



Tourism Training Australia

Digital Micro-Credentials for Tourism and Hospitality

John Hart
CHAIRMAN

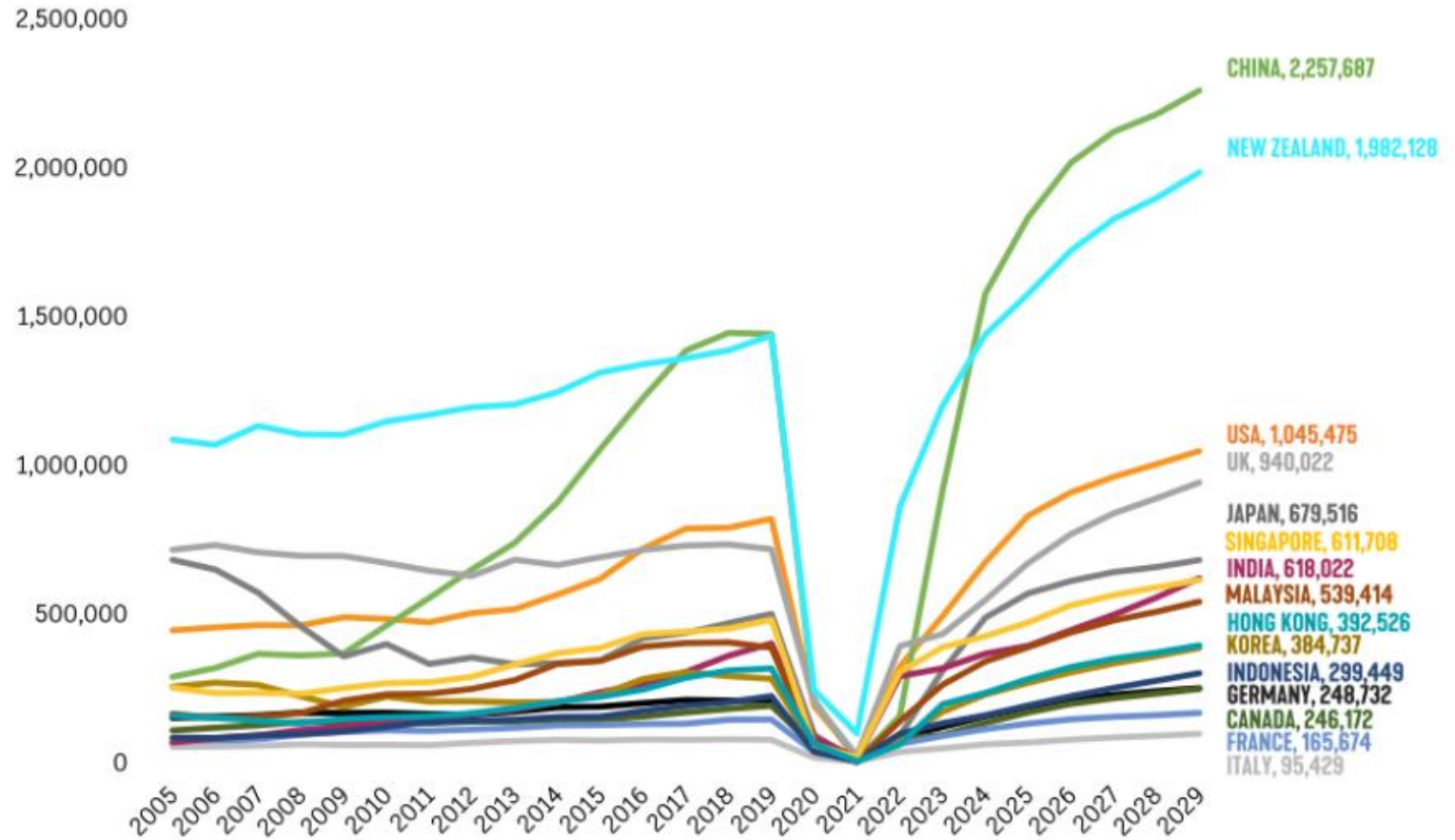
Travel ● Tourism ● Accommodation ● Hospitality ● Events





