Modification History

The version details of this endorsed qualification are in the table below. The latest information is at the top.

<table>
<thead>
<tr>
<th>Version</th>
<th>Comments</th>
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</table>
| 1.2     | Imported units updated.  
          Editorial corrections to the Modification History and Mapping notes.  
          BSBFRA402B Establish a franchise added to the Elective group. |
| 1.1     | Editorial correction to Modification history.  
          Updates to metadata. |
| 1.0     | E  
          Replaces and is equivalent to SIT50107 Diploma of Tourism.  
          Intent of the qualification remains unchanged.  
          Title of qualification updated to include travel.  
          Significant changes to packaging because this is now a discrete management qualification with an entry requirement comprising the operational skills that underpin work at this level.  
          The entry requirement includes industry knowledge, customer service and sales or operational skills. Entry requirement can be met through workplace experience or through formal study. |
Description

This qualification reflects the role of individuals who use sound knowledge of industry operations and a broad range of managerial skills to coordinate tourism and travel operations or marketing and product development activities. They operate independently, have responsibility for others and make a range of operational business decisions.

Job roles

This qualification provides a pathway to work in any sector of the tourism and travel industry as a departmental or small business manager. This qualification allows for multiskilling and for specialisation in either operations management or marketing and product development.

Possible job titles include:
- manager:
  - inbound groups
  - inbound sales
  - incentives
  - tour operations
  - marketing
  - operations
  - product
  - reservations
  - retail travel agency
  - sales
  - visitor information.

Pathways Information

This qualification is suitable for an Australian Apprenticeship pathway.

Pathways into the qualification

It is strongly recommended that individuals entering this qualification hold SIT30112 Certificate III in Tourism, SIT31312 Certificate III in Travel or SIT30612 Certificate III in Events.

Pathways from the qualification

After achieving this qualification, individuals may engage in further learning in vocational or higher education through Advanced Diploma and Degree qualifications in Tourism, Travel and other Business disciplines.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this qualification at the time of endorsement.
Entry Requirements

Entry to this qualification is open to individuals who are able to demonstrate tourism and travel industry knowledge, customer service and operational skills. The individual must either:

1) Be formally assessed through a training program or recognition process, against one of the unit clusters below.

OR

2) Have relevant tourism and travel industry employment experience. A job that has involved the application of skills described in one of the unit clusters would be a satisfactory indicator for entry. A determination need not involve a formal process of measuring, evaluating or recording performance against the units of competency.

The unit clusters for different pathways are as follows:

**Events pathway**
SITTIND201 Source and use information on the tourism and travel industry
SITTTSL202 Access and interpret product information
SITTTSL306 Book supplier services
SITTTSL308 Use a computerised reservations or operations system
SITXCCS401 Enhance the customer service experience
SITXCOM201 Show social and cultural sensitivity
SITXEVT301 Access information on event operations

**Guiding pathway**
SITTGDE301 Work as a guide
SITTGDE303 Lead tour groups
SITTGDE304 Prepare and present tour commentaries or activities
SITTGDE305 Develop and maintain the general and regional knowledge required by guides
SITTIND201 Source and use information on the tourism and travel industry
SITXCCS401 Enhance the customer service experience
SITXCOM201 Show social and cultural sensitivity
SITXWHS301 Identify hazards, assess and control safety risks

**Inbound tour wholesaling pathway**
SITTIND201 Source and use information on the tourism and travel industry
SITTTSL202 Access and interpret product information
SITTTSL302 Provide advice on Australian destinations
SITTTSL303 Sell tourism products and services
SITTTSL304 Prepare quotations
SITTTSL306 Book supplier services
SITTTSL307 Process travel-related documentation
SITTTSL308 Use a computerised reservations or operations system
SITXCCS401 Enhance the customer service experience
SITXCOM201 Show social and cultural sensitivity

**Retail travel and outbound wholesaling pathway**
SITTIND201 Source and use information on the tourism and travel industry
SITTSSL202 Access and interpret product information
SITTSSL301 Provide advice on international destinations
SITTSSL302 Provide advice on Australian destinations
SITTSSL303 Sell tourism products and services
SITTSSL304 Prepare quotations
SITTSSL306 Book supplier services
SITTSSL307 Process travel-related documentation
SITTSSL308 Use a computerised reservations or operations system
SITTSSL310 Construct normal international airfares
SITTSSL311 Construct promotional international airfares
SITXCCS401 Enhance the customer service experience
SITXCOM201 Show social and cultural sensitivity

