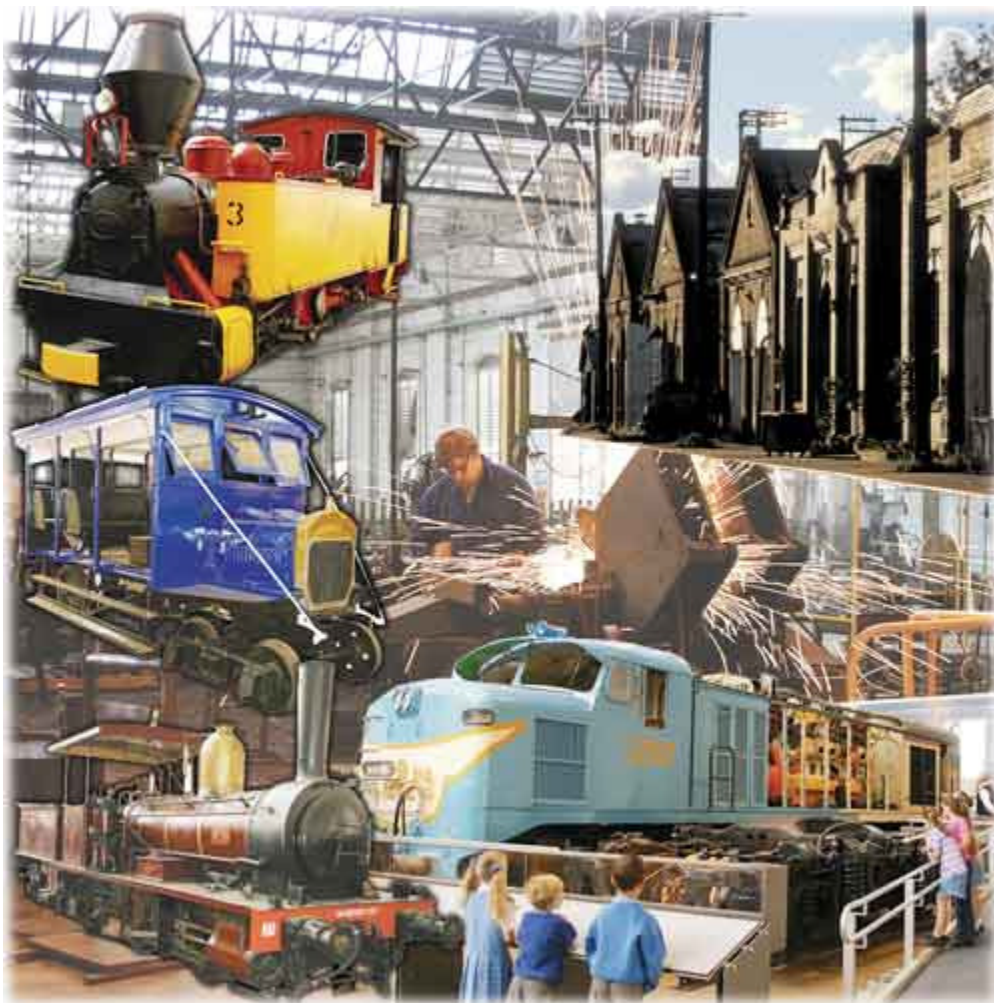


THE WORKSHOPS RAIL MUSEUM

EDUCATION ON TRACK

EMPLOYMENT & CAREERS IN TOURISM



This program has been produced and published by The Workshops Rail Museum, North Street, North Ipswich, Qld, Australia 4305.

The Museum's Vision Statement is:

to be recognised as a creative, innovative and exciting journey of discovery into Australia's rail story.

The Mission Statement is:

to harness the significance of the Workshops precinct by delivering international standard cultural and tourism related activities, education and public programs associated with the interaction of rail on people's lives.

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PURPOSE AND OVERVIEW

The following task is designed to be completed in conjunction with the **Employment and Careers in Tourism presentation**. It can be used as an assessment task. It is aimed at helping students to complete aspects of Senior Tourism as outlined in the pilot syllabus of 2008. Specifically, the task will develop student's knowledge of:

Core understanding 5: Employment and careers in tourism	
<p><i>Employment in the tourism industry is facilitated through training and education in response to client and employer requirements. This is affected by factors of demand and supply, with HR management centred on attracting, motivating, developing and retaining staff.</i></p>	<p>Recommended key ideas</p> <p>Students will use knowledge, understanding, reasoning, research and communication to develop and explore these key ideas.</p> <ul style="list-style-type: none"> • Tourism education and training opportunities. • Tourism employment opportunities, qualifications and career paths. • Examples of job descriptions, conditions and awards. • Needs and expectations of tourism employers. • Occupational health & safety in tourism. • Tourism employment issues. • A successful career in tourism is to be customer focused, flexible and responsive to employer needs.
<p>Suggested learning experiences</p> <ul style="list-style-type: none"> • Visit tourism businesses and/or invite guest speakers to promote education and training opportunities in the tourism industry. • Participate in structured work experience, or in work "shadowing". • Select and organise information to identify sectors of the industry and determine career opportunities and pathways within the industry, including those that may experience shortages in the near future • Analyse a variety of job descriptions to determine suitable attributes required for working in the industry. • Use role-play situations to demonstrate successful customer relations via phone, correspondence or personal contact. • Select and organise information presented by on-site speakers into written documents or spoken presentations. • Interpret, analyse and apply workplace health & safety legislation to determine best practice as it relates to tourism case studies. • Evaluate tourism situations by conducting a workplace health & safety audit. Design responses to the evaluation of these tourism situations. • Analyse case studies to deal with customer complaints and minimise conflict in the workplace. • Use information to construct a flow chart identifying the procedures necessary when dealing with complaints and/or difficult customers. • Describe and explain complex customer requests for travel, holiday arrangements or other services provided by tourism operators. Design responses to these requests. 	

This task will also contain elements of the following units of competency:

SITTIND001A – Develop and update tourism industry knowledge

SITTTSL002A – Assess and interpret product information

SITXCOM001A – Work with colleagues and customers

The task requires students to use a range of thinking skills and this task is a stepping stone to further study and acquisition of knowledge.

CASE STUDY

Task description: As a major tourist destination for the Ipswich region The Workshops Rail Museum supplies the local region with 30 full time jobs in the tourism industry. Visit the Museum and investigate the jobs, positions, salaries and conditions that people are working in. Most of this information can be gathered by attending the **Employment and Careers in Tourism presentation**.

Use this information to complete a PMI table, (plus, minus, interesting) on each position in order to assess the potential employment opportunities the Museum offers. You may also gather further information by speaking to employees who are available on the Museum floor.

PMI Example:

Job	Plus	Minus	Interesting
VSO			
Marketing Manager			
Curator			