



Australian Government

SIT50216 Diploma of Holiday Park and Resort Management

Release 1

SIT50216 Diploma of Holiday Park and Resort Management

Modification History

Not applicable.

Qualification Description

This qualification reflects the role of individuals who use a broad range of managerial skills and sound knowledge of industry operations to coordinate holiday park and resort operations which may include marketing and product development activities. They operate independently, have responsibility for others and make a range of operational business decisions.

This qualification provides a pathway to work as a business manager or owner-operator of a holiday park or resort.

Possible job titles include:

- manager
- operations manager
- park manager.

No occupational licensing, certification or specific legislative requirements apply to this qualification at the time of publication.

Entry Requirements

Entry to this qualification is open to individuals who are able to demonstrate holiday parks and resorts industry knowledge, customer service and operational skills. The individual must: EITHER

Be formally assessed through a training program or recognition process against one of the unit clusters below.

OR

Have relevant holiday parks and resorts industry experience. Work must involve the application of skills and knowledge described in one of the unit clusters below.

The unit clusters for different pathways are:

Front office pathway

BSBSUS201 Participate in environmentally sustainable work practices

BSBWOR202 Organise and complete daily work activities

SITHACS008 Provide accommodation reception services

SITTIND002 Source and use information on the holiday park and resort industry

SITTTSL007 Process reservations

SITXCCS006 Provide service to customers

SITXCOM00 Show social and cultural sensitivity
2

SITXWHS00 Participate in safe work practices
1

SITXWHS00 Identify hazards, assess and control safety risks
2

Grounds maintenance pathway

BSBSUS201 Participate in environmentally sustainable work practices

BSBWOR202 Organise and complete daily work activities

RIISAM204D Operate small plant and equipment

SIFCBGM00 Provide general grounds care
1

SIFCBGM00 Maintain property and structures
2

SITTIND002 Source and use information on the holiday park and resort

industry

SITXCCS006 Provide service to customers

SITXCOM00 Show social and cultural sensitivity

2

SITXWHS00 Participate in safe work practices

1

SITXWHS00 Identify hazards, assess and control safety risks

2

Housekeeping pathway

BSBSUS201 Participate in environmentally sustainable work practices

BSBWOR202 Organise and complete daily work activities

SITHACS001 Clean premises and equipment

SITHACS002 Provide housekeeping services to guests

SITHACS003 Prepare rooms for guests

SITTIND002 Source and use information on the holiday park and resort industry

SITXCCS006 Provide service to customers

SITXCOM00 Show social and cultural sensitivity

2

SITXWHS00 Participate in safe work practices

1

SITXWHS00 Identify hazards, assess and control safety risks

2

Packaging Rules

17 units must be completed:

- 10 core units
- 7 elective units, consisting of:
 - 4 units from the list below
 - 3 units from the list below, elsewhere in the SIT Training Package, or any other current Training Package or accredited course.

The selection of electives must be guided by the job outcome sought, local industry requirements and the complexity of skills appropriate to the AQF level of this qualification.

Core units

BSBWRT401	Write complex documents
SITXCCS008	Develop and manage quality customer service practices
SITXCOM005	Manage conflict
SITXFIN002	Interpret financial information
SITXFIN003	Manage finances within a budget
SITXFIN004	Prepare and monitor budgets
SITXHRM003	Lead and manage people
SITXMGT001	Monitor work operations
SITXMGT002	Establish and conduct business relationships
SITXWHS003	Implement and monitor work health and safety practices

Elective units

Accommodation Services - Front Office

SITTTSL005	Sell tourism products and services
SITTTSL006	Prepare quotations
SITTTSL009	Process travel-related documentation
SITTTSL010	Use a computerised reservations or operations system

Administration and Communication

BSBADM502	Manage meetings
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- BSBCMM401 Make a presentation
- SITXCOM004 Address protocol requirements
- SITXMPR008 Prepare and present proposals

Building and Grounds Maintenance

- SIFCBGM007 Evaluate building and grounds maintenance and development needs
- SIFCBGM008 Coordinate building and grounds maintenance and development
- SISCAQU001 Test pool water quality
- SISCAQU003 Maintain aquatic facility plant and equipment
- SISCAQU004 Develop and implement pool water maintenance procedures
- SISCAQU014 Operate self-contained breathing apparatus in an aquatic facility

Computer Operations and ICT Management

- BSBITU301 Create and use databases
- BSBITU302 Create electronic presentations
- BSBITU306 Design and produce business documents
- BSBITU402 Develop and use complex spreadsheets

Crisis Management

- SITXCRI001 Respond to a customer in crisis
- SITXCRI002 Manage a business continuity crisis

E-Business

- BSBEBU501 Investigate and design e-business solutions
- BSBEBU502 Implement e-business solutions
- SITXEBS002 Develop, implement and monitor the use of social media in a business
- SITXEBS003 Build and launch a small business website

Environmental Sustainability

BSBSUS501 Develop workplace policy and procedures for sustainability

Finance

BSBFIA303 Process accounts payable and receivable

BSBFIA401 Prepare financial reports

First Aid

HLTAID003 Provide first aid

Franchising

BSBFRA401 Manage compliance with franchisee obligations and legislative requirements

BSBFRA402 Establish a franchise

BSBFRA403 Manage relationship with franchisor

BSBFRA502 Manage a franchise operation

Governance and Legal Compliance

BSBSMB401 Establish legal and risk management requirements of small business

SITXGLC001 Research and comply with regulatory requirements

Human Resource Management

BSBDIV501 Manage diversity in the workplace

BSBHRM604 Manage employee relations

SITXHRM002 Roster staff

SITXHRM004 Recruit, select and induct staff

SITXHRM006 Monitor staff performance

Inventory

SITXINV003 Purchase goods

SITXINV004 Control stock

Management and Leadership

BSBMGT517	Manage operational plan
BSBMGT617	Develop and implement a business plan
BSBR5K501	Manage risk
BSBSMB404	Undertake small business planning
SITXMGT003	Manage projects

Marketing and Public Relations

BSBMKG401	Profile the market
BSBMKG412	Conduct e-marketing communications
BSBMKG510	Plan e-marketing communications
BSBSMB403	Market the small business
SITXMPR001	Coordinate production of brochures and marketing materials
SITXMPR002	Create a promotional display or stand
SITXMPR003	Plan and implement sales activities
SITXMPR004	Coordinate marketing activities
SITXMPR005	Participate in cooperative online marketing initiatives
SITXMPR007	Develop and implement marketing strategies

Planning and Product Development

SITTPPD001	Package tourism products
SITTPPD003	Coordinate and operate sustainable tourism activities
SITTPPD004	Develop in-house recreational activities
SITTPPD007	Research and analyse tourism data

Qualification Mapping Information

SIT50412 Diploma of Holiday Parks and Resorts

Links

Companion Volume Implementation Guide: - <http://www.serviceskills.com.au/resources>