



Australian Government

Department of Education, Employment and Workplace Relations

SIT30207 Certificate III in Tourism (Retail Travel Sales)

Revision Number: 1

SIT30207 Certificate III in Tourism (Retail Travel Sales)

Modification History

Not applicable.

Description

This qualification provides the skills and knowledge for an individual to be competent in a range of well-developed retail travel sales and operational skills.

Work would be undertaken in a retail office or shopfront environment where the planning of customer's travel and touring arrangements takes place.

The qualification reflects the role of skilled operators who apply a broad range of competencies in a varied work context, using some discretion and judgement and relevant theoretical knowledge. They may provide technical advice and support to a team.

The qualification is suitable for an Australian apprenticeship pathway.

Job roles

Individuals with this qualification are able to work in the retail travel sector, covering all types of retailers, including those that cover or specialise in leisure, corporate, domestic and international sales. At this level, retail travel personnel can operate in domestic or international sales and this qualification allows for both.

Possible job titles include:

- travel consultant
- tour desk consultant
- international travel consultant
- leisure consultant
- corporate leisure consultant
- corporate consultant
- international corporate consultant
- online consultant
- mobile travel consultant.

Prerequisite requirements

There are no prerequisites for entry to this qualification.

Pathways Information

Not applicable.

Licensing/Regulatory Information

Not applicable.

Entry Requirements

Not applicable.

Employability Skills Summary

EMPLOYABILITY SKILLS SUMMARY

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The following table contains a summary of the employability skills required by the tourism industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability skill	Industry/enterprise requirements for this qualification include:
Communication	Communicating with colleagues, customers and tourism product suppliers to plan the customer's travel itinerary; interpreting verbal and written information on tourism product conditions; determining and interpreting customer preferences to sell proactively and persuasively; empathising and negotiating acceptable solutions to customer problems and complaints; providing clear and accurate verbal and written information to customers and suppliers to ensure a positive tourism experience.
Teamwork	Working as a team member, giving and receiving instructions and understanding own lead role in selling tourism products and servicing the needs of the retail travel customer; supporting other team members in their role in providing quality sales and service delivery; respecting the cultural diversity of team members and seeking their assistance to service the culturally diverse needs of retail travel customers.
Problem solving	Anticipating problems that may arise with the customer's travel arrangements; mitigating problems by planning and booking appropriate travel itineraries that adhere to supplier conditions and customer requests; identifying and clarifying the extent of problems and requesting assistance from team members, supervisors and suppliers in solving operational or customer service issues; using predetermined policies and procedures to guide solutions to customer or supplier problems associated with the sale of retail travel products.
Initiative and enterprise	Showing independence and initiative required to take a lead role in making travel sales and providing service that meets or exceeds customer expectations; identifying and discussing a range of tourism product and service concepts to improve existing product and service options for the retail travel agency.

Employability skill	Industry/enterprise requirements for this qualification include:
Planning and organising	Collecting, analysing and organising customer, product and supplier information to allow for effective selling and efficient coordination of tourism product bookings; setting timelines, organising own work flow and using appropriate predetermined policies and procedures to guide the selling and booking processes.
Self-management	Understanding and complying with the legal responsibilities that apply to own role in selling tourism products; knowing own job role and responsibilities in selling and coordinating bookings for tourism products; organising own work time and priorities and seeking feedback and guidance from supervisors on success in effectively servicing the sales needs of retail travel customers.
Learning	Knowing the structure of, networks within, and sources of new information on the tourism industry to enable the sourcing of ongoing learning opportunities; proactively seeking and sharing information with colleagues on new tourism products, services and suppliers.
Technology	Understanding the operating capability of, selecting and using computer systems, software and information networks that assist in selling and coordinating bookings for tourism products.

Due to the high proportion of electives required by this qualification, the industry/enterprise requirements described above for each employability skill are representative of the tourism industry in general and may not reflect specific job roles. Learning and assessment strategies for this qualification should be based on the requirements of the units of competency for this qualification.

