SIT50116 Diploma of Travel and Tourism Management

Release 1
SIT50116 Diploma of Travel and Tourism Management

Modification History
Not applicable.

Qualification Description
This qualification reflects the role of highly skilled senior operators who use a broad range of tourism or travel skills combined with managerial skills and sound knowledge of industry operations to coordinate travel or tourism operations. They operate independently, have responsibility for others, and make a range of operational business decisions.

This qualification provides a pathway to work in many travel and tourism industry sectors as a departmental or small business manager. The diversity of employers includes travel agencies, tour wholesalers, tour operators, inbound tour operators, tourist attractions, visitor information centres, and other tourism businesses.

Possible job titles include:
- inbound groups manager
- inbound sales manager
- incentives manager
- tour operations manager
- marketing manager
- product development manager
- reservations manager
- travel agency manager
- sales manager
- visitor information centre 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

23 units must be completed:

- 12 core units
- 11 elective units, consisting of:
  - 6 units from Group A
  - 5 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

<table>
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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>BSBDIV501</td>
<td>Manage diversity in the workplace</td>
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<tr>
<td>SITTIND001</td>
<td>Source and use information on the tourism and travel industry</td>
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<tr>
<td>SITXCCS007</td>
<td>Enhance customer service experiences</td>
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<tr>
<td>SITXCCS008</td>
<td>Develop and manage quality customer service practices</td>
</tr>
<tr>
<td>SITXCOM005</td>
<td>Manage conflict</td>
</tr>
<tr>
<td>SITXFIN002</td>
<td>Interpret financial information</td>
</tr>
<tr>
<td>SITXFIN003</td>
<td>Manage finances within a budget</td>
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<tr>
<td>SITXFIN004</td>
<td>Prepare and monitor budgets</td>
</tr>
<tr>
<td>SITXHRM003</td>
<td>Lead and manage people</td>
</tr>
<tr>
<td>SITXMG001</td>
<td>Monitor work operations</td>
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<tr>
<td>SITXMG002</td>
<td>Establish and conduct business relationships</td>
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<tr>
<td>SITXWH003</td>
<td>Implement and monitor work health and safety practices</td>
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Elective units

Group A

Tourism and Travel Coordination

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<th>Code</th>
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<tr>
<td>SITTTOP003</td>
<td>Allocate tour or activity resources</td>
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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 plans
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 and Communication**

BSBADM502  Manage meetings
BSBCMM401  Make a presentation
BSBWRT401  Write complex documents
SITXCOM004  Address protocol requirements

**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**

SITXCR1001  Respond to a customer in crisis

**E-Business**
BSBEBU501  Investigate and design e-business solutions
BSBEBU502  Implement e-business solutions
SITXEB5002  Develop, implement and monitor the use of social media in a business
SITXEB5003  Build and launch a small business website

Environmental Sustainability
BSBSUS401  Implement and monitor environmentally sustainable work practices

Finance
BSBFIA303  Process accounts payable and receivable
BSBFIA401  Prepare financial reports

First Aid
HLTAID003  Provide first aid
HLTAID005  Provide first aid in remote situations

Food Safety
SITXFSA001  Use hygienic practices for food safety

Governance and Legal Compliance
SITXGLC001  Research and comply with regulatory requirements

Human Resource Management
SITXHRC002  Roster staff
SITXHRC004  Recruit, select and induct staff
SITXHRC005  Manage volunteers
SITXHRC006  Monitor staff performance

Languages other than English
SITXLAN003  Conduct oral communication in a language other than English
SITXLAN004  Conduct complex oral communication in a language other than English
SITXLAN005  Read and write information in a language other than English
SITXLAN006  Read and write documents in a language other than English

Management and Leadership
BSBRSK501  Manage risk
SITXMGT003  Manage projects

Marketing and Public Relations
BSBMKG401  Profile the market
BSBMKG510  Plan e-marketing communications
BSBMKG509  Implement and monitor direct marketing activities
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
SITXMPR006  Obtain and manage sponsorship
SITXMPR007  Develop and implement marketing strategies
SITXMPR008  Prepare and present proposals

Planning and Product Development
SITTPPD001  Package tourism products
SITTPPD002  Develop interpretive activities
SITTPPD003  Coordinate and operate sustainable tourism activities
SITTPPD004 Develop in-house recreational activities
SITTPPD005 Develop host community awareness of tourism
SITTPPD006 Assess tourism opportunities for local communities
SITTPPD007 Research and analyse tourism data

Work Health and Safety
SITXWHS002 Identify hazards, assess and control safety risks

Qualification Mapping Information
No equivalent qualification.

Links