



Australian Government

SIT50116 Diploma of Travel and Tourism Management

Release 1

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Modification History

Not applicable.

Qualification Description

This qualification reflects the role of highly skilled senior operators who use a broad range of tourism or travel skills combined with managerial skills and sound knowledge of industry operations to coordinate travel or tourism operations. They operate independently, have responsibility for others, and make a range of operational business decisions.

This qualification provides a pathway to work in many travel and tourism industry sectors as a departmental or small business manager. The diversity of employers includes travel agencies, tour wholesalers, tour operators, inbound tour operators, tourist attractions, visitor information centres, and other tourism businesses.

Possible job titles include:

- inbound groups manager
- inbound sales manager
- incentives manager
- tour operations manager
- marketing manager
- product development manager
- reservations manager
- travel agency manager
- sales manager
- visitor information centre manager.

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

23 units must be completed:

- 12 core units
- 11 elective units, consisting of:
 - 6 units from Group A
 - 5 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

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| BSBDIV501 | Manage diversity in the workplace |
| SITTIND001 | Source and use information on the tourism and travel industry |
| SITXCCS007 | Enhance customer service experiences |
| SITXCCS008 | Develop and manage quality customer service practices |
| SITXCOM005 | Manage conflict |
| SITXFIN002 | Interpret financial information |
| SITXFIN003 | Manage finances within a budget |
| SITXFIN004 | Prepare and monitor budgets |
| SITXHRM003 | Lead and manage people |
| SITXMGT001 | Monitor work operations |
| SITXMGT002 | Establish and conduct business relationships |
| SITXWHS003 | Implement and monitor work health and safety practices |

Elective units

Group A

Tourism and Travel Coordination

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| SITTTOP003 | Allocate tour or activity resources |
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| SITTTSL002 | Access and interpret product information |
| SITTTSL003 | Provide advice on international destinations |
| SITTTSL004 | Provide advice on Australian destinations |
| SITTTSL005 | Sell tourism products and services |
| SITTTSL006 | Prepare quotations |
| SITTTSL007 | Process reservations |
| SITTTSL008 | Book supplier products and services |
| SITTTSL009 | Process travel-related documentation |
| SITTTSL010 | Use a computerised reservations or operations system |
| SITTTSL011 | Source airfares for domestic flights |
| SITTTSL012 | Construct normal international airfares |
| SITTTSL013 | Construct promotional international airfares |
| SITTTSL014 | Construct advanced international airfares |
| SITTTSL015 | Administer billing and settlement plans |
| SITTTSL016 | Provide specialist advice on cruises |
| SITTTSL017 | Maintain product inventories |
| SITXCCS002 | Provide visitor information |

Tourism Delivery

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| SITTGDE004 | Lead tour groups |
| SITTGDE005 | Prepare and present tour commentaries or activities |
| SITTGDE006 | Develop and maintain the general and regional knowledge required by guides |
| SITTGDE007 | Research and share information on Australian Indigenous cultures |
| SITTGDE008 | Prepare specialised interpretive content on flora, fauna and landscape |

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| SITTGDE009 | Prepare specialised interpretive content on marine environments |
| SITTGDE010 | Prepare specialised interpretive content on cultural and heritage environments |
| SITTGDE011 | Coordinate and operate tours |
| SITTTOP001 | Load touring equipment and supplies |
| SITTTOP002 | Provide outdoor catering |
| SITTTOP004 | Set up and operate a camp site |
| SITTTOP005 | Operate tours in a remote area |
| TLIC1051 | Operate commercial vehicle |
| TLIC2025 | Operate four wheel drive vehicle |
| TLIC3042 | Operate coach/bus |

Group B

Administration and Communication

| | |
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| BSBADM502 | Manage meetings |
| BSBCMM401 | Make a presentation |
| BSBWRT401 | Write complex documents |
| SITXCOM004 | Address protocol requirements |

Computer Operations and ICT Management

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| BSBITU301 | Create and use databases |
| BSBITU302 | Create electronic presentations |
| BSBITU306 | Design and produce business documents |
| BSBITU402 | Develop and use complex spreadsheets |

Crisis Management

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| SITXCRI001 | Respond to a customer in crisis |
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E-Business

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| BSBEBU501 | Investigate and design e-business solutions |
| BSBEBU502 | Implement e-business solutions |
| SITXEBS002 | Develop, implement and monitor the use of social media in a business |
| SITXEBS003 | Build and launch a small business website |

Environmental Sustainability

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| BSBSUS401 | Implement and monitor environmentally sustainable work practices |
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Finance

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| BSBFIA303 | Process accounts payable and receivable |
| BSBFIA401 | Prepare financial reports |

First Aid

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| HLTAID003 | Provide first aid |
| HLTAID005 | Provide first aid in remote situations |

Food Safety

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| SITXFSA001 | Use hygienic practices for food safety |
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Governance and Legal Compliance

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| SITXGLC001 | Research and comply with regulatory requirements |
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Human Resource Management

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| SITXHRM002 | Roster staff |
| SITXHRM004 | Recruit, select and induct staff |
| SITXHRM005 | Manage volunteers |
| SITXHRM006 | Monitor staff performance |

Languages other than English

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|------------|---|
| SITXLAN003 | Conduct oral communication in a language other than English |
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- SITXLAN004 Conduct complex oral communication in a language other than English
- SITXLAN005 Read and write information in a language other than English
- SITXLAN006 Read and write documents in a language other than English

Management and Leadership

- BSBR501 Manage risk
- SITXMGT003 Manage projects

Marketing and Public Relations

- BSBMKG401 Profile the market
- BSBMKG510 Plan e-marketing communications
- BSBMKG509 Implement and monitor direct marketing activities
- SITXMPR001 Coordinate production of brochures and marketing materials
- SITXMPR002 Create a promotional display or stand
- SITXMPR003 Plan and implement sales activities
- SITXMPR004 Coordinate marketing activities
- SITXMPR005 Participate in cooperative online marketing initiatives
- SITXMPR006 Obtain and manage sponsorship
- SITXMPR007 Develop and implement marketing strategies
- SITXMPR008 Prepare and present proposals

Planning and Product Development

- SITTPPD001 Package tourism products
- SITTPPD002 Develop interpretive activities
- SITTPPD003 Coordinate and operate sustainable tourism activities

- SITTPPD004 Develop in-house recreational activities
- SITTPPD005 Develop host community awareness of tourism
- SITTPPD006 Assess tourism opportunities for local communities
- SITTPPD007 Research and analyse tourism data

Work Health and Safety

- SITXWHS002 Identify hazards, assess and control safety risks

Qualification Mapping Information

No equivalent qualification.

Links

Companion Volume Implementation Guide: - <http://www.serviceskills.com.au/resources>