Packaging Rules

QUALIFICATION RULES

To achieve a Certificate III in Tourism (Retail Travel Sales), 22 units must be completed:

- all 15 core units
- 7 elective units:
 - a minimum of 3 elective units must be selected from the general electives listed below

- the remaining elective units may be selected from this or another endorsed Training Package or accredited course
- a maximum of 1 Languages other than English unit may be counted as an elective within this qualification.

In all cases selection of electives must be guided by the job outcome sought, local industry requirements and the characteristics of this qualification.

CORE UNITS

SITTIND001B	Develop and update tourism industry knowledge
SITTTSL001A	Operate an online information system
SITTTSL002A	Access and interpret product information
SITTTSL003A	Source and provide international destination information and advice
SITTTSL004A	Source and provide Australian destination information and advice
SITTTSL005A	Sell tourism products and services
SITTTSL006B	Prepare quotations
SITTTSL008B	Book and coordinate supplier services
SITTTSL009B	Process travel-related documentation
SITTTSL010B	Control reservations or operations using a computerised system
SITTTSL013B	Construct normal international airfares
SITTTSL014B	Construct promotional international airfares
SITXCOM001A	Work with colleagues and customers
SITXCOM002A	Work in a socially diverse environment
SITXOHS001B	Follow health, safety and security procedures

GENERAL ELECTIVE UNITS**Administration**

SITXADM001A	Perform office procedures
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Communication and Teamwork

SITXCOM003A	Deal with conflict situations
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SITXCOM004A	Communicate on the telephone
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SITXCOM005A	Make presentations
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Computer Operations and ICT Management

BSBITU309A	Produce desktop published documents
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BSBITU301A	Create and use databases
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BSBITU302A	Create electronic presentations
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BSBITA401A	Design databases
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BSBITU102A	Develop keyboard skills
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BSBITU203A	Communicate electronically
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BSBITU306A	Design and produce business documents
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BSBWOR204A	Use business technology
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E-Business

BSBITU305A	Conduct online transactions
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BSBEBU401A	Review and maintain a website
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BSBCUS401A	Coordinate implementation of customer service strategies
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Environmental Sustainability	
SITXENV002A	Implement and monitor environmentally sustainable work practices
Events	
SITXEVT001B	Develop and update event industry knowledge
SITXEVT002B	Provide event staging support
SITXEVT003B	Process and monitor event registrations
SITXEVT004B	Coordinate on-site event registrations
Finance	
SITXFIN001A	Process financial transactions
SITXFIN002A	Maintain financial records
SITXFIN003A	Interpret financial information
BSBFIA303A	Process accounts payable and receivable
Human Resource Management	
SITXHRM001A	Coach others in job skills

Languages other than English

SITXLAN1__A	Conduct basic workplace oral communication in a language other than English
SITXLAN2__A	Conduct routine workplace oral communication in a language other than English
SITXLAN3__A	Conduct workplace oral communication in a language other than English
SITXLAN5__A	Read and write workplace information in a language other than English

Marketing and Public Relations

SITXMPR001A	Coordinate production of brochures and marketing materials
SITXMPR002A	Create a promotional display or stand
SITXMPR004A	Coordinate marketing activities

Occupational Health and Safety

SITXOHS003B	Identify hazards, and assess and control safety risks
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Planning and Product Development

SITTPPD002A	Research tourism data
SITTPPD003B	Source and package tourism products

Tourism Sales and Operations

SITTTSL007B	Receive and process reservations
SITTTSL011A	Maintain a product inventory
SITTTSL012B	Construct domestic airfares
SITTTSL015B	Construct advanced international airfares
SITTTSL016B	Administer billing and settlement plan

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

International travel consultant - corporate, leisure mobile or online

BSBITU301A Create and use databases

SITTTSL003A Source and provide international destination information and advice

SITTTSL013B Construct normal international airfares

SITTTSL014B Construct promotional international airfares

SITTTSL016B Administer billing and settlement plan

SITXFIN002A Maintain financial records