to local community; improved local facilities; employment opportunities; cultural benefits; visitor education; greater understanding between host and visitor cultures; negative; trivialisation of culture; effect on social structures.

Codes of practice and procedures developed by an establishment may relate to but are not limited to operational participation of individuals from the appropriate culture; ensuring that all customer activities are culturally appropriate; sharing information with customers which is culturally appropriate, specific guidance on the use of potentially culturally sensitive information which is accurate and avoids cultural stereotyping; considering copyright and intellectual property issues; educating colleagues about other cultures and societies; encouraging culturally appropriate behaviours through training and education; promoting the need for culturally appropriate behaviour throughout the organisation and with customers; using promotional and other materials to inform colleagues and customers about cultural issues; selecting appropriate staff for different situations; guidelines for language skill requirements; guidance for negotiating contracts in cross-cultural situations.

### **Performance Criteria**

- 2.1 Culturally appropriate tourism operations are planned, incorporating cultural issues at the commencement of the planning process in line with establishment requirements and relevant legislation, regulations and Codes of Conduct.
- 2.2 Culturally appropriate tourism operations are developed and implemented, including codes of practice and procedures for customers and colleagues which show respect for cultural values in line with establishment requirements and relevant legislation, regulations and Codes of Conduct.
- 2.3 The standard of tourism operations is monitored to ensure culturally appropriate practices are maintained in line with establishment requirements and relevant legislation, regulations and Codes of Conduct.
- 2.4 Regular consultation with individuals and local communities is conducted as appropriate, ensuring issues are promptly dealt with and changes are considered to continually improve organisational practices in line with establishment requirements and relevant legislation, regulations and Codes of Conduct.

### **Element 3: Develop host community awareness of tourism**

#### **Range**

A host community is any community which receives visits from tourists.

Education and training for communities includes but is not limited to setting objectives for the education of the local community in accordance with overall goals of the organisation and the community; devising and implementing strategies and programs to maximise the opportunity to inform all sections of the community on

tourism, skills training, entrepreneurship development, tourism management and development.

Stakeholders may include but are not limited to general public; elected officials; senior government officials; community groups; tourism operators; tourism industry associations; trade unions; media.

Strategies and programs to maximise the opportunities to inform the community may include but are not limited to media strategies (e.g. regular tourism column in local newspaper); networking activities (e.g. regular functions between tourism operators and communities); educational activities (e.g. speaking at local schools); sponsorship activities (e.g. tourism sponsorship of local community activities); maximisation of community representation on relevant tourism committees and boards; regular planning activities in conjunction with the local community; information on the Internet.

Costs and benefits of tourism on communities may include but are not limited to benefits; economic benefits to local community; improved local facilities; employment opportunities; cultural benefits, including cultural preservation; visitor education; greater understanding between host and visitor cultures; costs; effect on social structures.

Potential community conflicts may relate to but are not limited to competition for local government resources; conflicting opinions about tourism development options; perceived threat to local facilities by high visitor numbers; conflicting opinions regarding local government levies for tourism; conflict between environmental and business groups.

### **Performance Criteria**

- 3.1 Education and training programs related to tourism operations are collaboratively designed and conducted on an ongoing basis for the community in line with establishment requirements and relevant legislation, regulations and Codes of Conduct
- 3.2 Stakeholders in the host community are identified and engaged in planning and organisation of tourism activities in line with establishment requirements and relevant legislation, regulations and Codes of Conduct.
- 3.4 Potential conflicts relating to tourism are identified and solutions sought in consultation with relevant parties in line with establishment requirements and relevant legislation, regulations and Codes of Conduct.

### **Element 4: Monitor the impact of tourism operations**

#### **Performance Criteria**

- 4.1 The impacts of tourism activities on the local community are monitored and assessed as part of regular management reviews in line with establishment requirements and relevant legislation, regulations and Codes of Conduct.
- 4.2 Appropriate follow-up action is initiated based on assessment of impacts in line with establishment requirements and relevant legislation, regulations and Codes of Conduct.

- 4.3 Courses of action and systems to limit negative impacts are developed and implemented in line with establishment requirements and relevant legislation, regulations and Codes of Conduct.

### **Registration Data**

<b>Subfield:</b>	Hospitality and Tourism
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