Australian Government

Department of Education, Employment and Workplace Relations

SIT40207 Certificate IV in Tourism

Revision Number: 1

ISC INDUSTRY SKILLS COUNCILS
Creating Australia's Future

SIT40207 Certificate IV in Tourism

Modification History

Not applicable.

Description

This qualification provides the skills and knowledge for an individual to be competent in a broad range of highly-developed technical tourism sales and marketing, operational or tour delivery skills. The qualification allows for multi-skilling or for specialisation in a limited range of skills that specifically relate to either tourism operations or marketing coordination. Work would be undertaken in an office environment where the planning of tourism products and services takes place, in the field where tourism products are delivered or a combination of both. The field includes any destination, local or regional area, tourist precinct, site, attraction or onboard form of transportation.

The qualification reflects the role of individuals who use well-developed skills and a broad knowledge base in a wide variety of contexts. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others.

The qualification is suitable for an Australian apprenticeship pathway.

Job roles

Individuals with this qualification are able to work in any sector of the tourism industry as senior personnel or supervisors. Tourism industry senior personnel will often specialise in certain fields; most often in operational functions or marketing roles. In the retail travel sector, personnel often specialise in corporate or leisure travel. (There is a specialist qualification at Certificate IV for tour guide job roles.)

Possible job titles for the operations specialisation include:

- senior operations coordinator
- operations supervisor
- assistant manager - tour operations
- reservations sales or call centre supervisor
- senior or supervisory retail consultant, corporate or leisure.

Possible job titles for the marketing specialisation include:

- sales coordinator or sales executive
- marketing coordinator
- product coordinator
- promotions officer
- account manager - corporate.

Prerequisite requirements

There are no prerequisites for entry to this qualification.

Pathways Information

Not applicable.

Licensing/Regulatory Information

Not applicable.

Entry Requirements

Not applicable.

Employability Skills Summary

EMPLOYABILITY SKILLS SUMMARY
SIT40207 Certificate IV in Tourism
The following table contains a summary of the employability skills required by the tourism industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability skill	Industry/enterprise requirements for this qualification include:
Communication	Negotiating and liaising with a broad range of colleagues and customers on operational and service issues; consulting with others to elicit feedback and ideas; providing briefings to operational staff and other managers; consulting with team members about OHS issues; developing and maintaining workplace documentation such as operational procedures, staff-related documentation or reports.
Teamwork	Motivating and leading diverse teams; providing support and coaching; planning work operations to take account of team member strengths; taking a lead role in agreeing and establishing work team goals.
Problem solving	Developing and applying a range of strategies to address both typical and unpredictable workplace problems; responding effectively to a wide range of operational issues requiring immediate resolution; working with colleagues to develop practical solutions; monitoring and evaluating the effectiveness of solutions based on operational experience.
Initiative and enterprise	Generating options and ideas to address different workplace challenges; developing ideas about ways to improve operations and services; encouraging team members to be innovative; using knowledge of current and emerging tourism industry and marketplace trends to inform work practices.
Planning and organising	Understanding the roles and responsibilities of leaders and managers in the context of overall organisation; communicating goals, strategies and outcomes to team members; monitoring and evaluating plans, procedures and systems, including timelines and resources; actively participating in continuous improvement processes.
Self-management	Understanding the legal and compliance framework that

Employability skill	Industry/enterprise requirements for this qualification include:
	affects those working in the tourism industry; maintaining general and technical knowledge to inform work practices.
Learning	Proactively maintaining and updating knowledge of tourism industry trends and practices; being aware of tourism industry professional development opportunities; supporting team members to learn.
Technology	Selecting and using technologies used in the tourism industry to support workplace operations and planning; understanding the operating capacity of different technologies, including emerging technologies used to support tourism operations.

Due to the high proportion of electives required by this qualification, the industry/enterprise requirements described above for each employability skill are representative of the tourism industry in general and may not reflect specific job roles. Learning and assessment strategies for this qualification should be based on the requirements of the units of competency for this qualification.

