



Australian Government

Department of Education, Employment and Workplace Relations

SIT30407 Certificate III in Tourism (Visitor Information Services)

Revision Number: 1

SIT30407 Certificate III in Tourism (Visitor Information Services)

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 a visitor information centre where information is provided and where some planning of customer's travel and touring arrangements may take place. Centres can be stand-alone shopfront and office environments or can be attached to another facility, such as a winery or coffee shop.

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 visitor information sector of the tourism industry or for destination marketing companies who fulfil dual information and sales functions for particular tourism destinations.

Possible job titles include:

- information officer
- booking agent
- sales 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 provide local or regional visitor information; 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 servicing information needs of the visitor and selling local or regional tourism products; supporting other team members in their role in providing quality information delivery and sales service; respecting the cultural diversity of team members and seeking their assistance to service the culturally diverse needs of visitors to the local area or region.
Problem solving	Anticipating problems that may arise with the customer's local or regional tourism experience; mitigating problems by providing tailored information that meets customer needs; identifying and clarifying the extent of problems and requesting assistance from team members, supervisors and local tourism operators in solving operational or customer service issues; using predetermined policies and procedures to guide solutions to customer or supplier problems associated with the visitor's local or regional tourism experience.
Initiative and enterprise	Showing independence and initiative required to take a lead role in making tourism product sales, and providing local or regional information 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 visitor

Employability skill	Industry/enterprise requirements for this qualification include:
	information centre.
Planning and organising	Collecting, analysing and organising customer, product and supplier information to allow for efficient provision of tailored local or regional tourism information and effective selling and booking coordination; setting timelines, organising own work flow and using appropriate predetermined policies and procedures to guide the information provision, selling and booking processes.
Self-management	Understanding and complying with the legal responsibilities that apply to own role in providing visitor information and selling tourism products; knowing own job role and responsibilities in providing visitor information, 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 information and booking needs of visitor information centre customers.
Learning	Knowing the structure of, networks within and sources of new information on the local or regional tourism industry to enable the sourcing of ongoing learning opportunities; proactively seeking and sharing information with colleagues on new tourism products, services and local tourism operators.
Technology	Understanding the operating capability of, selecting and using computer systems, software and information networks that assist in providing visitor information, selling and coordinating bookings for local or regional 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 (Visitor Information Services), 18 units must be completed:

- all 13 core units
- 5 elective units:
 - a minimum of 3 elective units must be selected from the list below
 - the remaining 2 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

SITXADM001A	Perform office procedures
SITXCCS001B	Provide visitor information
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
SITTIND001B	Develop and update tourism industry knowledge
SITTTSL001A	Operate an online information system
SITTTSL002A	Access and interpret product information
SITTTSL004A	Source and provide Australian destination information and advice
SITTTSL005A	Sell tourism products and services
BSBWOR204A	Use business technology
BSBITU306A	Design and produce business documents

ELECTIVE UNITS	
Administration	
SITXADM003A	Write business documents
Client and Customer Service	
SIRXCCS001A	Apply point-of-sale handling procedures
Communication and Teamwork	
SITXCOM003A	Deal with conflict situations
SITXCOM005A	Make presentations
SITXCOM006A	Address protocol requirements
Computer Operations and ICT Management	
BSBITU309A	Produce desktop published documents
BSBITU301A	Create and use databases
BSBITU302A	Create electronic presentations
BSBITU102A	Develop keyboard skills
BSBITU203A	Communicate electronically
E-Business	
BSBITU305A	Conduct online transactions
BSBEBU401A	Review and maintain a website
BSBCUS401A	Coordinate implementation of customer service strategies

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
Food and Beverage	
SITHFAB003A	Serve food and beverage to customers
SITHFAB005A	Provide table service of alcoholic beverages
SITHFAB009A	Provide responsible service of alcohol
SITHFAB010C	Prepare and serve non-alcoholic beverages
SITHFAB011A	Develop and update food and beverage knowledge
SITHFAB012B	Prepare and serve espresso coffee
SITHFAB222A	Conduct a product tasting for alcoholic beverages

Human Resource Management

SITXHRM001A Coach others in job skills

Inventory

SITXINV001A Receive and store stock

SITXINV002A Control and order stock

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

Occupational Health and Safety

SITXOHS003B Identify hazards, and assess and control safety risks

Marketing and Public Relations

SITXMPR001A Coordinate production of brochures and marketing materials

SITXMPR002A Create a promotional display or stand

SITXMPR004A Coordinate marketing activities

Merchandising	
SIRXMER001A	Merchandise products
Planning and Product Development	
SITTPPD002A	Research tourism data
SITTPPD003B	Source and package tourism products
Sales	
SIRXSLS001A	Sell products and services
SIRXSLS002A	Advise on products and services
Tourism Sales and Operations	
SITTTSL006B	Prepare quotations
SITTTSL007B	Receive and process reservations
SITTTSL008B	Book and coordinate supplier services
SITTTSL009B	Process travel-related documentation
SITTTSL010B	Control reservations or operations using a computerised system
SITTTSL011A	Maintain a product inventory
Venue and Facility Operations	
SITTVAF002A	Provide a briefing or scripted commentary

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

Information officer

SIRXMER001A Merchandise products

SIRXSLS001A Sell products and services

SITTTSL009B Process travel-related documentation

SITXFIN001A Process financial transactions

SITXMPR002A Create a promotional display or stand

Booking agent or sales consultant

SITTTSL006B Prepare quotations

SITTTSL008B Book and coordinate supplier services

SITTTSL009B Process travel-related documentation

SITTTSL010B Control reservations or operations using a computerised system

SITXFIN002A Maintain financial records