



Australian Government

SITSS00089 Product Development for International Visitor Markets

Release 1

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Modification History

Not applicable.

Description

A set of skills to equip individuals to develop tourism products tailored to international visitor markets.

Pathways Information

Achievement of these units provides credit towards qualifications in the SIT Tourism, Travel and Hospitality Training Package and the BSB Business Services Training Package.

Licensing/Regulatory Information

No occupational licensing, certification or specific legislative requirements apply to this skill set at the time of publication.

Skill Set Requirements

Unit code	Unit title
BSBMKG625	Implement and manage international marketing programs
SITTPPD016	Research and analyse tourism data
SITTPPD017	Develop tourism products

Target Group

This skill set is for senior tourism, travel and hospitality industry personnel working in strategic planning and product development roles for international markets.

Suggested words for Statement of Attainment

These units of competency from the SIT Tourism, Travel and Hospitality Training Package and BSB Business Services Training Package provide a set of skills to develop tourism products tailored to international visitor markets.