PAST & PREDICTED OOR VISITATION ARRIVALS TO AUSTRALIA FROM TOP 15 MARKETS

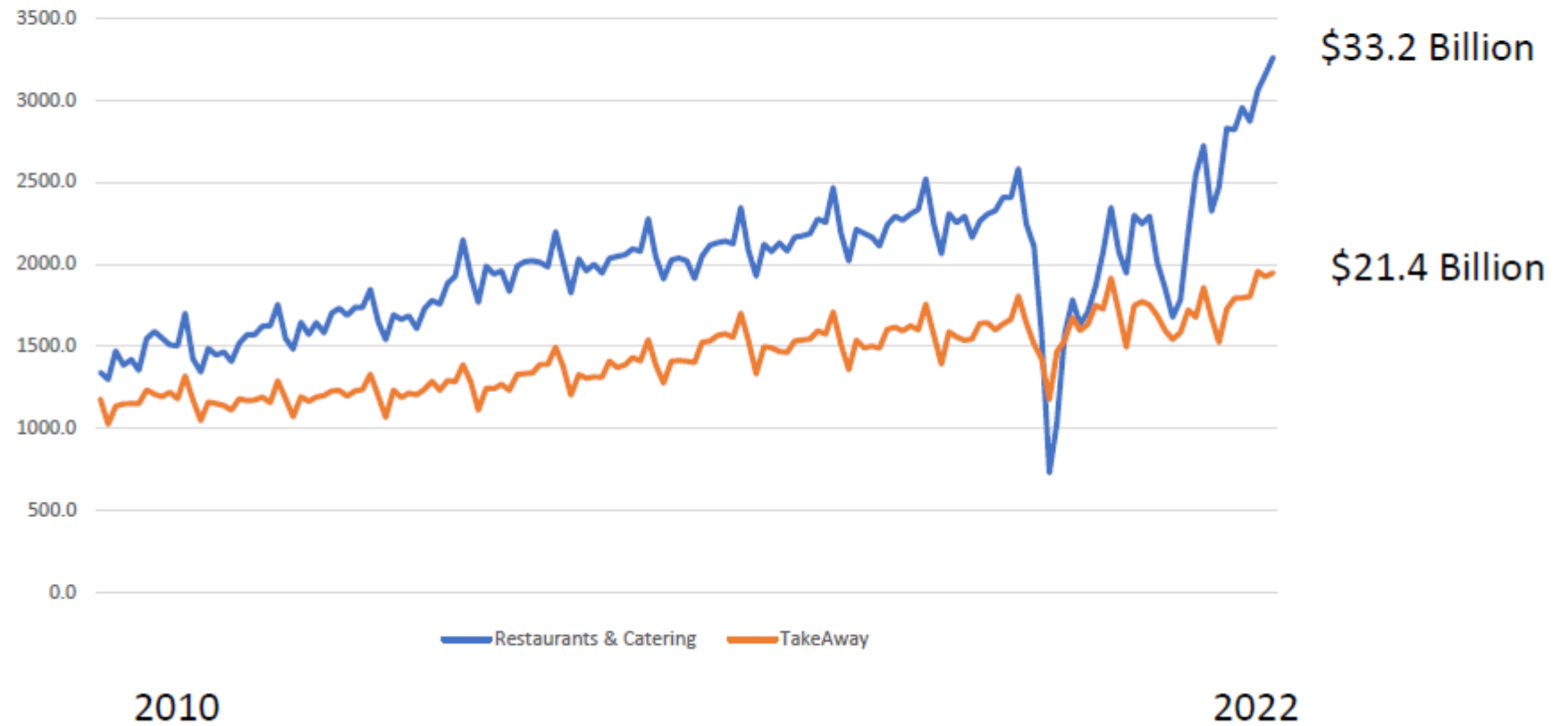
CY 2005 - CY 2029





TOTAL FOODSERVICE REVENUE
\$54.4 Billion – 118% of 2019

Restaurants, Cafes and Catering v Take Away





Firms reporting labour as a significant constraint (%)

