



Australian Government

Department of Education, Employment and Workplace Relations

SIT50107 Diploma of Tourism

Revision Number: 1

SIT50107 Diploma of Tourism

Modification History

Not applicable.

Description

This qualification provides the skills and knowledge for an individual to be competent in a broad range of managerial skills in tourism operations, marketing and product development, underpinned by a range of operational competencies chosen as electives. The qualification allows for multi-skilling or for specialisation in a limited range of skills that specifically relate to operations management or marketing and product development.

Work would be undertaken in an office environment where the planning of tourism products and services takes place, in the field where tourism products are delivered or a combination of both. The field includes any destination, local or regional area, tourist precinct, site, attraction or onboard form of transportation.

The qualification reflects the role of individuals who possess a sound theoretical knowledge base and use a range of specialised, technical or managerial competencies to plan, carry out and evaluate the work of self or a team.

The qualification is not suitable for an Australian apprenticeship pathway.

Job roles

Individuals with this qualification are able to work in any sector of the tourism industry as a senior departmental manager, manager or owner-operator of any style of small tourism business. Some managers at this level will specialise in certain fields; in the tourism industry personnel tend to specialise in operational functions or marketing and product development roles.

Possible job titles include:

- visitor information centre manager
- operations manager
- manager - tour operations
- manager - cultural tour operations
- inbound groups manager
- reservations manager or call centre manager
- retail travel agency manager
- visitor information centre manager
- director (owner-operator small tourism business)
- manager (owner-operator small tourism business)
- sales manager
- marketing manager
- product manager
- tourism manager
- inbound sales 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

SIT50107 Diploma of Tourism

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 | Negotiating and liaising with a broad range of colleagues and customers on operational and service issues; consulting with others to elicit feedback and ideas; providing briefings to operational staff and other managers; consulting with team members about OHS issues; developing and maintaining workplace documentation such as operational procedures, staff-related documentation or reports. |
| Teamwork | Motivating and leading diverse teams; providing support and coaching; planning work operations to take account of team member strengths; taking a lead role in agreeing and establishing work team goals. |
| Problem solving | Developing and applying a range of strategies to address both typical and unpredictable workplace problems; responding effectively to a wide range of operational issues requiring immediate resolution; working with colleagues to develop practical solutions; monitoring and evaluating the effectiveness of solutions based on operational experience. |
| Initiative and enterprise | Generating options and ideas to address different workplace challenges; developing ideas about ways to improve operations and services; encouraging team members to be innovative; using knowledge of current and emerging tourism industry and marketplace trends to inform work practices. |
| Planning and organising | Understanding the roles and responsibilities of leaders and managers in the context of the overall organisation; communicating goals, strategies and outcomes to team members; monitoring and evaluating plans, procedures and systems, including timelines and resources; actively participating in continuous improvement processes. |
| Self-management | Understanding the legal and compliance framework that |

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| Employability skill | Industry/enterprise requirements for this qualification include: |
| | affects those working in the tourism industry; maintaining general and technical knowledge to inform work practices. |
| Learning | Proactively maintaining and updating knowledge of tourism industry trends and practices; being aware of tourism industry professional development opportunities; supporting team members to learn. |
| Technology | Assessing, selecting and applying technologies used in the tourism industry to support workplace operations and planning; understanding the operating capacity of different technologies, including emerging technologies used to support tourism operations; supporting skill development required by new technologies. |

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 Diploma of Tourism, 33 units must be completed:

- 17 core units
- 16 elective units:
 - a minimum of 10 elective units must be selected from the general elective units listed below
 - the remaining 6 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

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| SITTIND001B | Develop and update tourism industry knowledge |
| SITXADM003A | Write business documents |
| SITXCCS003A | Manage quality customer service |
| SITXCOM001A | Work with colleagues and customers |
| SITXCOM002A | Work in a socially diverse environment |
| SITXCOM003A | Deal with conflict situations |
| SITXFIN003A | Interpret financial information |
| SITXFIN004A | Manage finances within a budget |
| SITXFIN005A | Prepare and monitor budgets |
| SITXGLC001A | Develop and update legal knowledge required for business compliance |
| SITXHRM005A | Lead and manage people |
| SITXMGT006A | Establish and conduct business relationships |
| SITXOHS004B | Implement and monitor workplace health, safety and security practices |
| Plus either the following four units: (Operations) | |
| SITXHRM001A | Coach others in job skills |
| SITXMGT001A | Monitor work operations |
| SITXMGT002A | Develop and implement operational plans |
| SITXOHS003B | Identify hazards, and assess and control safety risks |
| Or the following four units: (Marketing) | |
| SITTPPD001B | Research, assess and develop tourism products |
| SITTPPD002A | Research tourism data |
| SITXMPR004A | Coordinate marketing activities |
| SITXMPR005A | Develop and manage marketing strategies |