**Tourism operations (office-based pathway)**
SITTIND201 Source and use information on the tourism and travel industry
SITTSSL201 Operate an online information system
SITTSSL202 Access and interpret product information
SITTSSL306 Book supplier services
SITTSSL307 Process travel-related documentation
SITTSSL308 Use a computerised reservations or operations system
SITXCCS401 Enhance the customer service experience
SITXCOM201 Show social and cultural sensitivity

**Visitor information services pathway**
SITTIND201 Source and use information on the tourism and travel industry
SITTSSL201 Operate an online information system
SITTSSL202 Access and interpret product information
SITTSSL302 Provide advice on Australian destinations
SITTSSL303 Sell tourism products and services
SITTSSL306 Book supplier services
SITTSSL307 Process travel-related documentation
SITXCCS201 Provide visitor information
SITXCCS401 Enhance the customer service experience
SITXCOM201 Show social and cultural sensitivity
## Employability Skills Summary

<table>
<thead>
<tr>
<th>Employability Skill</th>
<th>Industry/enterprise requirements for this qualification include:</th>
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<tbody>
<tr>
<td>Communication</td>
<td>Consulting with team members and customers to elicit feedback and ideas on operational and service issues; explaining the organisation’s plans, policies and procedures to team members; communicating work team goals; consulting with team members about workplace practices; discussing supply options and negotiating purchases with suppliers; writing clear and concise operational procedures and reports.</td>
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<tr>
<td>Initiative and enterprise</td>
<td>Generating ideas to improve products, services, operational practices and efficiency; assessing options and suggesting a range of new products and services; monitoring and evaluating financial performance of the department or business and developing ideas for improvement; engaging team members in discussions and encouraging innovative ideas.</td>
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<tr>
<td>Learning</td>
<td>Developing and maintaining knowledge required to make a range of operational decisions for the department or business; proactively maintaining and updating knowledge of travel and tourism industry practices, trends products, services and suppliers; taking responsibility for own professional development; implementing training practices for the department or business; supporting team members to learn.</td>
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<tr>
<td>Planning and organising</td>
<td>Planning and organising the operational activities of the travel or tourism department or business; determining deadlines and resource requirements for effective delivery of travel or tourism products and services; implementing and monitoring plans, policies, procedures and business practices; actively participating in continuous improvement processes for operational and service efficiency.</td>
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<tr>
<td>Problem-solving</td>
<td>Responding effectively to routine sales, operational and service issues requiring immediate resolution; considering systematic sales, operational or service failures and developing solutions; taking ultimate responsibility for resolving escalated customer service complaints and conflicts; evaluating staff feedback on sales, operational or service problems and implementing suggestions for improvement; monitoring and evaluating the effectiveness of solutions.</td>
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<tr>
<td>Self-management</td>
<td>Knowing the primary components of laws that specifically relate to the travel or tourism industry and implementing operational compliance practices; operating independently, reviewing own work performance and proactively seeking feedback and advice on management skills; taking responsibility for the operational management of the travel or tourism business across a range of</td>
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<tr>
<td>Teamwork</td>
<td>Using the social and cultural diversity of team members to advantage service delivery to diverse customers; planning work operations to take account of team member strengths; implementing work team goals and teamwork practices; providing training, coaching and advice for effective teamwork; seeking feedback from team members on operational practices, policies, procedures and service efficiency; motivating and leading supervisor teams.</td>
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<tr>
<td>Technology</td>
<td>Selecting and using technologies used in the travel or tourism industry to support operational management functions; understanding, assessing and providing feedback on the operating capacity of technologies required to manage the sales, operational and service activities of the travel or tourism business; implementing skill development activities required for new business technologies.</td>
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Packaging Rules

17 units must be completed:

- 10 core units
- 7 elective units, consisting of:
  - 4 units from the list below
  - 3 units from the list below, elsewhere in SIT12 Training Package, or any other current Training Package or accredited course.

The selection of electives must be guided by the job outcome sought, local industry requirements and the complexity of skills appropriate to the AQF level of this qualification.

