Australian Government

SIT40212 Certificate IV in Travel and Tourism

Release 2

INDUSTRY
SKILLS
COUNCILS
Creating Australia's Future

SIT40212 Certificate IV in Travel and Tourism

Modification History

The version details of this endorsed qualification are in the table below. The latest information is at the top.

Version	Comments
1.1	Editorial correction to modification history. Updates to metadata.
1.0	E Replaces and is equivalent to SIT40207 Certificate IV in Tourism. Intent of the qualification remains unchanged. Name of qualification updated to include travel. Significant changes to packaging because this is now a discrete senior operations or supervisory qualification with an entry requirement comprising the operational skills which underpin work at this level. The entry requirement includes industry knowledge, customer service and sales or operational skills. Entry requirement can be met through workplace experience or through formal study. Core units also different.

Description

This qualification reflects the role of individuals who use a broad range of sales and marketing or operational skills combined with sound knowledge of industry operations. They operate independently or with limited guidance from others and use discretion to solve non-routine problems. Many people have supervisory responsibilities and plan, monitor and evaluate the work of team members.

Job roles

This qualification provides a pathway to work in any sector of the tourism and travel industry as a supervisor or senior operations or sales coordinator. This qualification allows for multiskilling and for specialisation in operations or marketing.

Possible job titles include:

- account manager
- assistant manager
- marketing coordinator
- operations supervisor
- product coordinator
- promotions officer
- reservations sales or call centre supervisor
- senior operations coordinator
- senior or supervisory retail consultant
- sales coordinator
- sales executive.

Pathways Information

This qualification is suitable for an Australian Apprenticeship pathway.

Pathways into the qualification

It is strongly recommended that individuals entering this qualification hold SIT30112 Certificate III in Tourism or SIT31312 Certificate III in Travel.

Pathways from the qualification

After achieving SIT40212 Certificate IV in Travel and Tourism, individuals could progress to Diploma or Advanced Diploma qualifications in Travel and Tourism, Events or other service industry areas.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this qualification at the time of endorsement.

Entry Requirements

Entry to this qualification is open to individuals who are able to demonstrate tourism and travel industry knowledge, customer service and operational skills. The individual must either:

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

OR

2) Have relevant tourism and travel industry employment experience. A job that has involved the application of skills described in one of the unit clusters would be a satisfactory indicator for entry. A determination need not involve a formal process of measuring, evaluating or recording performance against the units of competency.

The unit clusters for different pathways are as follows:

Events pathway
SITTIND201 Source and use information on the tourism and travel industry
SITTTSL202 Access and interpret product information
SITTTSL306 Book supplier services
SITXCCS303 Provide service to customers
SITXCOM201 Show social and cultural sensitivity
SITXEVT301 Access information on event operations
SITXEVT302 Process and monitor event registrations
SITXEVT304 Provide event staging support
SITXWHS101 Participate in safe work practices

Guiding pathway
SITTGDE301 Work as a guide
SITTGDE303 Lead tour groups
SITTGDE304 Prepare and present tour commentaries or activities
SITTGDE305 Develop and maintain the general and regional knowledge required by guides
SITTIND201 Source and use information on the tourism and travel industry
SITXCCS303 Provide service to customers
SITXCOM201 Show social and cultural sensitivity
SITXWHS101 Participate in safe work practices
SITXWHS301 Identify hazards, assess and control safety risks

Inbound tour wholesaling pathway
SITTIND201 Source and use information on the tourism and travel industry
SITTTSL202 Access and interpret product information
SITTTSL302 Provide advice on Australian destinations
SITTTSL303 Sell tourism products and services
SITTTSL304 Prepare quotations

SITTTSL306 Book supplier services
SITTTSL307 Process travel-related documentation
SITTTSL308 Use a computerised reservations or operations system
SITXCCS303 Provide service to customers
SITXCOM201 Show social and cultural sensitivity
SITXWHS101 Participate in safe work practices

