



**Australian Government**

# **SIT60112 Advanced Diploma of Travel and Tourism**

**Release 3**

## SIT60112 Advanced Diploma of Travel and Tourism

### Modification History

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

Version	Comments
1.2	<p>Imported unit updated.</p> <p>Editorial corrections to the Modification History and Mapping notes.</p> <p>BSBFRA402B Establish a franchise added to the Elective group.</p>
1.1	<p>Editorial correction to modification history.</p> <p>Removed the following units from the electives:</p> <ul style="list-style-type: none"> <li>• SITTTSL310 Construct normal international airfares</li> <li>• SITTTSL311 Construct promotional international airfares</li> </ul> <p>Updates to metadata.</p>
1.0	<p>E</p> <p>Replaces and is equivalent to SIT60107 Advanced Diploma of Tourism.</p> <p>Intent of the qualification remains unchanged.</p> <p>Title of qualification updated to include travel.</p> <p>Significant changes to packaging because this is now a discrete senior management qualification with an entry requirement comprising the operational and management skills that underpin work at this level.</p> <p>The entry requirement includes industry knowledge, customer service and sales or operational skills plus supervisory and management skills. Entry requirement can be met through workplace experience or through formal study.</p>

## Description

This qualification reflects the role of individuals operating at a senior level who use a substantial depth of knowledge of the industry and managerial techniques. They have wide-ranging, specialised managerial skills, operate independently and are responsible for making a range of strategic business decisions.

### Job roles

This qualification provides a pathway to work in any sector of the tourism and travel industry as a senior manager.

Possible job titles include:

- business development manager
- business operations manager
- general manager
- general manager, marketing
- general manager, product development.

## Pathways Information

This qualification is suitable for an Australian Apprenticeship pathway.

### *Pathways into the qualification*

It is strongly recommended that individuals entering this qualification have vocational experience in a coordination or management role in the tourism and travel industry or event sector.

### *Pathways from the qualification*

After achieving this qualification, individuals may engage in learning in higher education qualifications in Tourism, Travel and related areas.

## 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, operational and management 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

SITTTSL202 Access and interpret product information  
SITTTSL306 Book supplier services  
SITXCCS401 Enhance the customer service experience  
SITXCCS501 Manage quality customer service  
SITXCOM201 Show social and cultural sensitivity  
SITXEVT301 Access information on event operations  
SITXFIN501 Prepare and monitor budgets  
SITXHRM402 Lead and manage people  
SITXMGT401 Monitor work operations  
SITXMGT501 Establish and conduct business relationships

### 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  
SITXCCS401 Enhance the customer service experience  
SITXCCS501 Manage quality customer service  
SITXCOM201 Show social and cultural sensitivity  
SITXFIN501 Prepare and monitor budgets  
SITXHRM402 Lead and manage people  
SITXMGT401 Monitor work operations  
SITXMGT501 Establish and conduct business relationships  
SITXWHS301 Identify hazards, assess and control safety risks

### Inbound tour wholesaling pathway

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  
SITXCCS501 Manage quality customer service  
SITXCOM201 Show social and cultural sensitivity  
SITXFIN501 Prepare and monitor budgets  
SITXHRM402 Lead and manage people  
SITXMGT401 Monitor work operations  
SITXMGT501 Establish and conduct business relationships

### **Retail travel and outbound wholesaling pathway**

SITTTSL202 Access and interpret product information  
SITTTSL301 Provide advice on international destinations  
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  
SITTTSL310 Construct normal international airfares  
SITTTSL311 Construct promotional international airfares  
SITXCCS401 Enhance the customer service experience  
SITXCCS501 Manage quality customer service  
SITXCOM201 Show social and cultural sensitivity  
SITXFIN501 Prepare and monitor budgets  
SITXHRM402 Lead and manage people  
SITXMGT401 Monitor work operations  
SITXMGT501 Establish and conduct business relationships

### **Tourism operations (office-based pathway)**

SITTTSL201 Operate an online information system  
SITTTSL202 Access and interpret product information  
SITTTSL306 Book supplier services  
SITTTSL307 Process travel-related documentation  
SITTTSL308 Use a computerised reservations or operations system  
SITXCCS401 Enhance the customer service experience  
SITXCCS501 Manage quality customer service  
SITXCOM201 Show social and cultural sensitivity  
SITXFIN501 Prepare and monitor budgets  
SITXHRM402 Lead and manage people  
SITXMGT401 Monitor work operations  
SITXMGT501 Establish and conduct business relationships

### **Visitor information services pathway**

SITTTSL201 Operate an online information system  
SITTTSL202 Access and interpret product information  
SITTTSL302 Provide advice on Australian destinations  
SITTTSL303 Sell tourism products and services  
SITTTSL306 Book supplier services  
SITTTSL307 Process travel-related documentation  
SITXCCS201 Provide visitor information  
SITXCCS401 Enhance the customer service experience  
SITXCCS501 Manage quality customer service  
SITXCOM201 Show social and cultural sensitivity  
SITXFIN501 Prepare and monitor budgets  
SITXHRM402 Lead and manage people  
SITXMGT401 Monitor work operations  
SITXMGT501 Establish and conduct business relationships