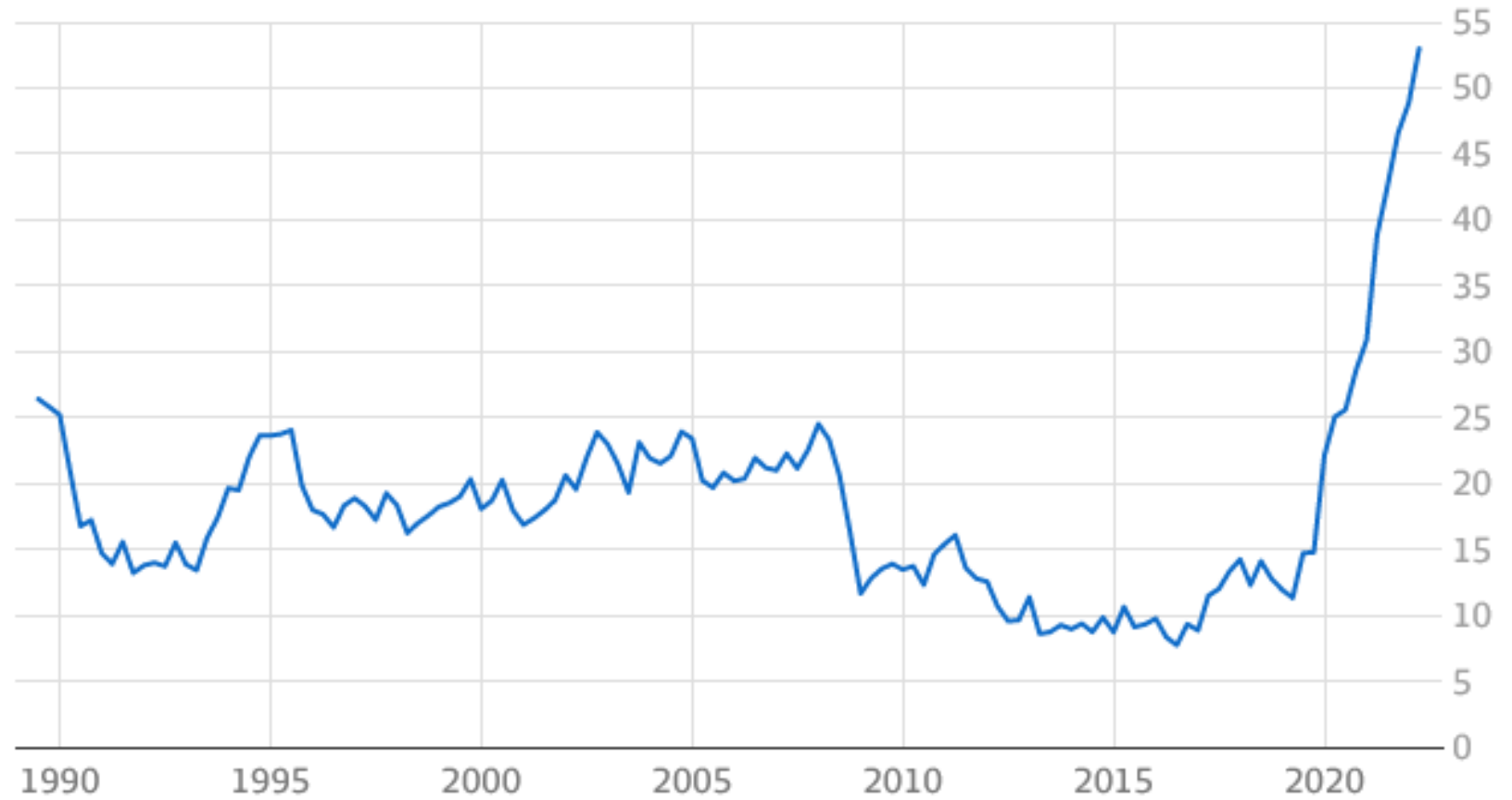
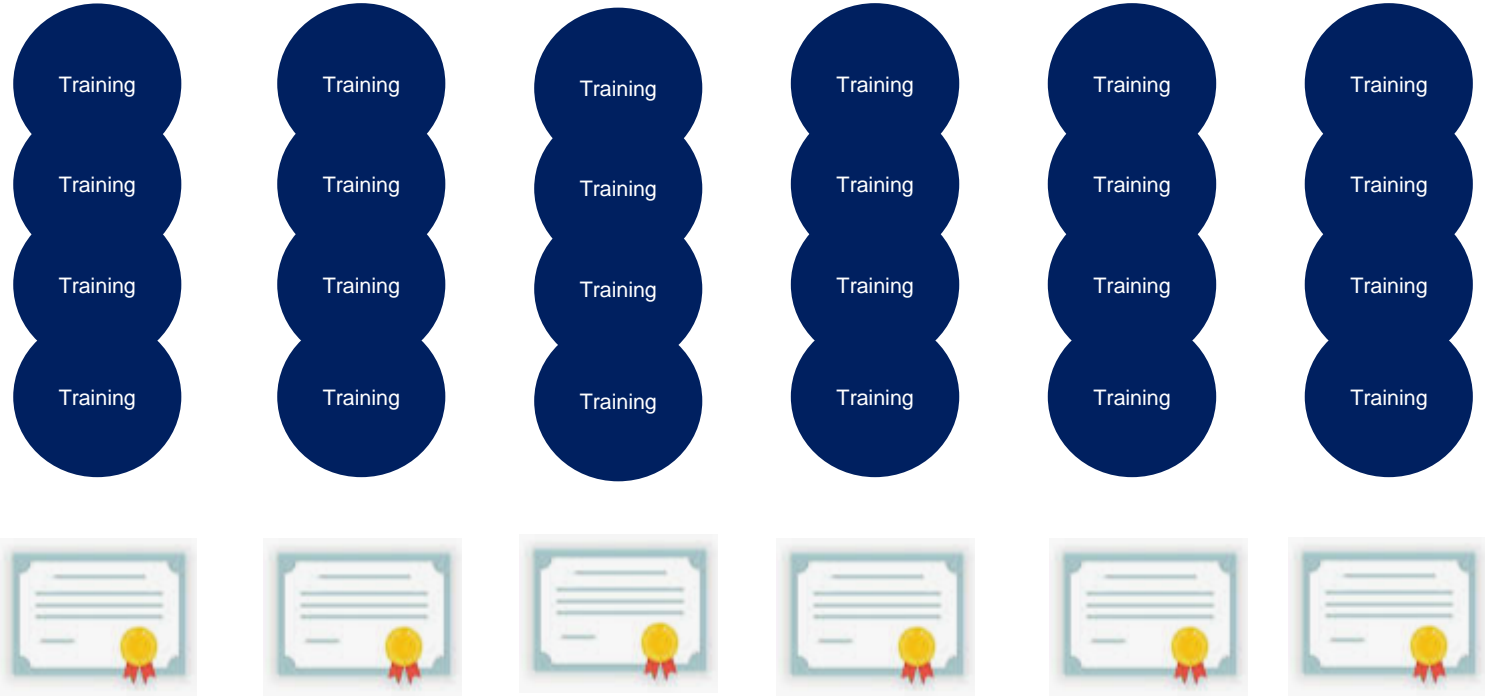


