



**Australian Government**

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

# **SIT60107 Advanced Diploma of Tourism**

**Revision Number: 1**

## **SIT60107 Advanced Diploma of Tourism**

### **Modification History**

Not applicable.

### **Description**

This qualification provides the skills and knowledge for an individual to be competent in wide-ranging, highly specialised technical tourism skills covering operations, sales, marketing, product development, business planning, and human resource and financial management. These strategic management skills are underpinned by a range of operational competencies, chosen as electives.

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 analyse, design and execute judgements using wide-ranging technical, creative, conceptual or managerial competencies. Their knowledge base may be specialised or broad. These individuals are often accountable for group outcomes.

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 manager, general manager or owner-operator of any style of tourism business.

Possible job titles include:

- managing director
- director
- general manager
- general manager sales and marketing
- director of sales and marketing
- strategic marketing manager
- general manager operations
- director of operations
- business development 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

#### SIT60107 Advanced 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.

<b>Employability skill</b>	<b>Industry/enterprise requirements for this qualification include:</b>
<b>Communication</b>	Communicating, consulting and encouraging feedback on organisational goals, strategies and outcomes; 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; developing and maintaining workplace documentation such as operational procedures, staff-related documentation or reports.
<b>Teamwork</b>	Fostering workplace diversity; building, 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.
<b>Problem solving</b>	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 at a strategic level.
<b>Initiative and enterprise</b>	Initiating new concepts, products and services; engaging and persuading stakeholders to adopt approaches; 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.
<b>Planning and organising</b>	Developing and managing strategies across the broad spectrum of tourism management practice, including overall business planning, financial management and product development; researching and critically analysing current and emerging industry practices, market and

<b>Employability skill</b>	<b>Industry/enterprise requirements for this qualification include:</b>
	product trends; forecasting and managing resources; developing and leading continuous improvement processes; 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.
<b>Self-management</b>	Reviewing and reflecting on own work performance; understanding the legal and compliance framework that affects those working in the tourism industry; maintaining general and technical knowledge to inform work practices.
<b>Learning</b>	Developing and maintaining the legal knowledge required for business compliance; proactively maintaining and updating knowledge of tourism industry trends and practices; being aware of tourism industry professional development opportunities; supporting team members to learn.
<b>Technology</b>	Researching new technological solutions to inform management practices and product development; selecting and using 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 an Advanced Diploma of Tourism, 40 units must be completed:

- all 22 core units

- 18 elective units:
  - a minimum of 10 elective units must be selected from the list below.
  - the remaining 8 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
SITTPPD001B	Research, assess and develop tourism products
SITTPPD002A	Research tourism data
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
SITXFIN008A	Manage financial operations
SITXGLC001A	Develop and update legal knowledge required for business compliance
SITXHRM005A	Lead and manage people
SITXHRM007A	Manage workplace diversity
SITXMGT001A	Monitor work operations
SITXMGT002A	Develop and implement operational plans
SITXMGT004A	Develop and implement a business plan

SITXMGT005A	Manage business risk
SITXMGT006A	Establish and conduct business relationships
SITXMPR005A	Develop and manage marketing strategies
SITXOHS005A	Establish and maintain an OHS system

## **ELECTIVE UNITS**

### **Administration**

SITXADM004A	Plan and manage meetings
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### **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

<b>E-Business</b>	
BSBEBU401A	Review and maintain a website
BSBEBU501A	Investigate and design e-business solutions
BSBEBU502A	Implement e-business solution
BSBMKG510A	Plan e-marketing communications
BSBMKG412A	Conduct e-marketing communications
BSBPUR501B	Develop, implement and review purchasing strategies
<b>Environmental Sustainability</b>	
SITXENV003A	Develop workplace policy and procedures for sustainability
<b>Finance</b>	
BSBFIA304A	Maintain a general ledger
BSBFIA401A	Prepare financial reports
SITXFIN002A	Maintain financial records
SITXFIN006A	Obtain and manage sponsorship
SITXFIN007A	Manage physical assets
<b>First Aid</b>	
HLTFA301B	Apply first aid
HLTFA302A	Provide first aid in remote situation



**Food and Beverage**

SITHFAB004A	Provide food and beverage service
SITHFAB005A	Provide table service of alcoholic beverages
SITHFAB009A	Provide responsible service of alcohol
SITHFAB011A	Develop and update food and beverage knowledge
SITHFAB428A	Manage the sale or service of wine
SITHFAB222A	Conduct a product tasting for alcoholic beverages
SITHFAB323A	Provide advice on beers, spirits and liqueurs
SITHFAB324A	Provide specialised advice on food and beverage matching
SITHFAB325A	Provide specialised advice on Australian wines
SITHFAB326A	Provide specialised advice on imported wines

**Franchising**

BSBFRA401B	Manage compliance with franchisee obligations and legislative requirements
BSBFRA403B	Manage relationship with franchisor
BSBFRA502B	Manage a franchise operation

**Guiding**

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**

SITXHRM002A	Recruit, select and induct staff
SITXHRM003A	Roster staff
SITXHRM006A	Monitor staff performance
SITXHRM008A	Manage workplace relations
SITXHRM009A	Provide mentoring support to business colleagues

<b>Inventory</b>	
SITXINV002A	Control and order stock
SITXINV003A	Manage and purchase stock
<b>Languages other than English</b>	
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
<b>Management and Leadership</b>	
SITXMGT001A	Monitor work operations
SITXMGT003A	Manage projects
<b>Marketing and Public Relations</b>	
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
SITXMPR006A	Participate in cooperative online marketing initiatives for the tourism industry
BSBMKG401B	Profile the market

### **Occupational Health and Safety**

SITXOHS003B	Identify hazards, and assess and control safety risks
SITXOHS004B	Implement and monitor workplace health, safety and security practices

### **Planning and Product Development**

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**

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**

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:

***Senior manager, general manager, strategic manager, business development manager for tour wholesaler, tour operator or multi-branch retailer with responsibility for marketing***

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  
SITXHRM008A Manage workplace relations  
SITXMGT003A Manage projects  
SITXMPR001A Coordinate production of brochures and marketing materials  
SITXMPR004A Coordinate marketing activities  
SITXMPR006A Participate in cooperative online marketing initiatives for the tourism industry

***Director and owner-tour operator with responsibility for operations***

BSBFIA303A Process accounts payable and receivable  
BSBFIA401A Prepare financial reports  
BSBFIM502A Manage payroll  
SITTTOP001A Allocate tour resources  
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  
SITXFIN002A Maintain financial records  
SITXFIN007A Manage physical assets  
SITXHRM002A Recruit, select and induct staff  
SITXHRM003A Roster staff  
SITXHRM006A Monitor staff performance  
SITXHRM008A Manage workplace relations  
SITXMPR001A Coordinate production of brochures and marketing materials  
SITXMPR004A Coordinate marketing activities  
SITXOHS003B Identify hazards, and assess and control safety risks