



Australian Government

SIT50116 Diploma of Travel and Tourism Management

Release 2

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Modification History

Release 2	Release 2 Supersedes and is equivalent to SIT50116 Diploma of Travel and Tourism Management release 1. Minor change to update First Aid units of competency.
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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

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

SITTTOP003	Allocate tour or activity resources
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

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
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

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

Computer Operations and ICT Management

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

Crisis Management

SITXCRI001	Respond to a customer in crisis
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E-Business

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

BSBSUS401 Implement and monitor environmentally sustainable work practices

Finance

BSBFIA303 Process accounts payable and receivable

BSBFIA401 Prepare financial reports

First Aid

HLTAID01 Provide first aid

HLTAID005 Provide first aid in remote or isolated site

Food Safety

SITXFSA001 Use hygienic practices for food safety

Governance and Legal Compliance

SITXGLC001 Research and comply with regulatory requirements

Human Resource Management

SITXHRM002 Roster staff

SITXHRM004 Recruit, select and induct staff

SITXHRM005 Manage volunteers

SITXHRM006 Monitor staff performance

Languages other than English

SITXLAN003 Conduct oral communication in a language other than English

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

BSBR5K501 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 guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>