Chart: Financial Review • Source: NAB







ISSUED TO:

Brittney Kopacki

Do you know the saying 'It takes a village to raise a child'? Well, the same applies to growing a business. You cannot create and sustain a successful business alone. You need the support of your community. That's why in this module, our mission is to create a community engagement plan that will help you build a positive image of your business in the community. Through this plan, you'll learn practical steps to engage with your community, strengthen relationships, and increase awareness of your business. By collaborating with your community and implementing a strong engagement plan, we'll help you create a foundation for your business's success.

Verify Badge

ISSUED BY:



03 May 2023

SHARE:

Share URL





Trigger = Search terms on Google / Youtube

Trigger = Social Media Activity

Trigger = Persona Targeting

Promotion based on identified segments (1 to Many)

Marketing to existing base

Google Audiences

Social media marketing (TTA or Industry pages)

Google Pay per Click



Individualised Communication (1 to 1)

Landing Page **LMS** **CRM**

Channels:

- Email
- LinkedIn Messaging
- Facebook Ads

Reporting

RTO

Reporting

Trigger = Persona Targeting

ESTABLISH PERSONAS IN-HOUSE

DESCRIPTION

Would require TTA to invest in defining each persona in house and then define data attributes to each persona and push these into their channels of choice (e.g. send emails)

COST

\$\$\$ (resource cost)*

RECOMMENDATION

This gives TTA the most flexibility and control over their personas. However significant upfront work is required and is dependant on the data that is available.

GOOGLE ADS

DESCRIPTION

Utilising Google Ads, TTA would be able deliver targeted advertising to specific audiences defined by Google.

COST

\$

RECOMMENDATION

This is a viable option for TTA but would require matching micro-clusters to the defined audiences of Google and so would lack flexibility and require specific Google Ads capability. Not the preferred option but a possibility