Retail travel and outbound wholesaling pathway
SITTIND201 Source and use information on the tourism and travel industry
SITTTSL202 Access and interpret product information
SITTTSL301 Provide advice on international destinations
SITTTSL302 Provide advice on Australian destinations
SITTTSL303 Sell tourism products and services
SITTTSL304 Prepare quotations
SITTTSL306 Book supplier services
SITTTSL307 Process travel-related documentation
SITTTSL308 Use a computerised reservations or operations system
SITTTSL310 Construct normal international airfares
SITTTSL311 Construct promotional international airfares
SITXCCS303 Provide service to customers
SITXCOM201 Show social and cultural sensitivity
SITXWHS101 Participate in safe work practices

Tourism operations (office-based pathway)
SITTIND201 Source and use information on the tourism and travel industry
SITTTSL201 Operate an online information system
SITTTSL202 Access and interpret product information
SITTTSL306 Book supplier services
SITTTSL307 Process travel-related documentation
SITTTSL308 Use a computerised reservations or operations system
SITXCCS303 Provide service to customers
SITXCOM201 Show social and cultural sensitivity
SITXWHS101 Participate in safe work practices

Visitor information services pathway
SITTIND201 Source and use information on the tourism and travel industry
SITTTSL201 Operate an online information system
SITTTSL202 Access and interpret product information
SITTTSL302 Provide advice on Australian destinations
SITTTSL303 Sell tourism products and services
SITTTSL306 Book supplier services
SITTTSL307 Process travel-related documentation
SITXCCS201 Provide visitor information
SITXCCS303 Provide service to customers
SITXCOM201 Show social and cultural sensitivity
SITXWHS101 Participate in safe work practices

Employability Skills Summary

Employability Skill	Industry/enterprise requirements for this qualification include:
Communication	Providing briefings to operational staff; seeking feedback from colleagues and customers on sales, operational and service issues; anticipating and determining customer preferences and expectations to provide professional and personalised customer service experiences, managing team member and customer conflict sensitively, courteously and discreetly; empathising and negotiating acceptable solutions to team member and customer problems and complaints.
Initiative and enterprise	Proactively consulting with colleagues about ways to improve sales, operational and service efficiency; providing feedback to managers to inform future planning; participating in continuous improvement by reporting success or deficiencies of travel and tourism products and services; suggesting ideas for new or improved products and increased profitability.
Learning	Knowing sources of new information on the travel and tourism industry; being aware of opportunities to learn and participating in travel and tourism industry professional development activities; supporting team members to learn.
Planning and organising	Monitoring operational efficiency and service levels through close contact with day to day work operations; assessing current team member workloads and scheduling work to maximise operational efficiency and customer service quality; assessing operational and service workflow and assisting team members to prioritise workload to deliver a positive service outcome for travel and tourism customers.
Problem-solving	Identifying and assessing sales, operational and service issues, discussing and suggesting solutions with managers; initiating short term action to resolve immediate sales, operational or service problems; taking responsibility for resolving escalated customer complaints or requesting assistance from managers to resolve issues; using discretion and judgement as well as predetermined policies and procedures to guide solutions to sales, operational and service problems.
Self-management	Understanding legal compliance issues and providing advice to team members; organising and self-directing own work priorities to deliver travel and tourism sales and service; taking responsibility for implementing predetermined policies and procedures for a range of practices including conflict management, customer service, workplace health and safety; leading and managing a team of individuals, monitoring workplace operations and service delivery;

	proactively seeking feedback and advice on improving team leader skills.
Teamwork	Motivating and leading teams; providing instructions, support and coaching; planning work operations to take account of team member strengths; proactively sharing information, knowledge and experiences with team members.
Technology	Understanding the operating capability of, selecting and using equipment, computer systems, software and information systems that assist in travel and tourism sales, operational and service activities.

Service Skills Australia

Packaging Rules

10 units must be completed:

- 5 core units
- 5 elective units, consisting of:
    - 2 units from Group A
    - 1 unit from Group B
    - 2 additional units from Group A, Group B, elsewhere in SIT12 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
SITXCCS401 Enhance the customer service experience
SITXCOM401 Manage conflict
SITXFIN401 Interpret financial information
SITXHRM301 Coach others in job skills
SITXWHS301 Identify hazards, assess and control safety risks

