



Australian Government

SIT50112 Diploma of Travel and Tourism

Release 1

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Modification History

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

Version	Comments
1.0	<p>N</p> <p>Replaces but is not equivalent to SIT50107 Diploma of Tourism.</p> <p>Intent of the qualification remains unchanged.</p> <p>Name of qualification updated to include travel.</p> <p>Significant changes to packaging because this is now a discrete management qualification with an entry requirement comprising the operational skills that underpin work at this level.</p> <p>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.</p>

Description

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

Job roles

This qualification provides a pathway to work in any sector of the tourism and travel industry as a departmental or small business manager. This qualification allows for multiskilling and for specialisation in either operations management or marketing and product development.

Possible job titles include:

- manager:
 - inbound groups
 - inbound sales
 - incentives
 - tour operations
 - marketing
 - operations
 - product
 - reservations
 - retail travel agency
 - sales
 - visitor information.

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, SIT31312 Certificate III in Travel or SIT30612 Certificate III in Events.

Pathways from the qualification

After achieving this qualification, individuals may engage in further learning in vocational or higher education through Advanced Diploma and Degree qualifications in Tourism, Travel and other Business disciplines.

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

SITTTSL308 Use a computerised reservations or operations system

SITXCCS401 Enhance the customer service experience

SITXCOM201 Show social and cultural sensitivity

SITXEVT301 Access information on event operations

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

SITXCCS401 Enhance the customer service experience

SITXCOM201 Show social and cultural sensitivity

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

SITXCCS401 Enhance the customer service experience
SITXCOM201 Show social and cultural sensitivity

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
SITXCCS401 Enhance the customer service experience
SITXCOM201 Show social and cultural sensitivity

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
SITXCCS401 Enhance the customer service experience
SITXCOM201 Show social and cultural sensitivity

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
SITXCCS401 Enhance the customer service experience
SITXCOM201 Show social and cultural sensitivity

Employability Skills Summary

Employability Skill	Industry/enterprise requirements for this qualification include:
Communication	Consulting with team members and customers to elicit feedback and ideas on operational and service issues; explaining the organisation's plans, policies and procedures to team members; communicating work team goals; consulting with team members about workplace practices; discussing supply options and negotiating purchases with suppliers; writing clear and concise operational procedures and reports.
Initiative and enterprise	Generating ideas to improve products, services, operational practices and efficiency; assessing options and suggesting a range of new products and services; monitoring and evaluating financial performance of the department or business and developing ideas for improvement; engaging team members in discussions and encouraging innovative ideas.
Learning	Developing and maintaining knowledge required to make a range of operational decisions for the department or business; proactively maintaining and updating knowledge of travel and tourism industry practices, trends products, services and suppliers; taking responsibility for own professional development; implementing training practices for the department or business; supporting team members to learn.
Planning and organising	Planning and organising the operational activities of the travel or tourism department or business; determining deadlines and resource requirements for effective delivery of travel or tourism products and services; implementing and monitoring plans, policies, procedures and business practices; actively participating in continuous improvement processes for operational and service efficiency.
Problem-solving	Responding effectively to routine sales, operational and service issues requiring immediate resolution; considering systematic sales, operational or service failures and developing solutions; taking ultimate responsibility for resolving escalated customer service complaints and conflicts; evaluating staff feedback on sales, operational or service problems and implementing suggestions for improvement; monitoring and evaluating the effectiveness of solutions.
Self-management	Knowing the primary components of laws that specifically relate to the travel or tourism industry and implementing operational compliance practices; operating independently, reviewing own work performance and proactively seeking feedback and advice on management skills; taking responsibility for the operational management of the travel or tourism business across a range of

	activities including finances, human resources, customer service and workplace health and safety.
Teamwork	Using the social and cultural diversity of team members to advantage service delivery to diverse customers; planning work operations to take account of team member strengths; implementing work team goals and teamwork practices; providing training, coaching and advice for effective teamwork; seeking feedback from team members on operational practices, policies, procedures and service efficiency; motivating and leading supervisor teams.
Technology	Selecting and using technologies used in the travel or tourism industry to support operational management functions; understanding, assessing and providing feedback on the operating capacity of technologies required to manage the sales, operational and service activities of the travel or tourism business; implementing skill development activities required for new business technologies.