GENERAL ELECTIVE UNITS**Administration**

SITXADM004A Plan and manage meetings

Communication and Teamwork

SITXCOM005A Make presentations

SITXCOM006A Address protocol requirements

Computer Operations and ICT Management

SITXICT001A Build and launch a website for a small business

BSBITU309A Produce desktop published documents

BSBITU302A Create electronic presentations

BSBITA401A Design databases

BSBITU402A Develop and use complex spreadsheets

CUFIMA01A Produce and manipulate digital images

E-Business

| | |
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| BSBCUS401A | Coordinate implementation of customer service strategies |
| BSBEBU401A | Review and maintain a website |
| BSBEBU501A | Investigate and design e-business solutions |
| BSBEBU502A | Implement e-business solution |
| BSBITU305A | Conduct online transactions |
| BSBMKG412A | Conduct e-marketing communications |
| BSBMKG510A | Plan e-marketing communications |
| BSBPUR501B | Develop, implement and review purchasing strategies |

Environmental Sustainability

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| SITXENV003A | Develop workplace policy and procedures for sustainability |
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Events

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| SITXEVT008A | Plan and develop event proposals and bids |
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Finance

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| SITXFIN002A | Maintain financial records |
| SITXFIN006A | Obtain and manage sponsorship |
| BSBFIA302A | Process payroll |
| BSBFIA303A | Process accounts payable and receivable |
| BSBFIA304A | Maintain a general ledger |
| BSBFIA401A | Prepare financial reports |
| BSBFIM502A | Manage payroll |

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| First Aid | |
| HLTFA301B | Apply first aid |
| HLTFA302A | Provide first aid in remote situation |
| Food and Beverage | |
| SITHFAB005A | Provide table service of alcoholic beverages |
| SITHFAB009A | Provide responsible service of alcohol |
| SITHFAB325A | Provide specialised advice on Australian wines |
| SITHFAB428A | Manage the sale or service of wine |
| SITHFAB222A | Conduct a product tasting for alcoholic beverages |
| Franchising | |
| BSBFRA401B | Manage compliance with franchisee obligations and legislative requirements |
| BSBFRA403B | Manage relationship with franchisor |
| BSBFRA502B | Manage a franchise operation |

Guiding

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| SITTGDE001B | Work as a guide |
| SITTGDE002A | Provide arrival and departure assistance |
| SITTGDE003A | Coordinate and operate a tour |
| SITTGDE004A | Lead tour groups |
| SITTGDE005A | Manage extended touring programs |
| SITTGDE006A | Prepare and present tour commentaries or activities |
| SITTGDE007A | Develop and maintain the general and regional knowledge required by guides |
| SITTGDE008A | Research and share general information on Australian Indigenous cultures |
| SITTGDE009A | Interpret aspects of local Australian Indigenous culture |
| SITTGDE010A | Prepare specialised interpretive content on flora, fauna and landscape |
| SITTGDE011A | Prepare specialised interpretive content on marine environments |
| SITTGDE012A | Prepare specialised interpretive content on cultural and heritage environments |

Human Resource Management

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| SITXHRM001A | Coach others in job skills |
| SITXHRM002A | Recruit, select and induct staff |
| SITXHRM003A | Roster staff |
| SITXHRM004A | Manage volunteers |
| SITXHRM006A | Monitor staff performance |
| SITXHRM007A | Manage workplace diversity |
| SITXHRM009A | Provide mentoring support to business colleagues |

| Inventory | |
|------------------|---------------------------|
| SITXINV002A | Control and order stock |
| SITXINV003A | Manage and purchase stock |

| Languages other than English | |
|-------------------------------------|---|
| SITXLAN3__A | Conduct workplace oral communication in a language other than English |
| SITXLAN4__A | Conduct complex workplace oral communication in a language other than English |
| SITXLAN5__A | Read and write workplace information in a language other than English |
| SITXLAN6__A | Read and write workplace documents in a language other than English |

| Management and Leadership | |
|----------------------------------|---|
| SITXMGT001A | Monitor work operations |
| SITXMGT002A | Develop and implement operational plans |
| SITXMGT003A | Manage projects |
| SITXMGT004A | Develop and implement a business plan |
| SITXMGT005A | Manage business risk |

Marketing and Public Relations

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|-------------|--|
| 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 |
| SITXMPR005A | Develop and manage marketing strategies |
| SITXMPR006A | Participate in cooperative online marketing initiatives for the tourism industry |
| BSBMKG401B | Profile the market |

Occupational Health and Safety

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

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|-------------|--|
| SITTPPD001B | Research, assess and develop tourism products |
| SITTPPD002A | Research tourism data |
| SITTPPD003B | Source and package tourism products |
| SITTPPD004A | Plan and implement minimal impact operations |
| SITTPPD005A | Plan and develop interpretive activities |
| SITTPPD006B | Plan and develop ecologically sustainable tourism operations |
| SITTPPD007A | Plan and develop culturally appropriate tourism operations |
| SITTPPD008A | Develop host community awareness of tourism |
| SITTPPD009A | Assess tourism opportunities for local communities |
| SITTPPD010A | Develop and implement local or regional tourism plan |