SOCIAL MEDIA

DESCRIPTION

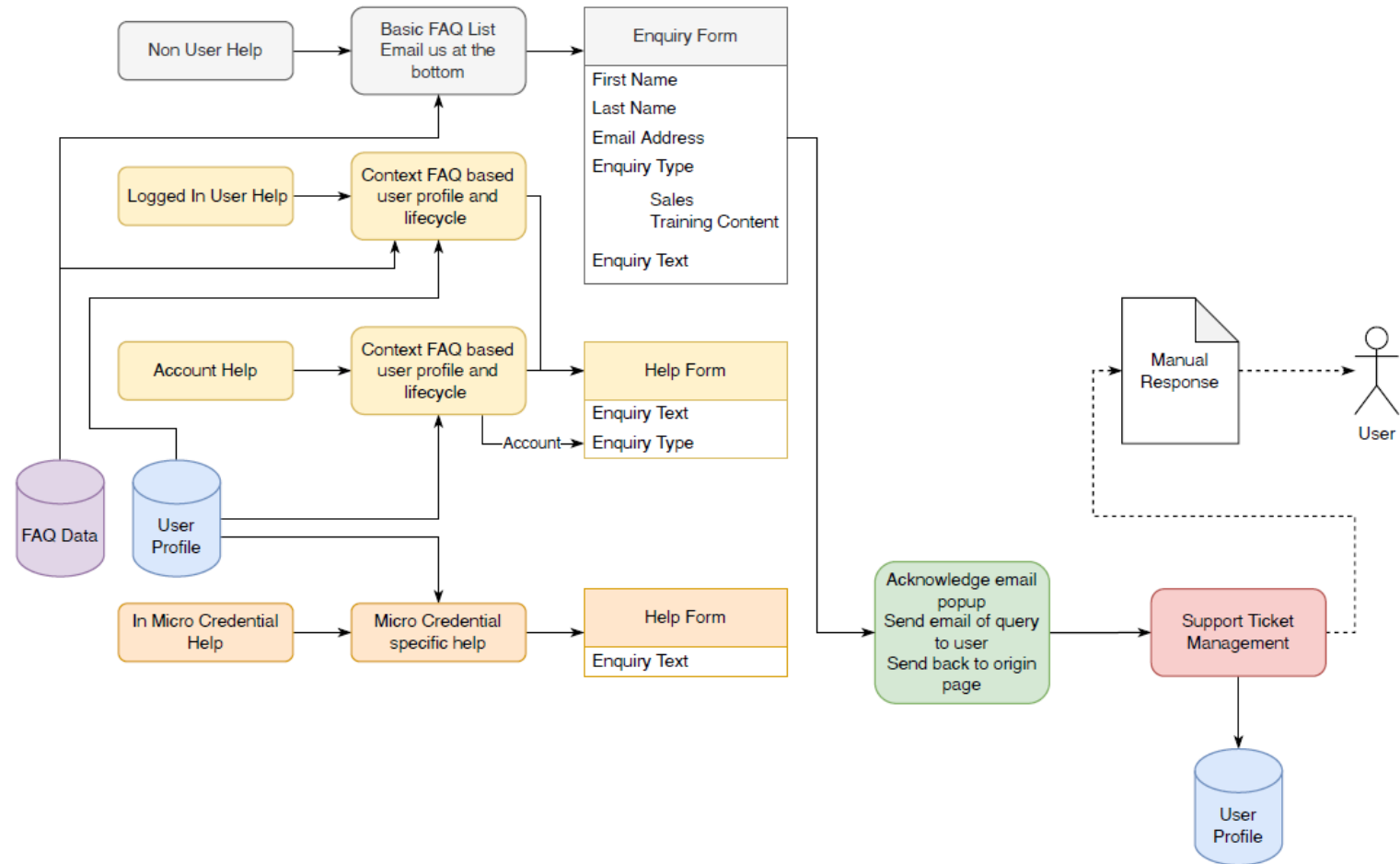
Most channels (facebook, linkedin etc.) do not enable data to be removed from the platform, nor do they enable targeted, 1-1 advertising. Instead, similar to Google Ads, audiences are defined by proprietary modeling and segmentation, and users can purchase impressions for these audiences

