



Australian Government

SIT60122 Advanced Diploma of Travel and Tourism Management

Release 1

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Modification History

Not applicable.

Qualification Description

This qualification reflects the role of senior managers with advanced operational skills who use a broad range of travel or tourism skills, combined with specialised managerial skills and substantial knowledge of industry operations, to coordinate travel or tourism operations. They operate with significant autonomy and are responsible for making strategic business management and operational decisions.

This qualification provides a pathway to work in many travel and tourism industry sectors and for a diverse range of employers including travel agencies, tour wholesalers, tour operators, inbound tour operators, tourist attractions, visitor information centres, and other tourism businesses.

The skills in this qualification must be applied in accordance with Commonwealth and State/Territory legislation, Australian standards and industry codes of practice.

No occupational licensing, certification or specific legislative requirements apply to this qualification at the time of publication.

Entry Requirements

There are no entry requirements for this qualification.

Packaging Rules

27 units must be completed:

- 17 core units
- 10 elective units, consisting of:
 - 6 units from Group A
 - 4 units from Group A, Group B, elsewhere in the SIT 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

BSBOPS504 Manage business risk

BSBOPS601 Develop and implement business plans

BSBTWK501	Lead diversity and inclusion
BSBWRT411	Write complex documents
SITTIND003	Source and use information on the tourism and travel industry
SITTPPD017	Develop tourism products
SITXCCS015	Enhance customer service experiences
SITXCCS016	Develop and manage quality customer service practices
SITXFIN008	Interpret financial information
SITXFIN009	Manage finances within a budget
SITXFIN010	Prepare and monitor budgets
SITXGLC002	Identify and manage legal risks and comply with law
SITXHRM009	Lead and manage people
SITXMGT004	Monitor work operations
SITXMGT005	Establish and conduct business relationships
SITXMPR014	Develop and implement marketing strategies
SITXWHS008	Establish and maintain a work health and safety system

Elective units

Group A - Travel and Tourism

Travel

SITTTVL001	Access and interpret product information
SITTTVL002	Provide advice on international destinations
SITTTVL003	Provide advice on Australian destinations
SITTTVL004	Sell tourism products or services
SITTTVL005	Prepare customer quotations
SITTTVL006	Book tourism products and process documentation
SITTTVL007	Use a computerised reservations or operations system

SITTTVL008	Source airfares and issue tickets for domestic flights
SITTTVL009	Construct international airfares
SITTTVL010*	Construct advanced international airfares
SITTTVL011	Provide specialist advice on cruises

Tourism Delivery

SITTGDE016	Lead tour groups
SITTGDE017	Prepare and present tour commentaries or activities
SITTGDE018	Develop and maintain the general and regional knowledge required by guides
SITTGDE019	Research and share information on Australian Indigenous cultures
SITTGDE020	Prepare specialised interpretive content on flora, fauna and landscape
SITTGDE021	Prepare specialised interpretive content on marine environments
SITTGDE022	Prepare specialised interpretive content on cultural and heritage environments
SITTGDE023	Coordinate and operate tours
SITTTOP006	Load touring equipment and supplies
SITTTOP007*	Provide outdoor catering
SITTTOP008	Allocate tour or activity resources
SITTTOP009	Set up and operate a camp site
SITTTOP010	Operate tours in a remote area
SITXCCS010	Provide visitor information
SITXCCS017	Use a computerised booking system
SITXCCS018	Make bookings and process documentation
SITXCCS019	Prepare quotations
TLIC0023	Operate four wheel drive vehicle

TLIC1051 Operate commercial vehicle

TLIC3042 Operate coach/bus

Planning and Product Development

SITTPPD016 Research and analyse tourism data

SITTPPD018 Develop environmentally sustainable tourism operations

SITTPPD019 Develop culturally appropriate tourism operations

Group B - General electives

Administration

SITXMGT006 Manage projects

Computer Operations and ICT Management

BSBXCS402 Promote workplace cyber security awareness and best practices

BSBXCS405 Contribute to cyber security incident responses

Crisis Management

SITXCRI004 Manage a business continuity crisis

E-Business

SIRXOSM002 Maintain ethical and professional standards when using social media and online platforms

SIRXOSM003* Use social media and online tools

SIRXOSM005 Develop a basic website for customer engagement

SIRXSTR001 Develop an ecommerce strategy

Environmental Sustainability

BSBSUS511 Develop workplace policies and procedures for sustainability

Finance

SITXFIN011 Manage physical assets

SITXFIN012 Manage revenue

First Aid

- HLTAID011 Provide First Aid
- HLTAID013 Provide First Aid in remote or isolated site

Human Resource Management

- BSBHRM612 Contribute to the development of employee and industrial relations strategies
- SITXHRM010 Recruit, select and induct staff
- SITXHRM011 Manage volunteers
- SITXHRM012 Monitor staff performance

Marketing and Public Relations

- BSBMKG441 Develop public relations documents
- BSBMKG552 Design and develop marketing communication plans
- SITXMPR015 Obtain and manage sponsorship
- SITXMPR016 Prepare and present proposals

Work Health and Safety

- SITXWHS006 Identify hazards, assess and control safety risks

Qualification Mapping Information

Supersedes and is equivalent to SIT60116 Advanced Diploma of Travel and Tourism Management.

Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>