

Welcome to Australian Pacific College and to your Tourism course. We hope you enjoy your time at Australian Pacific College and that you find the course a useful program for your professional development in the field of Tourism. In this booklet you will find information about our tourism courses: Certificate II in Tourism, Certificate III in Travel and Diploma of Travel and Tourism.

Certificate III in Travel

Aims

This qualification aims to prepare students to use a range of well-developed retail travel or outbound wholesale sales and operational skills in roles that require them to use discretion and judgement and have a sound knowledge of industry operations. Upon completion of this course students should be able to work with some independence and under limited supervision and may provide operational advice and support to team members.

Job roles

This qualification provides a pathway to work in the retail travel or outbound wholesale sector for employers that cover or specialise in leisure, corporate, domestic or international sales.

Work could be undertaken in an office, retail shop-front or mobile environment.

Possible job titles include:

- call centre sales agent
- corporate consultant
- cruise consultant
- domestic travel consultant
- incentive coordinator
- international travel consultant
- leisure consultant
- mobile travel consultant
- online consultant
- operations consultant
- reservations sales agent
- wholesale consultant.

Duration

This course is delivered over three terms. The total duration is 37 weeks. NOTE: Term length is 9 weeks, other term breaks are 3 weeks except for Christmas break of 7 weeks so duration is the maximum number of weeks a student will study if their course runs across the Christmas break.

Entry Requirements

Current entry requirement for all students:

- Successful completion of Australian Year 10 or equivalent

International students must fulfil an additional entry requirement as follows:

- IELTS 5.5 or equivalent (with a minimum of 5.0 in the writing module)

Materials

The required texts for this course are the Australian Pacific College workbooks. You should bring your workbooks to all lessons. These workbooks are provided to you free of charge in a pdf

version that you can download to your mobile device. Alternatively you may choose to purchase a hard copy from Student Services.

Course Structure

The course is delivered in eleven subjects. These are delivered as shown below. You will receive a timetable that indicates the times of your scheduled lectures and tutorials.

TERM	SUBJECT	COMPETENCIES
1	Travel Industry Information	SITTIND001 Source and use information on the tourism and travel industry
1	Customer Service & Sales Techniques	SITXCCS006 Provide service to customers SITXCCS007 Enhance customer service experiences SITTTSL005 Sell tourism products & services
1	Australian Destinations	SITTTSL004 Provide advice on Australian destinations
1	Make Presentations	BSBMM401 Make a presentation
1	Social & Cultural Sensitivity	SITXCOM002 Show social and cultural sensitivity
2	Normal International Airfares	SITTTSL012 Construct normal international airfares
2	Travel Products	SITTTSL002 Access & interpret product information SITTTSL006 Prepare quotations SITTTSL008 Book supplier services SITTTSL009 Process travel-related documentation
2	Cruise Specialist	SITTTSL016 Provide specialist advice on cruises
2	WHS1	SITXWHS001 Participate in safe work practices
3	Promotional International Airfares	SITTTSL013 Construct promotional international airfares
3	Computer Reservations System (Galileo)	SITTTSL010 Use a computerised reservations or operations system
3	International Destinations	SITTTSL003 Provide advice on international destinations

Assessment Schedule

Information about your assessments is included in the Student Workbooks for each subject. This information explains the assessment requirements and what you need to do to complete the assessments. Assessments should be submitted on the due date. Your trainer will give you more comprehensive information about each assessment task. Generally assessments are due in the lecture in sessions 5 and 8.

All assessments should have an assessment cover sheet. Please complete all parts of the assessment cover sheet and sign the declaration that it is all your own work i.e. that you have not plagiarised by copying from the internet or other sources. Assessment cover sheets can be obtained at Student Services or Reception.

Assessment Performance Criteria

You will be assessed according to the following criteria. You have to be competent in each unit of competency to achieve your qualification.

Note: Please refer to individual assessment sheets or ask your teacher for further information on the units of competency and performance criteria.