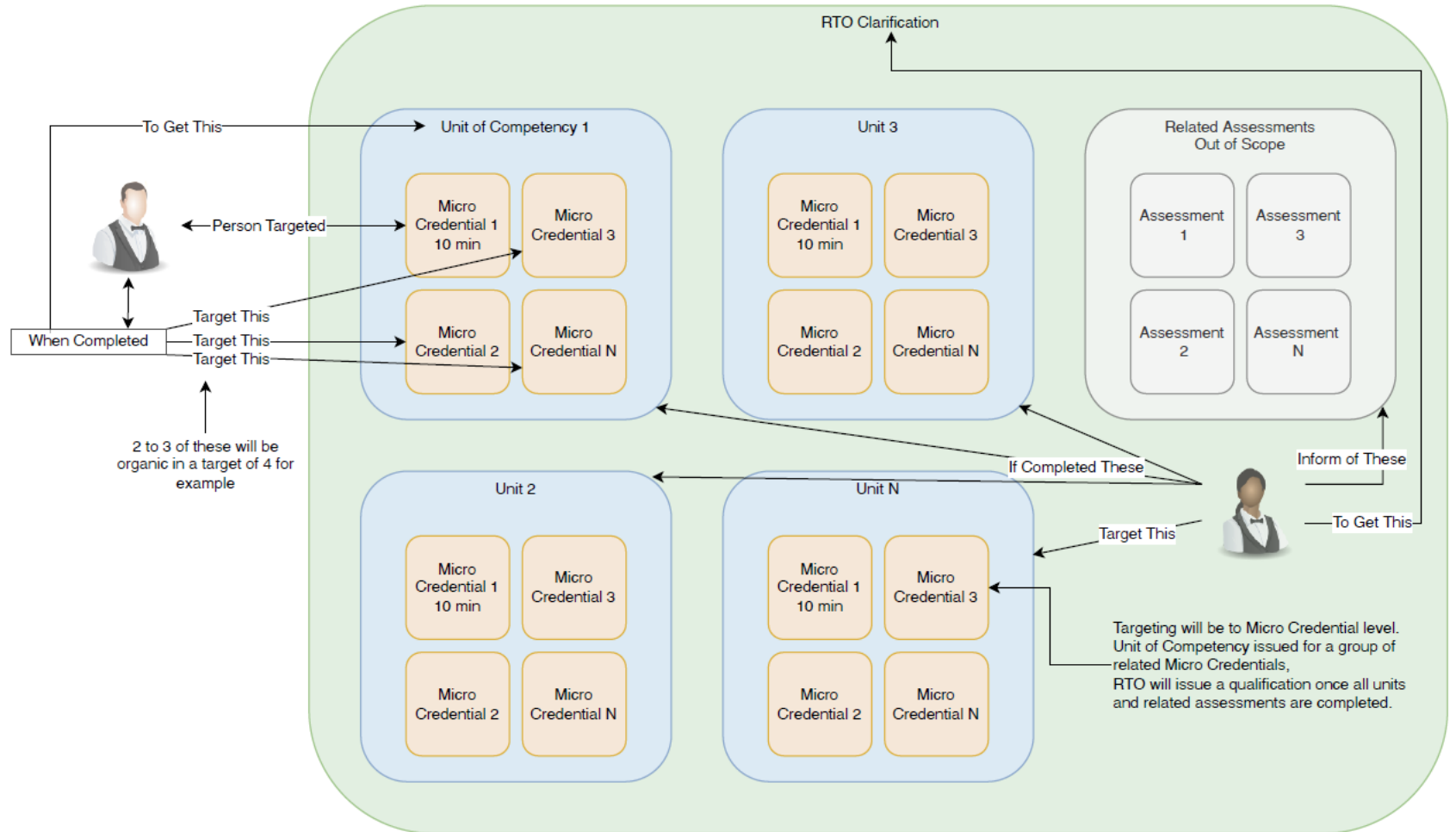
COST

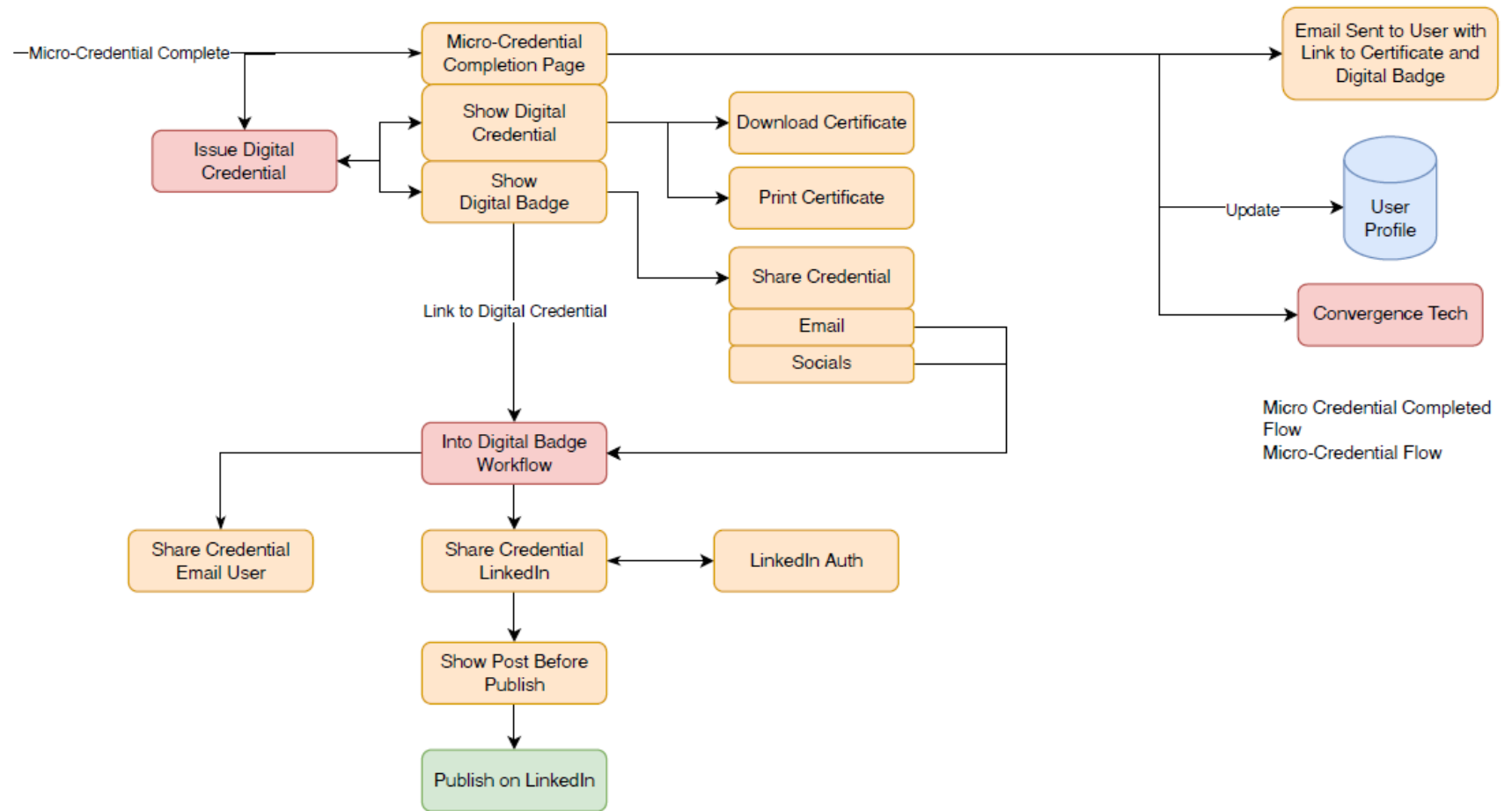
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RECOMMENDATION

This is another viable option, however would have the same constraints as the Google Ads approach.







Micro Credential Completed Flow
Micro-Credential Flow



Micro Cluster STAFF RETENTION

- Unit** Determining optimal staffing levels to grow your business
- Unit** Planning your professional development for business growth
- Unit** Monitoring and engaging your team and developing workplace culture
- Unit** Managing diverse and multi-cultural teams
- Unit** Communication techniques for diverse and multicultural teams

Micro Cluster COACHING, MENTORING AND SUPERVISING

- Unit** Establishing a framework for professional development
- Unit** Coaching techniques into action
- Unit** Planning for coaching on the job
- Unit** Planning mentoring and supervision in the workplace
- Unit** Evaluate effectiveness of professional development

Micro Cluster ONBOARDING OF NEW STAFF

- Unit** Adjusting the recruitment process to address skills shortages
- Unit** Conducting online recruitment
- Unit** Recruiting candidates with special needs
- Unit** Carrying out staff inductions
- Unit** Supporting Fair Nation employees