Packaging Rules

QUALIFICATION RULES

To achieve a Certificate IV in Tourism, 25 units must be completed:

- 12 core units
- 13 elective units:
    - a minimum of 9 elective units must be selected from the general elective units listed below
    - the remaining 4 elective units may be selected from this or another endorsed Training Package or accredited course
    - a maximum of 1 Languages other than English unit may be counted as an elective within this qualification.

In all cases selection of electives must be guided by the job outcome sought, local industry requirements and the characteristics of this qualification.

CORE UNITS

SITXADM001A   Perform office procedures

SITXADM003A	Write business documents
SITXCOM001A	Work with colleagues and customers
SITXCOM002A	Work in a socially diverse environment
SITTIND001B	Develop and update tourism industry knowledge
BSBWOR204A	Use business technology
BSBITU306A	Design and produce business documents

Plus either the following five units: (Operations)

SITXCOM003A	Deal with conflict situations
SITXHRM001A	Coach others in job skills
SITXHRM005A	Lead and manage people
SITXMGT001A	Monitor work operations
SITXOHS004B	Implement and monitor workplace health, safety and security practices

Or the following five units: (Marketing)

SITXCOM005A	Make presentations
SITXMGT006A	Establish and conduct business relationships
SITXMPR001A	Coordinate production of brochures and marketing materials
SITXMPR004A	Coordinate marketing activities
SITXOHS001B	Follow health, safety and security procedures

Service Skills Australia

GENERAL ELECTIVE UNITS

Administration

SITXADM002A   Source and present information

SITXADM004A   Plan and manage meetings

BSBRES401A   Analyse and present research information

Client and Customer Service

SITXCCS001B   Provide visitor information

SITXCCS002A   Provide quality customer service

SITXCCS003A   Manage quality customer service

Communication and Teamwork

SITXCOM003A   Deal with conflict situations

SITXCOM004A   Communicate on the telephone

SITXCOM005A   Make presentations

SITXCOM006A   Address protocol requirements

Computer Operations and ICT Management

SITXICT001A	Build and launch a website for a small business
BSBITU309A	Produce desktop published documents
BSBITU301A	Create and use databases
BSBITU302A	Create electronic presentations
BSBITA401A	Design databases
BSBITU402A	Develop and use complex spreadsheets
BSBITU203A	Communicate electronically
BSBITU203A	Communicate electronically
CUFIMA01A	Produce and manipulate digital images

E-Business

BSBITU305A	Conduct online transactions
BSBEBU401A	Review and maintain a website
BSBCUS401A	Coordinate implementation of customer service strategies
BSBEBU501A	Investigate and design e-business solutions
BSBEBU401A	Review and maintain a website
BSBPUR501B	Develop, implement and review purchasing strategies
BSBEBU502A	Implement e-business solution
BSBEBU502A	Implement e-business solutions
BSBMKG510A	Plan e-marketing communications
BSBMKG412A	Conduct e-marketing communications

Environmental Sustainability	
SITXENV003A	Develop workplace policy and procedures for sustainability

Events	
SITXEVT001B	Develop and update event industry knowledge
SITXEVT002B	Provide event staging support
SITXEVT003B	Process and monitor event registrations
SITXEVT004B	Coordinate on-site event registrations
SITXEVT005B	Organise in-house events or functions

Finance	
SITXFIN002A	Maintain financial records
SITXFIN003A	Interpret financial information
SITXFIN004A	Manage finances within a budget
SITXFIN005A	Prepare and monitor budgets
BSBFIA302A	Process payroll
BSBFIA303A	Process accounts payable and receivable
BSBFIA304A	Maintain a general ledger
BSBFIA401A	Prepare financial reports

First Aid	
HLTFA301B	Apply first aid
HLTFA302A	Provide first aid in remote situation