Core units
BSBWRT401A Write complex documents
SITXCCS501 Manage quality customer service
SITXCOM401 Manage conflict
SITXFIN401 Interpret financial information
SITXFIN402 Manage finances within a budget
SITXFIN501 Prepare and monitor budgets
SITXHHRM402 Lead and manage people
SITXMGT401 Monitor work operations
SITXMGT501 Establish and conduct business relationships
SITXWHS401 Implement and monitor work health and safety practices

Elective units
Administration
BSBADM502B Manage meetings
SITXADM501 Prepare and present proposals
Communication and Teamwork
BSBCMM401A Make a presentation
SITXCOM301 Address protocol requirements
Computer Operations and ICT Management
SITXICT401 Build and launch a small business website
E-Business
BSBEBU501A Investigate and design ebusiness solutions
BSBEBU502A Implement ebusiness solutions
BSBMKG510B Plan e-marketing communications
Environmental Sustainability
BSBSUS301A Implement and monitor environmentally sustainable work practices
Finance
BSBFIA401A Prepare financial reports
BSBFIM502A Manage payroll
CUSFIM501A Secure funding for projects
CUVFIM401A Obtain revenue to support operations
FNSACC406A Set up and operate a computerised accounting system
Franchising
BSBFRA401B Manage compliance with franchisee obligations and legislative requirements
BSBFRA402B Establish a franchise
BSBFRA403B Manage relationship with franchisor
BSBFRA502B Manage a franchise operation

**Governance and Legal Compliance**
SITXGLC501 Research and comply with regulatory requirements

**Human Resource Management**
BSBHHRM513A Manage workforce planning
SITXHRM401 Roster staff
SITXHRM501 Recruit, select and induct staff
SITXHRM502 Manage volunteers
SITXHRM503 Monitor staff performance
TAEDEL404A Mentor in the workplace

**Languages other than English**
SITXLAN33 Read and write information in a language other than English
SITXLAN34 Read and write documents in a language other than English

**Management and Leadership**
BSBMGT515A Manage operational plan
BSBRSK501B Manage risk
SITXMGT502 Manage projects

**Marketing and Public Relations**
BSBMKG401B Profile the market
BSBMKG509A Implement and monitor direct marketing activities
SITXMPR401 Coordinate production of brochures and marketing materials
SITXMPR402 Create a promotional display or stand
SITXMPR403 Plan and implement sales activities
SITXMPR404 Coordinate marketing activities
SITXMPR405 Participate in cooperative online marketing initiatives
SITXMPR501 Obtain and manage sponsorship
SITXMPR502 Develop and implement marketing strategies

**Planning and Product Development**
SITTPPD401 Package tourism products
SITTPPD402 Develop interpretive activities
SITTPPD403 Coordinate and operate sustainable tourism activities
SITTPPD501 Develop host community awareness of tourism
SITTPPD502 Assess tourism opportunities for local communities
SITTPPD503 Research and analyse tourism data

**Quality and Innovation**
BSBCRT501A Originate and develop concepts
BSBINN501A Establish systems that support innovation
BSBINN502A Build and sustain an innovative work environment
BSBMGT516C Facilitate continuous improvement

**Tourism Sales and Office Operations**
SITTTSL309 Source airfares for domestic flights
SITTTSL310 Construct normal international airfares
SITTTSL311 Construct promotional international airfares
SITTTSL312 Construct advanced international airfares
SITTTSL313 Administer billing and settlement plan
SITTTSL401 Maintain a product inventory
^ Prerequisite is SITTTSL310 Construct normal international airfares

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

**Operations manager for a small tour operator**
- BSBADM502B Manage meetings
- BSBRSK501B Manage risk
- SITTTOP401 Allocate tour or activity resources
- SITXGLC501 Research and comply with regulatory requirements
- SITXHRM401 Roster staff
- SITXHRM501 Recruit, select and induct staff
- SITXHRM503 Monitor staff performance

**Product and marketing manager (tour wholesaler)**
- BSBADM502B Manage meetings
- BSBCMM401A Make a presentation
- BSBEBU501A Investigate and design e business solutions
- BSBMKG510B Plan e-marketing communications
- SITXHRM501 Recruit, select and induct staff
- SITXMG5T02 Manage projects
- SITXMPR401 Coordinate production of brochures and marketing materials

**Retail travel agency manager**
- BSBEBU501A Investigate and design e business solutions
- BSBEBU502A Implement e business solutions
- BSBMKG510B Plan e-marketing communications
- SITTTSL310 Construct normal international airfares
- SITXGLC501 Research and comply with regulatory requirements
- SITXHRM501 Recruit, select and induct staff
- SITXHRM503 Monitor staff performance

**Visitor information centre manager**
- BSBADM502B Manage meetings
- SITTPPD501 Develop host community awareness of tourism
- SITTPPD503 Research and analyse tourism data
- SITXHRM501 Recruit, select and induct staff
- SITXHRM503 Monitor staff performance
- SITXMPR401 Coordinate production of brochures and marketing materials
- SITXMPR404 Coordinate marketing activities