Elective units
Group A
Computer Operations and ICT Management
SITXICT401 Build and launch a small business website
E-Business
BSBMKG412A Conduct e-marketing communications
Guiding
SITTGDE302 Provide arrival and departure assistance
SITTGDE401 Coordinate and operate tours
SITTGDE402 Manage extended touring programs
Human Resource Management
SITXHRM401 Roster staff
SITXHRM402 Lead and manage people
Management
SITXMGT401 Monitor work operations
Marketing and Public Relations
BSBMKG401B Profile the market
BSBREL401A Establish networks
SITXMPR401 Coordinate production of brochures and marketing materials
SITXMPR402 Create a promotional display or stand
SITXMPR403 Plan and implement sales activities
SITXMPR404 Coordinate marketing activities
SITXMPR405 Participate in cooperative online marketing initiatives
Planning and Product Development
SITTPPD401 Package tourism products
SITTPPD402 Develop interpretive activities
SITTPPD403 Coordinate and operate sustainable tourism activities

SITTPPD404 Develop in-house recreational activities
Tour Operations
SITTTOP401 Allocate tour or activity resources
SITTTOP402 Set up and operate a camp site
SITTTOP403 Operate tours in a remote area
Tourism Sales and Operations
SITTTSL303 Sell tourism products and services
SITTTSL309 Source airfares for domestic flights
SITTTSL310 Construct normal international airfares
SITTTSL311 Construct promotional international airfares
SITTTSL312 Construct advanced international airfares ^
SITTTSL313 Administer billing and settlement plan
SITTTSL401 Maintain a product inventory
^ Prerequisite is SITTTSL310 Construct normal international airfares
Work Health and Safety
SITXWHS401 Implement and monitor work health and safety practices

Group B
Administration
BSBRES401A Analyse and present research information
Communication and Teamwork
BSBCMM401A Make a presentation
BSBWRT401A Write complex documents
SITXCOM301 Address protocol requirements
Computer Operations and ICT Management
BSBITA401A Design databases
BSBITU301A Create and use databases
BSBITU302B Create electronic presentations
BSBITU309A Produce desktop published documents
BSBITU402A Develop and use complex spreadsheets
CUFDIG303A Produce and prepare photo images
Crisis Management
SITXCRI401 Respond to a customer in crisis
E-Business
BSBEBU401A Review and maintain a website
Environmental Sustainability
BSBSUS301A Implement and monitor environmentally sustainable work practices
Finance
BSBFIA401A Prepare financial reports
CUVFIM401A Obtain revenue to support operations
SITXFIN402 Manage finances within a budget
Languages other than English
SITXLAN31__ Conduct oral communication in a language other than English
SITXLAN32__ Conduct complex oral communication in a language other than English
SITXLAN33__ Read and write information in a language other than English
SITXLAN34__ Read and write documents in a language other than English
Quality and Innovation
BSBCRT301A Develop and extend critical and creative thinking skills

BSBINN301A Promote innovation in a team environment

Examples of elective units relevant to specific job outcomes and contexts at this level are as follows:

Assistant manager for a small tour operator
SITTTOP401 Allocate tour or activity resources
SITTPPD401 Package tourism products
SITTPPD403 Coordinate and operate sustainable tourism activities
SITXMGT401 Monitor work operations
SITXMPR401 Coordinate production of brochures and marketing materials

Marketing and product coordinator
BSBMKG412A Conduct e-marketing communications
BSBREL401A Establish networks
SITXMPR401 Coordinate production of brochures and marketing materials
SITXMPR402 Create a promotional display or stand
SITXMPR404 Coordinate marketing activities

Sales executive for an outbound tour wholesaler
BSBCMM401A Make a presentation
BSBREL401A Establish networks
SITTTSL303 Sell tourism products and services
SITXFIN402 Manage finances within a budget
SITXMPR403 Plan and implement sales activities

Senior operations coordinator or operations supervisor inbound tour operator
SITTPPD401 Package tourism products
SITTTSL303 Sell tourism products and services
SITXCRI401 Respond to a customer in crisis
SITXLAN34__ Read and write documents in a language other than English
SITXMGT401 Monitor work operations

Senior or supervisory retail consultant
BSBCMM401A Make a presentation
BSBITU302B Create electronic presentations
BSBREL401A Establish networks
SITTPPD401 Package tourism products
SITXFIN402 Manage finances within a budget