## Employability Skills Summary

Employability Skill	Industry/enterprise requirements for this qualification include:
Communication	Consulting with personnel at all levels about sales, operational and service issues, workplace practices, policies and procedures; communicating strategic business goals to supervisors and managers; discussing supply options and negotiating purchases with suppliers; writing comprehensive yet easily accessible plans, policies, procedures and reports.
Initiative and enterprise	Researching and critically analysing current and emerging travel or tourism industry practices, market and product trends; generating and testing ideas for new or improved products and services; initiating the development of new products and services; engaging and persuading personnel at all levels to generate innovative ideas for new or improved products and service delivery.
Learning	Developing and maintaining knowledge required to strategically manage the business, proactively maintaining and updating knowledge of travel or tourism industry practices, trends, products, services and suppliers; seeking travel or tourism industry professional development opportunities for self and others; developing training strategies for the organisation.
Planning and organising	Developing overall business plans for sustainable and profitable operation; developing new products, forecasting and managing resource requirements; developing and evaluating strategic plans, policies, procedures and business practices for legal compliance and effective delivery of travel or tourism products and services; developing and leading continuous improvement processes for operational and service efficiency.
Problem-solving	Developing and implementing a range of strategies to address business management problems; analysing systematic operational or service failures, working with supervisors and managers to develop practical solutions and developing continuous improvement processes for sales, operational and service efficiency; analysing and evaluating the effectiveness of strategic solutions to business management problems.
Self-management	Having a comprehensive knowledge of the objectives and content of laws that specifically relate to the travel or tourism industry and developing business compliance practices; operating with significant autonomy, reviewing and reflecting on own work performance; taking responsibility for the strategic management of travel or tourism business practices across a range of activities including business planning, asset management, finances, marketing, human

	resources, customer service and workplace health and safety.
Teamwork	Fostering workplace diversity; establishing work team goals and teamwork strategies; developing training strategies for effective teamwork throughout the business; involving personnel at all levels in the planning of business practices, policies and procedures; motivating and leading management teams.
Technology	Selecting and using technologies used in the travel or tourism industry to support strategic management functions; researching new and emerging technologies required to manage the sales, operational and service activities of the travel or tourism business; developing skill development strategies required for implementing new business technologies.



## Packaging Rules

12 units must be completed:

- 7 core units
- 5 elective units, consisting of:
  - 3 units from the list below
  - 2 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

BSBFIM601A Manage finances

BSBMGT617A Develop and implement a business plan

BSBRISK501B Manage risk

SITTPPD601 Develop tourism products

SITXGLC501 Research and comply with regulatory requirements

SITXMPR502 Develop and implement marketing strategies

SITXWHS601 Establish and maintain a work health and safety system

### Elective units

#### Administration

BSBADM502B Manage meetings

BSBWRT401A Write complex documents

SITXADM501 Prepare and present proposals

#### E-Business

BSBEBU501A Investigate and design ebusiness solutions

BSBEBU502A Implement ebusiness solution

BSBMKG510B Plan e-marketing communications

#### Environmental Sustainability

BSBSUS501A Develop workplace policy and procedures for sustainability

#### Finance

SITXFIN601 Manage physical assets

SITXFIN602 Manage revenue

#### Franchising

BSBFRA402B Establish a franchise

BSBFRA502B Manage a franchise operation

#### Human Resource Management

BSBDIV501A Manage diversity in the workplace

BSBHRM513A Manage workforce planning

BSBHRM604A Manage employee relations

SITXHRM501 Recruit, select and induct staff

TAEDEL404A Mentor in the workplace

#### Management and Leadership

BSBMGT515A Manage operational plan

BSBOHS606B Develop and implement crisis management processes

SITXCRI601 Manage a business continuity crisis

SITXMGT502 Manage projects

### **Marketing and Public Relations**

BSBMKG605B Evaluate international marketing opportunities

BSBMKG606B Manage international marketing programs

BSBMKG607B Manage market research

CULREL501A Develop and maintain community and stakeholder relationships

CUVPUB501A Develop and manage public relations strategies

SITXMPR501 Obtain and manage sponsorship

### **Planning and Product Development**

SITTPPD501 Develop host community awareness of tourism

SITTPPD502 Assess tourism opportunities for local communities

SITTPPD503 Research and analyse tourism data

SITTPPD602 Develop environmentally sustainable tourism operations

SITTPPD603 Develop culturally appropriate tourism operations

SITTPPD604 Develop and implement local or regional tourism plan

### **Quality and Innovation**

BSBCRT501A Originate and develop concepts

BSBINN501A Establish systems that support innovation

BSBINN502A Build and sustain an innovative work environment

BSBINN601B Manage organisational change

BSBMGT608C Manage innovation and continuous improvement

### **Tourism Sales and Office Operations**

SITTTSL309 Source airfares for domestic flights

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:

### **Director and owner – tour operator with responsibility for operations**

SITTPPD602 Develop environmentally sustainable tourism operations

SITTPPD603 Develop culturally appropriate tourism operations

SITXCRI601 Manage a business continuity crisis

SITXFIN601 Manage physical assets

SITXMGT502 Manage projects

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

BSBEBU501A Investigate and design e business solutions

BSBMGT608C Manage innovation and continuous improvement

BSBMKG510B Plan e-marketing communications

BSBMKG605B Evaluate international marketing opportunities

SITXMGT502 Manage projects