SIT50216 Diploma of Holiday Park and Resort Management

Release 1
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Modification History
Not applicable.

Qualification Description
This qualification reflects the role of individuals who use a broad range of managerial skills and sound knowledge of industry operations to coordinate holiday park and resort operations which may include marketing and product development activities. They operate independently, have responsibility for others and make a range of operational business decisions.

This qualification provides a pathway to work as a business manager or owner-operator of a holiday park or resort.

Possible job titles include:
- manager
- operations manager
- park manager.

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

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

EITHER

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

OR

Have relevant holiday parks and resorts industry experience. Work must involve the application of skills and knowledge described in one of the unit clusters below.

The unit clusters for different pathways are:

**Front office pathway**

BSBSUS201  Participate in environmentally sustainable work practices

BSBWOR202  Organise and complete daily work activities

SITHACS008  Provide accommodation reception services

SITTIND002  Source and use information on the holiday park and resort industry

SITTTSL007  Process reservations

SITXCCS006  Provide service to customers

SITXCOM002  Show social and cultural sensitivity

SITXWHS001  Participate in safe work practices

SITXWHS002  Identify hazards, assess and control safety risks

**Grounds maintenance pathway**

BSBSUS201  Participate in environmentally sustainable work practices

BSBWOR202  Organise and complete daily work activities

RIISAM204D  Operate small plant and equipment

SIFCBGM001  Provide general grounds care

SIFCBGM002  Maintain property and structures

SITTIND002  Source and use information on the holiday park and resort industry
industry

SITXCCS006  Provide service to customers

SITXCOM00  Show social and cultural sensitivity
2

SITXWHS00  Participate in safe work practices
1

SITXWHS00  Identify hazards, assess and control safety risks
2

Housekeeping pathway

BSBSUS201  Participate in environmentally sustainable work practices

BSBWOR202  Organise and complete daily work activities

SITHACS001  Clean premises and equipment

SITHACS002  Provide housekeeping services to guests

SITHACS003  Prepare rooms for guests

SITTIND002  Source and use information on the holiday park and resort industry

SITXCCS006  Provide service to customers

SITXCOM00  Show social and cultural sensitivity
2

SITXWHS00  Participate in safe work practices
1

SITXWHS00  Identify hazards, assess and control safety risks
2
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 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

BSBWRT401  Write complex documents
SITXCCS008  Develop and manage quality customer service practices
SITXCOM005  Manage conflict
SITXFIN002  Interpret financial information
SITXFIN003  Manage finances within a budget
SITXFIN004  Prepare and monitor budgets
SITXHRM003  Lead and manage people
SITXMGT001  Monitor work operations
SITXMGT002  Establish and conduct business relationships
SITXWHS003  Implement and monitor work health and safety practices

Elective units

Accommodation Services - Front Office

SITTTSL005  Sell tourism products and services
SITTTSL006  Prepare quotations
SITTTSL009  Process travel-related documentation
SITTTSL010  Use a computerised reservations or operations system

Administration and Communication

BSBADM502  Manage meetings
BSBCMM401 Make a presentation
SITXCOM004 Address protocol requirements
SITXMPR008 Prepare and present proposals

**Building and Grounds Maintenance**

SIFCBGM007 Evaluate building and grounds maintenance and development needs
SIFCBGM008 Coordinate building and grounds maintenance and development
SISCAQU001 Test pool water quality
SISCAQU003 Maintain aquatic facility plant and equipment
SISCAQU004 Develop and implement pool water maintenance procedures
SISCAQU014 Operate self-contained breathing apparatus in an aquatic facility

**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**

SITXCRI001 Respond to a customer in crisis
SITXCRI002 Manage a business continuity crisis

**E-Business**

BSBEBU501 Investigate and design e-business solutions
BSBEBU502 Implement e-business solutions
SITXEB002 Develop, implement and monitor the use of social media in a business
SITXEB003 Build and launch a small business website
### Environmental Sustainability

- **BSBSUS501**: Develop workplace policy and procedures for sustainability

### Finance

- **BSBFIA303**: Process accounts payable and receivable
- **BSBFIA401**: Prepare financial reports

### First Aid

- **HLTAID003**: Provide first aid

### Franchising

- **BSBFRA401**: Manage compliance with franchisee obligations and legislative requirements
- **BSBFRA402**: Establish a franchise
- **BSBFRA403**: Manage relationship with franchisor
- **BSBFRA502**: Manage a franchise operation

### Governance and Legal Compliance

- **BSBSMB401**: Establish legal and risk management requirements of small business
- **SITXGLC001**: Research and comply with regulatory requirements

### Human Resource Management

- **BSBDIV501**: Manage diversity in the workplace
- **BSBHRM604**: Manage employee relations
- **SITXHRM002**: Roster staff
- **SITXHRM004**: Recruit, select and induct staff
- **SITXHRM006**: Monitor staff performance

### Inventory

- **SITXINV003**: Purchase goods
- **SITXINV004**: Control stock
Management and Leadership

BSBMGT517  Manage operational plan
BSBMGT617  Develop and implement a business plan
BSBRSK501  Manage risk
BSBSMB404  Undertake small business planning
SITXMGMT003  Manage projects

Marketing and Public Relations

BSBMKG401  Profile the market
BSBMKG412  Conduct e-marketing communications
BSBMKG510  Plan e-marketing communications
BSBSMB403  Market the small business
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
SITXMPR007  Develop and implement marketing strategies

Planning and Product Development

SITTPPD001  Package tourism products
SITTPPD003  Coordinate and operate sustainable tourism activities
SITTPPD004  Develop in-house recreational activities
SITTPPD007  Research and analyse tourism data
Qualification Mapping Information
SIT50412 Diploma of Holiday Parks and Resorts

Links