Governance and Legal Compliance

| SITXGLC001A | Develop and update legal knowledge required for business compliance |

Guiding

SITTGDE001B	Work as a guide
SITTGDE002A	Provide arrival and departure assistance
SITTGDE003A	Coordinate and operate a tour
SITTGDE004A	Lead tour groups
SITTGDE005A	Manage extended touring programs
SITTGDE006A	Prepare and present tour commentaries or activities

SITTGDE007A	Develop and maintain the general and regional knowledge required by guides
SITTGDE008A	Research and share general information on Australian Indigenous cultures
SITTGDE009A	Interpret aspects of local Australian Indigenous culture
SITTGDE010A	Prepare specialised interpretive content on flora, fauna and landscape
SITTGDE011A	Prepare specialised interpretive content on marine environments
SITTGDE012A	Prepare specialised interpretive content on cultural and heritage environments

Service Skills Australia

Human Resource Management

SITXHRM001A	Coach others in job skills
SITXHRM002A	Recruit, select and induct staff
SITXHRM003A	Roster staff
SITXHRM004A	Manage volunteers
SITXHRM006A	Monitor staff performance
SITXHRM005A	Lead and manage people

Languages other than English

SITXLAN1__A	Conduct basic workplace oral communication in a language other than English
SITXLAN2__A	Conduct routine workplace oral communication in a language other than English
SITXLAN3__A	Conduct workplace oral communication in a language other than English
SITXLAN4__A	Conduct complex workplace oral communication in a language other than English
SITXLAN5__A	Read and write workplace information in a language other than English
SITXLAN6__A	Read and write workplace documents in a language other than English

Management and Leadership

SITXMGT001A	Monitor work operations
SITXMGT005A	Manage business risk
SITXMGT006A	Establish and conduct business relationships

Marketing and Public Relations

SITXMPR001A	Coordinate production of brochures and marketing materials
SITXMPR002A	Create a promotional display or stand
SITXMPR003A	Plan and implement sales activities
SITXMPR004A	Coordinate marketing activities
SITXMPR006A	Participate in cooperative online marketing initiatives for the tourism industry
BSBMKG401B	Profile the market

Merchandising

SIRXMER001A	Merchandise products

Occupational Health and Safety

SITXOHS001B	Follow health, safety and security procedures
SITXOHS002A	Follow workplace hygiene procedures
SITXOHS003B	Identify hazards, and assess and control safety risks
SITXOHS004B	Implement and monitor workplace health, safety and security practices

Planning and Product Development

SITTPPD002A	Research tourism data
SITTPPD003B	Source and package tourism products
SITTPPD004A	Plan and implement minimal impact operations
SITTPPD005A	Plan and develop interpretive activities
SITTPPD008A	Develop host community awareness of tourism

Sales

SIRXSLS001A	Sell products and services
SIRXSLS002A	Advise on products and services

Tour Operations

SITTTOP001A	Allocate tour resources
SITTTOP002A	Load touring equipment and conduct pre-departure checks
SITTTOP003B	Operate and maintain a 4WD tour vehicle
SITTTOP004B	Set up and operate a camp site
SITTTOP005A	Provide camp site catering
SITTTOP006B	Operate tours in a remote area
TLIB307C	Carry out vehicle servicing and maintenance
TLIC107C	Drive vehicle
TLIC807C	Drive coach/bus

Service Skills Australia

Tourism Sales and Operations

SITTTSL001A	Operate an online information system
SITTTSL002A	Access and interpret product information
SITTTSL003A	Source and provide international destination information and advice
SITTTSL004A	Source and provide Australian destination information and advice
SITTTSL005A	Sell tourism products and services
SITTTSL006B	Prepare quotations
SITTTSL007B	Receive and process reservations
SITTTSL008B	Book and coordinate supplier services
SITTTSL009B	Process travel-related documentation
SITTTSL010B	Control reservations or operations using a computerised system
SITTTSL011A	Maintain a product inventory
SITTTSL012B	Construct domestic airfares
SITTTSL013B	Construct normal international airfares
SITTTSL014B	Construct promotional international airfares
SITTTSL015B	Construct advanced international airfares
SITTTSL016B	Administer billing and settlement plan