UNIT	ELEMENT	PERFORMANCE CRITERIA
SITTIND201 Source and use information on the tourism and travel industry	Source and use relevant industry information.	Identify sources of information on the structure and operation of the tourism industry. Access specific information of relevance to the tourism and travel industry to assist operational duties. Obtain information on features of current and in trend tourism products and services relevant to job role. Use knowledge of the tourism and travel industry and its products and services to enhance the quality of work performance.
	Source and use compliance information in daily activities.	Obtain information on laws specifically relevant to the tourism and travel industry and work compliantly. Seek information on industry quality assurance schemes. Access information on career planning and equal employment opportunity law. Conduct day to day tourism activities according to ethical industry practices.
	Source and use information on tourism technology.	Source and access information on current and emerging technologies that impact on operational duties. Use information on technology to suggest new and improved workplace practices. Use current and emerging technology in day to day work activities.
	Update personal and organisational knowledge of the tourism industry.	Identify and use a range of opportunities to update knowledge of the tourism and travel industry. Monitor current issues and trends for the industry. Share updated information with colleagues.
SITTTSL002 Access & interpret product information	Access product information.	Identify the sales or operational need for product information. Identify and access sources of product information. Use a range of methods to obtain information on products. Select sources according to commercial agreements and specific needs. Source specific product information to meet the sales or operational need.
	Interpret product information.	Read and interpret general and specific details about the product and use information to meet the sales or operational need. Interpret any special jargon or specifications in product information and accurately apply these to the sales or operational activity. Identify and assess any customer, sales or operational risks that relate to the product. Record and store information for future use.
	Update knowledge of products.	Continuously obtain information to update knowledge of product features. Source and access information on current and emerging customer technologies. Share new or updated product information with colleagues.
SITTTSL003 Provide advice on international destinations	Develop knowledge of international destinations.	Identify and access information sources that provide current and accurate information on international destinations. Obtain information on features of the international destination and the general type of tourism products. Obtain key information on geographical features and current health and safety features of the international destination. Identify and obtain general information on different tourism products to meet different customer needs. Record and store destination information for future use.
	Update knowledge of international destinations.	Use formal and informal research to update destination knowledge. Seek feedback from colleagues and customers on their experience with international destinations. Share updated information with colleagues.
	Provide information and advice on international destinations.	Accurately identify the specific information and advice needs of the customer. Promptly provide current and accurate destination and product information and advice. Provide an appropriate scope and depth of information to meet customer needs. Present information and advice in a clear format and style. Refer customers to current sources of health, safety and regulatory information.
SITTTSL004 Provide advice on Australian destinations	Develop knowledge of Australian destinations.	Identify and access information sources that provide current and accurate information on Australian destinations. Obtain information on features of the Australian destination and the general type of tourism products. Obtain key information on geographical features and current health and safety features of the Australian destination. Identify and obtain general information on different tourism products to meet different customer needs. Record and store destination information for future use.
	Update knowledge of Australian destinations.	Use formal and informal research to update destination and general product knowledge. Seek feedback from colleagues and customers on their experience with Australian destinations. Share updated information with colleagues.
	Provide information and advice on Australian destinations.	Accurately identify the specific information and advice needs of the customer. Promptly provide current and accurate destination and product information and advice. Provide an appropriate scope and depth of information to meet customer needs. Present information and advice in a clear format and style. Refer customers to current sources of health, safety and regulatory information.

