



Australian Government

SIT50412 Diploma of Holiday Parks and Resorts

Release 3

SIT50412 Diploma of Holiday Parks and Resorts

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	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

Employability Skill	Industry/enterprise requirements for this qualification include:
Communication	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.
Initiative and enterprise	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.
Learning	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.
Planning and organising	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.
Problem-solving	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.
Self-management	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

	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

BSBRISK501B Manage risk

SITXMGT502 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

SITTPPD403 Coordinate and operate sustainable tourism activities

SITTPPD404 Develop in-house recreational activities

SITTPPD501 Develop host community awareness of tourism

SITTPPD502 Assess tourism opportunities for local communities

SITTPPD503 Research and analyse tourism data

Quality and Innovation

BSBMGT516C Facilitate continuous improvement

Small Business Management

BSBSMB401A Establish legal and risk management requirements of small business

BSBSMB403A Market the small business

BSBSMB404A Undertake small business planning

Tour Operations

SITTTOP401 Allocate tour or activity resources

SITTTOP402 Set up and operate a camp site

SITTTOP403 Operate tours in a remote area

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

Operations Manager

BSBR501B 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

BSBR501B 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