



**Australian Government**

# **SIT50122 Diploma of Travel and Tourism Management**

**Release 1**

# SIT50122 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, holiday parks and resorts, tourist attractions, visitor information centres, and other tourism businesses.

The skills in this qualification must be applied in accordance with Commonwealth and State/Territory legislation, Australian standards and industry codes of practice.

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:

- 13 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.

Any combination of electives that meets the above rules can be selected for the award of the *Diploma of Travel and Tourism Management*. Electives may be packaged to provide a qualification with a specialisation, as outlined below.

### Packaging for specialisation:

For the award of the *Diploma of Travel and Tourism Management (Holiday Parks and Resorts)*, the following packaging rules apply:

- 13 core units
- 10 elective units, consisting of:

- 3 units from Group B, one of which must be *SITTIND004 Source and use information on the holiday park and resort industry*
- 4 units from Group A, Group B or Group C
- 3 units from the list below, or any 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.

Note: Units marked with \* have one or more prerequisites. Refer to individual units for details.

### Core units

BSBTWK501	Lead diversity and inclusion
SIRXOSM007	Manage risk to organisational reputation in an online setting
SITTIND003	Source and use information on the tourism and travel industry
SITXCCS015	Enhance customer service experiences
SITXCCS016	Develop and manage quality customer service practices
SITXCOM010	Manage conflict
SITXFIN008	Interpret financial information
SITXFIN009	Manage finances within a budget
SITXFIN010	Prepare and monitor budgets
SITXHRM009	Lead and manage people
SITXMGT004	Monitor work operations
SITXMGT005	Establish and conduct business relationships
SITXWHS007	Implement and monitor work health and safety practices

### Elective units

#### Group A – Travel and Tourism

##### Tourism and Travel Coordination

SITTTOP008	Allocate tour or activity resources
SITTTVL001	Access and interpret product information
SITTTVL002	Provide advice on international destinations

SITTTVL003	Provide advice on Australian destinations
SITTTVL004	Sell travel products or services
SITTTVL005	Prepare customer quotations
SITTTVL006	Book tourism products and process documentation
SITTTVL007	Use a computerised reservations or operations system
SITTTVL008	Source airfares and issue tickets for domestic flights
SITTTVL009	Construct international airfares
SITTTVL010*	Construct advanced international airfares
SITTTVL011	Provide specialist advice on cruises
SITXCCS010	Provide visitor information

### **Tourism Delivery**

SITTGDE016	Lead tour groups
SITTGDE017	Prepare and present tour commentaries or activities
SITTGDE018	Develop and maintain the general and regional knowledge required by guides
SITTGDE019	Research and share information on Australian Indigenous cultures
SITTGDE020	Prepare specialised interpretive content on flora, fauna and landscape
SITTGDE021	Prepare specialised interpretive content on marine environments
SITTGDE022	Prepare specialised interpretive content on cultural and heritage environments
SITTGDE023	Coordinate and operate tours
SITTTOP006	Load touring equipment and supplies
SITTTOP007*	Provide outdoor catering
SITTTOP009	Set up and operate a camp site
SITTTOP010	Operate tours in a remote area
SITXMPR011	Plan and implement sales activities

SITXMPR012	Coordinate marketing activities
TLIC0023	Operate four wheel drive vehicle
TLIC1051	Operate commercial vehicle
TLIC3042	Operate coach/bus

### **Planning and Product Development**

SITTPPD012	Package tourism products
SITTPPD013	Develop interpretive activities
SITTPPD014	Coordinate and operate sustainable tourism activities
SITTPPD015	Develop in-house recreational activities
SITTPPD016	Research and analyse tourism data

### **Group B – Holiday Parks and Resorts**

BSBOPS504	Manage business risk
SITTIND004	Source and use information on the holiday park and resort industry
SITXFIN011	Manage physical assets
SITXGLC002	Identify and manage legal risks and comply with law
SITXMGT006	Manage projects
SITXMPR011	Plan and implement sales activities
SITXMPR014	Develop and implement marketing strategies

### **Group C – General electives**

#### **Administration and Communication**

BSBCMM411	Make presentations
BSBTWK503	Manage meetings
BSBWRT411	Write complex documents
SITXCOM009	Address protocol requirements

#### **Computer Operations and ICT Management**

BSBTEC301	Design and produce business documents
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BSBTEC303	Create electronic presentations
BSBTEC402	Design and produce complex spreadsheets
BSBXCS402	Promote workplace cyber security awareness and best practices
BSBXCS405	Contribute to cyber security incident responses

**Crisis Management**

SITXCRI003	Respond to a customer in crisis
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**Customer Service**

SIRXCEG008	Manage disrespectful, aggressive or abusive customers
SIRXCEG009*	Manage workplace responses to disrespectful aggressive or abusive customer behaviour

**E-Business**

SIRXOSM002	Maintain ethical and professional standards when using social media and online platforms
SIRXOSM003*	Use social media and online tools
SIRXOSM005	Develop a basic website for customer engagement
SIRXSTR001	Develop an ecommerce strategy

**Environmental Sustainability**

BSBSUS411	Implement and monitor environmentally sustainable work practices
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**Finance**

BSBFIN401	Report on financial activity
SITXFIN007	Process financial transactions

**First Aid**

HLTAID011	Provide First Aid
HLTAID013	Provide First Aid in remote or isolated site

**Governance and Legal Compliance**

SITXGLC002	Identify and manage legal risks and comply with law
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**Human Resource Management**

- SITXHRM008 Roster staff
- SITXHRM010 Recruit, select and induct staff
- SITXHRM011 Manage volunteers
- SITXHRM012 Monitor staff performance

**Languages other than English**

- SITXLAN008 Conduct oral communication in a language other than English
- SITXLAN009 Read and write information in a language other than English

**Management and Leadership**

- BSBOPS504 Manage business risk
- SITXMGT006 Manage projects

**Marketing and Public Relations**

- BSBMKG431 Assess marketing opportunities
- BSBMKG544 Plan and monitor direct marketing activities
- BSBMKG552 Design and develop marketing communication plans
- SITXMPR009 Coordinate production of brochures and marketing materials
- SITXMPR010 Create a promotional display or stand
- SITXMPR011 Plan and implement sales activities
- SITXMPR012 Coordinate marketing activities
- SITXMPR013 Participate in cooperative online marketing initiatives
- SITXMPR014 Develop and implement marketing strategies
- SITXMPR015 Obtain and manage sponsorship
- SITXMPR016 Prepare and present proposals

**Work Health and Safety**

- SITXWHS006 Identify hazards, assess and control safety risks

## Qualification Mapping Information

Supersedes and is not equivalent to SIT50116 Diploma of Travel and Tourism Management.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>