Micro Cluster SOURCING, COSTING AND QUOTING

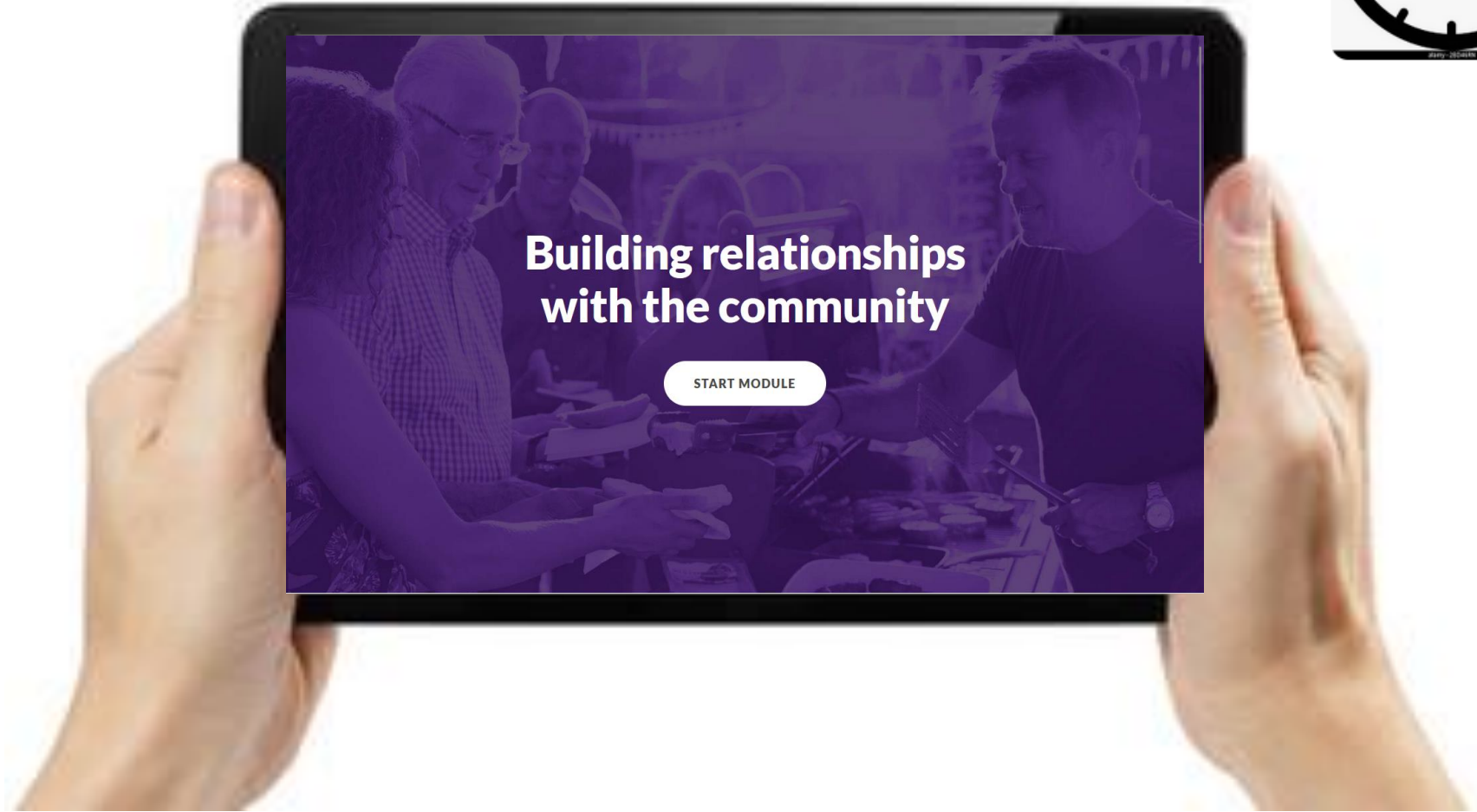
- Unit** Analyzing event leader general details to calculate costs
- Unit** Raising the bar - Emerging trends in organising events
- Unit** Making money while hosting events
- Unit** Costing
- Unit** Preparing quotes for events
- Unit** Optimising events costs

Micro Cluster DEALING WITH CUSTOMERS IN SERVICE INDUSTRIES

- Unit** Building an effective customer service system
- Unit** Using new technologies and innovation for online customer service
- Unit** Tapping the right thing - Communication techniques to resolve conflicts with customers
- Unit** Doing the right thing - Conflict resolution strategies for customer service
- Unit** Re-learning about your customers' expectations after the pandemic
- Unit** Loyalty programs for customers

Micro Cluster BECOMING AN EMPLOYER OF CHOICE

- Unit** Building relationships with the community
- Unit** Networking and building relationships with other organisations
- Unit** Preparing a plan for business recovery and growth





Conducting Online Recruitment





Learn how to adapt your current recruitment processes and move to a faster, online approach.



Enrol in the course

[START LEARNING](#)

*Businesses of Victoria have free access to this course courtesy of the Victorian Government

-  eLearning
-  Duration: 10-15 minutes
-  Access from any Computer, Tablet or Mobile
-  Digital badge upon completion

On your way to work, you overhear the following conversation.

'I never buy from them. I hate how they treat their staff. Also, they could not care any less about the environment.'





THANK YOU

Travel • Tourism • Accommodation • Hospitality • Events