UNIT	ELEMENT	PERFORMANCE CRITERIA
SITTTSL005 Sell tourism products & services	Identify customer needs.	Accurately identify specific customer needs and preferences, including cultural needs and expectations. Accurately identify the specific product information and advice needs of the customer. Identify any customer requests which, if met, would breach ethical and legal commitments. Establish rapport with the customer to promote goodwill and trust.
	Suggest products to meet customer needs.	Use product knowledge to tailor product options to specific customer needs. Make any product suggestions according to current promotional focus and preferred product arrangements for the organisation. Make customers aware of additional products that may enhance their request and maximise the sale profitability. Source additional information to meet specific customer needs.
	Provide specific product information and advice.	Provide current and accurate product information and advice, including relevant product conditions. Suggest alternative products and services if desired products are unavailable. Promptly present all options in a clear format and style. Disclose and ensure a clear customer understanding of sales and product coordination fees. Provide an appropriate scope and depth of information to meet customer needs.
	Sell the product.	Clearly explain and promote product features and benefits. Provide additional information to address customer questions and objections. Select and use techniques at the appropriate time to close the sale with the customer. Identify and act on opportunities to enhance the quality of service to customers.
	Follow up sales opportunities.	Where appropriate, make follow up contact with the customer. Provide any required after sales service according to organisational procedures.
SITTTSL006 Prepare quotations	Calculate costs of products and services.	Create records to administer customer details and requirements. Source, select and interpret product and costing information to prepare the quotation. Negotiate costs with suppliers according to commercial agreements and relationships, and within scope of individual responsibility. Calculate commissions or mark up nett costs according to organisational procedures to determine a profitable selling price. Accurately calculate any additional taxes, special fees and other charges. Accurately calculate any required currency conversions. Calculate final cost of the product or service package or itinerary. Check product or service package or itinerary calculation against all individual product and service components. Keep detailed records of the method of calculation, according to organisational formats.
	Provide quotations to customer.	Prepare the quotation to reflect all required customer inclusions. Promptly provide quotation to the customer according to organisational procedures and formats. Offer secondary quotations with options, as appropriate. Include accurate details of the cost of product and service provision and the conditions and limitations of the quotation. Record all details of the quotation accurately and file according to organisational procedures. Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.
	Update and amend quotations.	Adjust and update quotations to take account of changed requests or arrangements. Provide the most up to date quotation to customers inclusive of new conditions and limitations. Record all details of adjusted quotations and file.
SITTTSL008 Book supplier services	Administer customer file and identify booking requirements.	Interpret existing or create new records of customer booking requirements. Prepare and issue customer documents. Accurately update the financial status of customer records. Identify all supplier services required by the customer. Identify details of specific products and services confirmed to the customer. Where no specific product or service has been confirmed select appropriate suppliers to ensure customer needs and quoted prices are met. Select suppliers according to negotiated arrangements to maximise the profitability of the sale.
	Request products and services.	Request products and services from suppliers using the appropriate method. Provide full details of the required booking to ensure the customer receives the correct product or service. Request return confirmation of the booking from the supplier. Make requests for multiple services in the most practical sequence. Identify flow on impacts and book alternative dates and products when desired products are unavailable.
	Record requests and confirmations.	File records of all bookings made, including requests and confirmations according to system or procedural requirements. Monitor files to ensure that all confirmations are received and follow up outstanding confirmations. Note and schedule future action to be taken for the bookings.
	Update and finalise bookings.	Make and record necessary amendments or adjustments to bookings. Action supplier payments within the designated deadline. Advise suppliers of final customer details and booking requirements. Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.