Venue and Facility Operations

SITTVAF002A	Provide a briefing or scripted commentary
SITTVAF003A	Operate a ride location
SITTVAF004A	Load and unload a ride
SITTVAF005B	Operate a games location

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

Senior operations coordinator or operations supervisor inbound tour operator
BSBITU402A Develop and use complex spreadsheets
SITTPPD003B Source and package tourism products
SITTTSL001A Operate an online information system
SITTTSL002A Access and interpret product information
SITTTSL004A Source and provide Australian destination information and advice
SITTTSL005A Sell tourism products and services
SITTTSL006B Prepare quotations
SITTTSL008B Book and coordinate supplier services
SITTTSL009B Process travel-related documentation
SITTTSL010B Control reservations or operations using a computerised system
SITXHRM002A Recruit, select and induct staff
SITXLAN6__A Read and write workplace documents in a language other than English
SITXMGT006A Establish and conduct business relationships

Assistant manager for a small tour operator
SITTPPD003B Source and package tourism products
SITTPPD004A Plan and implement minimal impact operations
SITTTOP001A Allocate tour resources
SITTTOP002A Load touring equipment and conduct pre-departure checks
SITTTSL002A Access and interpret product information
SITTTSL005A Sell tourism products and services
SITTTSL006B Prepare quotations
SITTTSL007B Receive and process reservations
SITTTSL008B Book and coordinate supplier services
SITXHRM002A Recruit, select and induct staff
SITXHRM003A Roster staff
SITXMPR001A Coordinate production of brochures and marketing materials
SITXOHS003B Identify hazards, and assess and control safety risks

Senior or supervisory retail consultant
SITTTSL001A Operate an online information system
SITTTSL002A Access and interpret product information
SITTTSL003A Source and provide international destination information and advice
SITTTSL004A Source and provide Australian destination information and advice
SITTTSL005A Sell tourism products and services
SITTTSL006B Prepare quotations
SITTTSL008B Book and coordinate supplier services
SITTTSL009B Process travel-related documentation
SITTTSL010B Control reservations or operations using a computerised system
SITTTSL013B Construct normal international airfares
SITTTSL014B Construct promotional international airfares
SITXFIN002A Maintain financial records
SITXFIN004A Manage finances within a budget

Sales executive for an outbound tour wholesaler
BSBITU302A Create electronic presentations
BSBITA401A Design databases

BSBCUS401A   Coordinate implementation of customer service strategies
SITTPPD002A Research tourism data
SITTTSL002A Access and interpret product information
SITTTSL003A Source and provide international destination information and advice
SITTTSL005A Sell tourism products and services
SITTTSL007B Receive and process reservations
SITXFIN003A Interpret financial information
SITXFIN004A Manage finances within a budget
SITXMPR002A Create a promotional display or stand
SITXMPR003A Plan and implement sales activities
SITXMPR006A Participate in cooperative online marketing initiatives for the tourism industry

Marketing and product coordinator
BSBITU302A Create electronic presentations
BSBITA401A Design databases
BSBCUS401A Coordinate implementation of customer service strategies
BSBMKG510A Plan e-marketing communications
BSBMKG412A Conduct e-marketing communications
SITTPPD002A Research tourism data
SITTPPD003B Source and package tourism products
SITTTSL002A Access and interpret product information
SITTTSL011A Maintain a product inventory
SITXFIN003A Interpret financial information
SITXFIN004A Manage finances within a budget
SITXGLC001A Develop and update legal knowledge required for business compliance
SITXMPR006A Participate in cooperative online marketing initiatives for the tourism industry