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 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

BSBWRT401A Write complex documents
SITXCCS501 Manage quality customer service
SITXCOM401 Manage conflict
SITXFIN401 Interpret financial information
SITXFIN402 Manage finances within a budget
SITXFIN501 Prepare and monitor budgets
SITXHRM402 Lead and manage people
SITXMGT401 Monitor work operations
SITXMGT501 Establish and conduct business relationships
SITXWHS401 Implement and monitor work health and safety practices

Elective units

Administration

BSBADM502B Manage meetings
SITXADM501 Prepare and present proposals

Communication and Teamwork

BSBCMM401A Make a presentation
SITXCOM301 Address protocol requirements

Computer Operations and ICT Management

SITXICT401 Build and launch a small business website

E-Business

BSBEBU501A Investigate and design ebusiness solutions
BSBEBU502A Implement ebusiness solutions
BSBMKG510B Plan e-marketing communications

Environmental Sustainability

BSBSUS301A Implement and monitor environmentally sustainable work practices

Finance

BSBFIA401A Prepare financial reports
BSBFIM502A Manage payroll
CUSFIM501A Secure funding for projects
CUVFIM401A Obtain revenue to support operations
FNSACC406A Set up and operate a computerised accounting system

Franchising

BSBFRA401B Manage compliance with franchisee obligations and legislative requirements

BSBFRA403B Manage relationship with franchisor

BSBFRA502B Manage a franchise operation

Governance and Legal Compliance

SITXGLC501 Research and comply with regulatory requirements

Human Resource Management

BSBHRM504A Manage workforce planning

SITXHRM401 Roster staff

SITXHRM501 Recruit, select and induct staff

SITXHRM502 Manage volunteers

SITXHRM503 Monitor staff performance

TAEDEL404A Mentor in the workplace

Languages 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

Management and Leadership

BSBMGT515A Manage operational plan

BSBR501B Manage risk

SITXMGT502 Manage projects

Marketing and Public Relations

BSBMKG401B Profile the market

BSBMKG509A Implement and monitor direct marketing activities

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

SITXMPR501 Obtain and manage sponsorship

SITXMPR502 Develop and implement marketing strategies

Planning and Product Development

SITTPPD401 Package tourism products

SITTPPD402 Develop interpretive activities

SITTPPD403 Coordinate and operate sustainable tourism activities

SITTPPD501 Develop host community awareness of tourism

SITTPPD502 Assess tourism opportunities for local communities

SITTPPD503 Research and analyse tourism data

Quality and Innovation

BSBCRT501A Originate and develop concepts

BSBINN501A Establish systems that support innovation

BSBINN502A Build and sustain an innovative work environment

BSBMGT516C Facilitate continuous improvement

Tourism Sales and Office Operations

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

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

Operations manager for a small tour operator

BSBADM502B Manage meetings
BSBR501B Manage risk
SITTTOP401 Allocate tour or activity resources
SITXGLC501 Research and comply with regulatory requirements
SITXHRM401 Roster staff
SITXHRM501 Recruit, select and induct staff
SITXHRM503 Monitor staff performance

Product and marketing manager (tour wholesaler)

BSBADM502B Manage meetings
BSBCMM401A Make a presentation
BSBEBU501A Investigate and design e business solutions
BSBMKG510B Plan e-marketing communications
SITXHRM501 Recruit, select and induct staff
SITXMGT502 Manage projects
SITXMPR401 Coordinate production of brochures and marketing materials

Retail travel agency manager

BSBEBU501A Investigate and design e business solutions
BSBEBU502A Implement e business solutions
BSBMKG510B Plan e-marketing communications
SITTTSL310 Construct normal international airfares
SITXGLC501 Research and comply with regulatory requirements
SITXHRM501 Recruit, select and induct staff
SITXHRM503 Monitor staff performance

Visitor information centre manager

BSBADM502B Manage meetings
SITTPPD501 Develop host community awareness of tourism
SITTPPD503 Research and analyse tourism data
SITXHRM501 Recruit, select and induct staff
SITXHRM503 Monitor staff performance
SITXMPR401 Coordinate production of brochures and marketing materials
SITXMPR404 Coordinate marketing activities