



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SIT30307 Certificate III in Tourism (Tour Wholesaling)**

**Revision Number: 1**

## SIT30307 Certificate III in Tourism (Tour Wholesaling)

### Modification History

Not applicable.

### Description

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

Work would be undertaken in an office environment where the planning and sale of wholesale tourism products and services takes place. Some tour wholesaling personnel undertake guiding functions which would be undertaken in the field where tourism products are delivered.

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 tour wholesaling sector, covering all types of wholesalers, including inbound tour operators and outbound tour wholesalers.

Possible job titles include:

- operations consultant
- wholesale consultant
- wholesale groups consultant
- wholesale international consultant
- reservations consultant
- reservations sales agent
- call centre sales agent
- inbound tour coordinator
- inbound travel consultant
- inbound groups consultant
- tour controller
- tour finaliser
- incentive coordinator
- tour consultant
- account manager.

#### 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

#### SIT30307 Certificate III in Tourism (Tour Wholesaling)

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.

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

<b>Employability skill</b>	<b>Industry/enterprise requirements for this qualification include:</b>
	wholesale tourism sales and operational activities.
<b>Planning and organising</b>	Collecting, analysing and organising agent and 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, quotation, booking and documentation process.
<b>Self-management</b>	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 wholesale tourism products; organising own work time and priorities and seeking feedback and guidance from supervisors on success in effectively servicing the needs of retail travel agents and their customers.
<b>Learning</b>	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, suppliers and distribution agents.
<b>Technology</b>	Understanding the operating capability of, selecting and using computer systems, software and information networks that assist in selling and coordinating bookings for wholesale 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 (Tour Wholesaling), 19 units must be completed:

- all 16 core units

plus

- 3 elective units:
  - a minimum of 2 elective units must be selected from the list below
  - the remaining elective unit 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
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
SITXADM001A	Perform office procedures
SITXCOM001A	Work with colleagues and customers
SITXCOM002A	Work in a socially diverse environment
SITXCOM004A	Communicate on the telephone
SITXOHS001B	Follow health, safety and security procedures
BSBWOR204A	Use business technology
BSBITU306A	Design and produce business documents
Plus	
SITTTSL003A	Source and provide international destination information and advice

Or

SITTTSL004A	Source and provide Australian destination information and advice
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## ELECTIVE UNITS

### Administration

SITXADM002A	Source and present information
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### Communication and Teamwork

SITXCOM003A	Deal with conflict situations
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SITXCOM005A	Make presentations
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SITXCOM006A	Address protocol requirements
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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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BSBITU402A	Develop and use complex spreadsheets
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BSBITU102A	Develop keyboard skills
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BSBITU203A	Communicate electronically
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<b>E-Business</b>	
BSBITU305A	Conduct online transactions
BSBEBU401A	Review and maintain a website
BSBCUS401A	Coordinate implementation of customer service strategies
<b>Environmental Sustainability</b>	
SITXENV002A	Implement and monitor environmentally sustainable work practices
<b>Events</b>	
SITXEVT001B	Develop and update event industry knowledge
SITXEVT002B	Provide event staging support
SITXEVT003B	Process and monitor event registrations
SITXEVT004B	Coordinate on-site event registrations
<b>Finance</b>	
SITXFIN001A	Process financial transactions
SITXFIN002A	Maintain financial records
SITXFIN003A	Interpret financial information
BSBFIA302A	Process payroll
BSBFIA303A	Process accounts payable and receivable
<b>Human Resource Management</b>	
SITXHRM001A	Coach others in job skills



**Guiding**

SITTGDE002A	Provide arrival and departure assistance
SITTGDE004A	Lead tour groups
SITTGDE006A	Prepare and present tour commentaries or activities
SITTGDE007A	Develop and maintain the general and regional knowledge required by guides

**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
SITXMPR003A	Plan and implement sales activities
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**

SITTTSL003A	Source and provide international destination information and advice
SITTTSL004A	Source and provide Australian destination information and advice
SITTTSL007B	Receive and process reservations
SITTTSL009B	Process travel-related documentation
SITTTSL011A	Maintain a product inventory
SITTTSL012B	Construct domestic airfares
SITTTSL013B	Construct normal international airfares
SITTTSL014B	Construct promotional international 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:

#### ***Reservations sales agent***

SITTTSL007B Receive and process reservations  
 SITTTSL009B Process travel-related documentation  
 SITXFIN002A Maintain financial records

#### ***Inbound tour coordinator***

SITTPPD003B Source and package tourism products  
 SITTTSL009B Process travel-related documentation  
 SITXLAN5\_\_A Read and write workplace information in a language other than English