



Australian Government

SITSS00040 Product Development for International Visitor Markets

Release 1

SITSS00040 Product Development for International Visitor Markets

Modification History

Not applicable.

Description

A set of skills to equip individuals to develop tourism products tailored to international visitor markets.

Pathways Information

Achievement of these units provides credit towards qualifications in tourism, travel, hospitality, events, holiday parks and resorts in the SIT Tourism, Travel and Hospitality Training Package and qualifications in the BSB Business Services Training Package.

Licensing/Regulatory Information

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

Skill Set Requirements

Unit code	Unit title
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BSBMKG605	Evaluate international marketing opportunities
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SITTPPD007	Research and analyse tourism data
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SITTPPD008	Develop tourism products
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Target Group

This skill set is for senior tourism, travel and hospitality industry personnel working in strategic planning and product development roles for international markets.

Suggested words for Statement of Attainment

These units of competency from the SIT Tourism, Travel and Hospitality Training Package provide a set of skills to develop tourism products tailored to international visitor markets.