Tour Operations

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|-------------|---|
| SITTTOP001A | Allocate tour resources |
| SITTTOP002A | Load touring equipment and conduct pre-departure checks |
| SITTTOP003B | Operate and maintain a 4WD tour vehicle |
| SITTTOP004B | Set up and operate a camp site |
| SITTTOP005A | Provide camp site catering |
| SITTTOP006B | Operate tours in a remote area |
| TLIB307C | Carry out vehicle servicing and maintenance |
| TLIC107C | Drive vehicle |
| TLIC807C | Drive coach/bus |

Tourism Sales and Operations

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|-------------|---|
| 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 |
| 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 |
| 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:

Visitor information centre manager

BSBFIA401A Prepare financial reports
SITTPPD002A Research tourism data
SITTPPD008A Develop host community awareness of tourism
SITTTSL001A Operate an online information system
SITTTSL002A Access and interpret product information
SITTTSL005A Sell tourism products and services
SITXADM004A Plan and manage meetings
SITXCOM005A Make presentations
SITXHRM002A Recruit, select and induct staff
SITXHRM003A Roster staff
SITXHRM006A Monitor staff performance
SITXHRM007A Manage workplace diversity
SITXMPR001A Coordinate production of brochures and marketing materials
SITXMPR002A Create a promotional display or stand
SITXMPR004A Coordinate marketing activities
SITXMPR005A Develop and manage marketing strategies

Operations manager for a small tour operator

BSBFIA401A Prepare financial reports
SITTPPD001B Research, assess and develop tourism products
SITTPPD004A Plan and implement minimal impact operations
SITTPPD006B Plan and develop ecologically sustainable tourism operations
SITTTOP001A Allocate tour resources
SITTTOP002A Load touring equipment and conduct pre-departure checks
SITTTSL002A Access and interpret product information
SITTTSL005A Sell tourism products and services
SITTTSL006B Prepare quotations
SITTTSL007B Receive and process reservations
SITTTSL008B Book and coordinate supplier services
SITXADM004A Plan and manage meetings
SITXHRM002A Recruit, select and induct staff
SITXHRM003A Roster staff
SITXHRM006A Monitor staff performance
SITXINV002A Control and order stock

Retail travel agency manager

BSBFIA401A Prepare financial reports
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
SITXFIN002A Maintain financial records
SITXHRM002A Recruit, select and induct staff
SITXHRM006A Monitor staff performance
SITXMGT005A Manage business risk
Indigenous cultural tour operator (owner-operator)
BSBFIA401A Prepare financial reports
SITTGDE006A Prepare and present tour commentaries or activities
SITTGDE008A Research and share general information on Australian Indigenous cultures
SITTGDE009A Interpret aspects of local Australian Indigenous culture
SITTGDE012A Prepare specialised interpretive content on cultural and heritage environments
SITTPPD001B Research, assess and develop tourism products
SITTPPD004A Plan and implement minimal impact operations
SITTPPD007A Plan and develop culturally appropriate tourism operations
SITTPPD008A Develop host community awareness of tourism
SITTTOP001A Allocate tour resources
SITTTOP002A Load touring equipment and conduct pre-departure checks
SITTTSL005A Sell tourism products and services
SITTTSL007B Receive and process reservations
SITXINV002A Control and order stock
SITXMGT005A Manage business risk
SITXMPR005A Develop and manage marketing strategies
Regional tourism manager
BSBITU302A Create electronic presentations
SITTPPD003B Source and package tourism products
SITTPPD008A Develop host community awareness of tourism
SITTPPD009A Assess tourism opportunities for local communities
SITTPPD010A Develop and implement local or regional tourism plan
SITTTSL001A Operate an online information system
SITTTSL011A Maintain a product inventory
SITXADM004A Plan and manage meetings
SITXEVT008A Plan and develop event proposals and bids
SITXFIN006A Obtain and manage sponsorship
SITXHRM002A Recruit, select and induct staff
SITXHRM006A Monitor staff performance
SITXHRM007A Manage workplace diversity
SITXMGT001A Monitor work operations
SITXMGT002A Develop and implement operational plans
SITXMPR006A Participate in cooperative online marketing initiatives for the tourism industry
Product and marketing manager (tour wholesaler)
BSBITU302A Create electronic presentations
BSBFIA401A Prepare financial reports
BSBEBU501A Investigate and design e-business solutions
BSBEBU501A Investigate and design e-business solutions
BSBMKG510A Plan e-marketing communications
BSBMKG412A Conduct e-marketing communications

SITTPPD003B Source and package tourism products
SITXADM004A Plan and manage meetings
SITXCOM005A Make presentations
SITXHRM002A Recruit, select and induct staff
SITXHRM006A Monitor staff performance
SITXMGT001A Monitor work operations
SITXMGT003A Manage projects
SITXMPR001A Coordinate production of brochures and marketing materials
SITXMPR006A Participate in cooperative online marketing initiatives for the tourism industry