Australian Government

SIT60116 Advanced Diploma of Travel and Tourism Management

Release 1

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

SIT60116 Advanced Diploma of Travel and Tourism Management

Modification History

Not applicable.

Qualification Description

This qualification reflects the role of senior managers with advanced operational skills who use a broad range of travel or tourism skills, combined with specialised managerial skills and substantial knowledge of industry operations, to coordinate travel or tourism operations. They operate with significant autonomy and are responsible for making strategic business management and operational decisions.

This qualification provides a pathway to work in many travel and tourism industry sectors and for a diverse range of employers including travel agencies, tour wholesalers, tour operators, inbound tour operators, tourist attractions, visitor information centres, and other tourism businesses.

Possible job titles include:

- account manager
- business development manager
- director of groups and incentives
- director of marketing
- director of product development operations manager
- director of sales
- general manager.

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

Entry Requirements

There are no entry requirements for this qualification.

Packaging Rules

27 units must be completed:

- 17 core units
- 10 elective units, consisting of:
    - 6 units from Group A
    - 4 units from Group A, Group B, 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

BSBDIV501	Manage diversity in the workplace
BSBMGT617	Develop and implement a business plan
BSBRSK501	Manage risk
BSBWRT401	Write complex documents
SITTIND001	Source and use information on the tourism and travel industry
SITTPPD008	Develop tourism products
SITXCCS007	Enhance customer service experiences
SITXCCS008	Develop and manage quality customer service practices
SITXFIN002	Interpret financial information
SITXFIN003	Manage finances within a budget
SITXFIN004	Prepare and monitor budgets
SITXGLC001	Research and comply with regulatory requirements
SITXHRM003	Lead and manage people
SITXMGT001	Monitor work operations
SITXMGT002	Establish and conduct business relationships
SITXMPR007	Develop and implement marketing strategies
SITXWHS004	Establish and maintain a work health and safety

system

Elective units

Group A

Tourism and Travel Coordination

SITTTOP003	Allocate tour or activity resources
SITTTSL002	Access and interpret product information
SITTTSL003	Provide advice on international destinations
SITTTSL004	Provide advice on Australian destinations
SITTTSL005	Sell tourism products and services
SITTTSL006	Prepare quotations
SITTTSL007	Process reservations
SITTTSL008	Book supplier products and services
SITTTSL009	Process travel-related documentation
SITTTSL010	Use a computerised reservations or operations system
SITTTSL011	Source airfares for domestic flights
SITTTSL012	Construct normal international airfares
SITTTSL013	Construct promotional international airfares
SITTTSL014	Construct advanced international airfares
SITTTSL015	Administer billing and settlement plan
SITTTSL016	Provide specialist advice on cruises
SITTTSL017	Maintain product inventories
SITXCCS002	Provide visitor information

Tourism Delivery

SITTGDE004	Lead tour groups
SITTGDE005	Prepare and present tour commentaries or activities
SITTGDE006	Develop and maintain the general and regional

	knowledge required by guides
SITTGDE007	Research and share information on Australian Indigenous cultures
SITTGDE008	Prepare specialised interpretive content on flora, fauna and landscape
SITTGDE009	Prepare specialised interpretive content on marine environments
SITTGDE010	Prepare specialised interpretive content on cultural and heritage environments
SITTGDE011	Coordinate and operate tours
SITTTOP001	Load touring equipment and supplies
SITTTOP002	Provide outdoor catering
SITTTOP004	Set up and operate a camp site
SITTTOP005	Operate tours in a remote area
TLIC1051	Operate commercial vehicle
TLIC2025	Operate four wheel drive vehicle
TLIC3042	Operate coach/bus

Group B

Administration

SITXMGT003	Manage projects

Crisis Management

SITXCRI002	Manage a business continuity crisis

E-Business

BSBEBU501	Investigate and design e-business solutions
BSBEBU502	Implement e-business solution
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

SITXFIN005   Manage physical assets

SITXFIN006   Manage revenue

First Aid

HLTAID003   Provide first aid

HLTAID005   Provide first aid in remote situations

Food Safety

SITXFSA001   Use hygienic practices for food safety

Human Resource Management

BSBHRM604   Manage employee relations

SITXHRM004   Recruit, select and induct staff

SITXHRM005   Manage volunteers

SITXHRM006   Monitor staff performance

Marketing and Public Relations

BSBMKG510   Plan e-marketing communications

BSBPUB402   Develop public relations campaigns

SITXMPR006   Obtain and manage sponsorship

SITXMPR008   Prepare and present proposals

Planning and Product Development

SITTPPD005   Develop host community awareness of tourism

SITTPPD006   Assess tourism opportunities for local communities

SITTPPD007   Research and analyse tourism data

SITTPPD009   Develop environmentally sustainable tourism

operations

SITTPPD010   Develop culturally appropriate tourism operations

SITTPPD011   Develop and implement local or regional tourism plan

Work Health and Safety

SITXWHS002   Identify hazards, assess and control safety risks

Qualification Mapping Information

No equivalent qualification.

Links

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