SIT50412 Diploma of Holiday Parks and Resorts
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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 correction to Modification History and Mapping notes.  
          | BSBFRA402B Establish a Franchise added to the Elective group. |
| 1.1     | Updates to metadata. |
| 1.0     | E  
          | Replaces and is equivalent to SIT50409 Diploma of Holiday Parks and Resort.  
          | Intent of the qualification remains unchanged.  
          | 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/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 holiday park 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 as a business manager or owner-operator of a holiday park or resort.

Possible job titles include:
- manager
- operations manager
- park manager.
Pathways Information

This qualification is suitable for an Australian Apprenticeship pathway.

Pathways into the qualification

It is strongly recommended that individuals entering SIT50412 Diploma of Holiday Parks and Resorts have SIT31212 Certificate III in Holiday Parks and Resorts or a related area such as Hospitality or Tourism.

Pathways from the qualification

After achieving SIT50412 Diploma of Holiday Parks and Resorts, individuals may engage in further learning in vocational or higher education through Advanced Diploma and Degree qualifications in Tourism, Hospitality 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 SIT50412 Diploma of Holiday Parks and Resorts is open to individuals who are able to demonstrate holiday parks and resorts 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

Have relevant holiday parks and resorts 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:

Front office pathway
BSBSUS201A Participate in environmentally sustainable work practices
BSBWOR202A Organise and complete daily work activities
SITHACS303 Provide accommodation reception services
SITTIND202 Source and use information on the holiday park and resort industry
SITTTSL305 Process reservations
SITXCCS303 Provide service to customers
SITXCOM201 Show social and cultural sensitivity
SITXWHS101 Participate in safe work practices
SITXWHS301 Identify hazards, assess and control safety risks

Grounds maintenance pathway
BSBSUS201A Participate in environmentally sustainable work practices
BSBWOR202A Organise and complete daily work activities
RIISAM204B Operate small plant and equipment
SIFCBGM001 Provide general grounds care
SIFCBGM002 Maintain property and structures
SITTIND202 Source and use information on the holiday park and resort industry
SITXCCS303 Provide service to customers
SITXCOM201 Show social and cultural sensitivity
SITXWHS101 Participate in safe work practices
SITXWHS301 Identify hazards, assess and control safety risks

Housekeeping pathway
BSBSUS201A Participate in environmentally sustainable work practices
BSBWOR202A Organise and complete daily work activities
SITHACS101 Clean premises and equipment
SITHACS201 Provide housekeeping services to guests
SITHACS202 Prepare rooms for guests
SITTIND202 Source and use information on the holiday park and resort industry
SITXCCS303 Provide service to customers
SITXCOM201 Show social and cultural sensitivity
SITXWHS101 Participate in safe work practices
SITXWHS301 Identify hazards, assess and control safety risks
## 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 business; proactively maintaining and updating knowledge of holiday park and resort industry practices, trends products, services and suppliers; taking responsibility for own professional development; implementing training practices for the organisation; 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 holiday park and resort business or department; determining deadlines and resource requirements for effective delivery of holiday park and resort 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 operational and service issues requiring immediate resolution; considering systematic operational or service failures and developing solutions; taking ultimate responsibility for resolving escalated customer service complaints and conflicts; evaluating staff feedback on 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 holiday park and resort industry and implementing operational compliance practices; operating independently, reviewing own work performance and proactively seeking</td>
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feedback and advice on management skills; taking responsibility for the operational management of the holiday park and resort business across a range of activities including finances, human resources, customer service and workplace health and safety.

| Teamwork | 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. |
| Technology | Selecting and using technologies used in the holiday park and resort industry to support operational management functions; understanding, assessing and providing feedback on the operating capacity of technologies required to manage the operational, sales and service activities of the holiday park and resort business; implementing skill development activities required for new business technologies. |
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
SITXHRM402 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
BSBRES401A Analyse and present research information
SITXADM501 Prepare and present proposals

Building and Grounds Maintenance
SIFCBGM007 Evaluate building and grounds maintenance and development needs
SIFCBGM008 Coordinate building and grounds maintenance and development

Communication and Teamwork
BSBCMM401A Make a presentation

Computer Operations and ICT Management
BSBITA401A Design databases
BSBITU302B Create electronic presentations
BSBITU309A Produce desktop published documents
BSBITU402A Develop and use complex spreadsheets
SITXICT401 Build and launch a small business website

E-Business
BSBEBU401A Review and maintain a website
BSBMKG412A Conduct e-marketing communications
BSBMKG510B Plan e-marketing communications

Environmental Sustainability
BSBSUS501A Develop workplace policy and procedures for sustainability

Finance
BSBFIA401A Prepare financial reports
BSBFIM502A Manage payroll
CUSFIM501A Secure funding for projects
FNSACC406A Set up and operate a computerised accounting system

First Aid
HLTAID003 Provide first aid
HLTAID005 Provide first aid in remote situations

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

Governance and Legal Compliance
SITXGLC501 Research and comply with regulatory requirements

Human Resource Management
BSBDIV501A Manage diversity in the workplace
BSBHRM513A Manage workforce planning
BSBHRM604A Manage employee relations
SITXHRM401 Roster staff
SITXHRM501 Recruit, select and induct staff
SITXHRM502 Manage volunteers
SITXHRM503 Monitor staff performance
TAEDEL404A Mentor in the workplace

Inventory
SITXINV301 Purchase goods
SITXINV401 Control stock

Languages other than English
SITXLAN31__ Conduct oral communication in a language other than English
SITXLAN32__ Conduct complex oral communication in a language 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
BSBMGT617A Develop and implement a business plan
BSBRSK501B Manage risk
SITXMG502 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
Examples of elective units relevant to specific job outcomes and contexts at this level are as follows:

**Operations Manager**
BSBRSK501B Manage risk  
SITTPPD402 Develop interpretive activities  
SITTPPD403 Coordinate and operate sustainable tourism activities  
SITTPPD404 Develop in-house recreational activities  
SITXHRM401 Roster staff  
SITXHRM501 Recruit, select and induct staff  
SITXMGT502 Manage projects

**Park Manager**
BSBHRM513A Manage workforce planning  
BSBRSK501B Manage risk  
SITXHRM501 Recruit, select and induct staff  
SITXICT401 Build and launch a small business website  
SITXMPR401 Coordinate production of brochures and marketing materials  
SITXMPR404 Coordinate marketing activities  
SITXMPR502 Develop and implement marketing strategies