UNIT	ELEMENT	PERFORMANCE CRITERIA
SITTTSL009 Process travel-related documentation	Interpret information required for processing of documentation.	Identify deadline for preparation and issuance of documents. Interpret existing reservation data to identify all customer details. Identify and interpret details of specific products and services confirmed to the customer and check prices quoted. Identify confirmed bookings held for customers and check costs quoted by product and service suppliers. Identify sources of general information required to issue all necessary documents. Check payment status and take appropriate action. Check for and report any discrepancies in costs and take required action. Identify operational documents required by personnel involved in delivering the tourism product.
	Process documentation.	Prepare accurate documentation within designated timeframes. Record required details on documentation with accuracy and according to applicable product conditions. Calculate supplier costs and record within supplier documents. Action supplier payments within the designated deadline. Check all documentation for accuracy prior to issue and amend as necessary. Process, file and despatch copies of documents according to organisation and supplier requirements. Issue documents and reissue as required. Process required refunds or additional payments according to product conditions. Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.
SITTTSL010 Use a computerised reservations or operations system	Access and manipulate system information.	Access and interpret system displays. Use system features to access a range of information.
	Use system features to create and administer reservations.	Check availability of required product or service according to system functions. Create new reservations containing accurate customer details. Input customer details in the format required by the computer system. Retrieve bookings using the format required by the computer system. Make and save accurate updates and amendments to reservations. Reinstate, duplicate or split reservations as required. Save, print and file any required reservation details.
	Send and receive communications.	Create and process accurate communications to industry colleagues using system functions. Access and interpret communications from industry colleagues.
	Administer sales and operations functions using the system.	Use system capabilities to meet the particular sales or operational need. Use system capabilities to manage all required accounting processes for reservations. Produce reports to meet sales and operational needs. Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.
SITTTSL012 Construct normal international airfares	Interpret international airfare information.	Identify and access sources of fare information. Interpret information on international flights, fares, fare rules and conditions applicable to specific fares.
	Create air itineraries and calculate international airfares.	Configure air itineraries for direct and connecting international flights. Accurately calculate and check international fares according to IATA regulations. Calculate sector fares and those with intermediate points. Calculate concession fares. Calculate taxes and fees. Create the optimum airfare that meets customer needs. Check the airfare calculations for accuracy and compliance with applicable conditions.
	Construct fares incorporating add-ons.	Correctly interpret add on tables. Calculate through fares, incorporating add-ons according to IATA regulations.
	Document and maintain records of calculations.	Record full details of the calculated airfare. Minimise use of printed materials and maximise electronic record keeping to reduce waste.
SITTTSL311 Construct promotional international airfares	Interpret promotional airfare information.	Identify and access sources of fare information. Interpret information on international flights, fares, fare rules and conditions applicable to specific fares.
	Create air itineraries and calculate international promotional airfares.	Configure air itineraries for direct and connecting international flights. Accurately calculate and check international promotional fares according to IATA regulations. Calculate sector fares and those with intermediate points. Calculate concession fares. Calculate taxes and fees. Create the optimum airfare that meets customer needs. Check the airfare calculations for accuracy and compliance with applicable conditions.
	Document and maintain records of calculations.	Record full details of the calculated airfare. Minimise use of printed materials and maximise electronic record keeping to reduce waste.

UNIT	ELEMENT	PERFORMANCE CRITERIA
SITXCCS303 Provide service to customers	Communicate with internal and external customers.	Communicate with customers in a polite, professional and friendly manner within designated response times. Use appropriate language and tone in both written and spoken communication. Use appropriate non-verbal communication. Observe and respond to non-verbal communication of customers. Use active listening and questioning to facilitate effective two way communication. Select a medium of communication appropriate for the audience and situation.
	Deliver service according to defined standards.	Practise high standards of personal presentation and hygiene according to organisational requirements. Follow organisational customer service policies and procedures. Adhere to professional standards expected of service industry personnel.
	Provide service to customers.	Establish rapport with the customer to promote goodwill and trust during service delivery. Identify customer needs and expectations, including customers with special needs. Promptly meet all reasonable customer needs and requests. Identify and anticipate operational problems and take action to minimise the effect on customer satisfaction. Recognise and act upon opportunities to deliver additional levels of service beyond the customer's immediate request.
	Respond to customer complaints.	Proactively recognise customer dissatisfaction and take swift action to avoid escalation to a complaint. Respond to customer complaints positively, sensitively and politely. Seek solutions by consulting the customer. Resolve complaints according to individual empowerment and organisational policy. Refer complex service issues to a higher level staff member for action. Maintain a positive and cooperative manner at all times.
	Provide internal feedback on customer service practices.	Provide ongoing internal feedback on service practices, policies and procedures, and suggest improvements. Identify individual and recurring complaints and provide internal feedback to avoid future occurrence.
SITXCOM002 Show social and cultural sensitivity	Communicate with customers and colleagues from diverse backgrounds.	Value and respect customers and colleagues from different social and cultural groups and treat them with respect and sensitivity. Consider social and cultural differences in all verbal and non-verbal communication. Respond to others in a non-discriminatory way. Make attempts to overcome language barriers. Obtain assistance with communication.
	Address cross cultural misunderstandings.	Identify issues that may cause conflict or misunderstanding in the workplace. Address difficulties and seek assistance from others. Consider social and cultural differences when difficulties or misunderstandings occur. Make efforts to resolve misunderstandings, taking account of social and cultural considerations. Refer problems and unresolved issues to the appropriate supervisor or manager for follow-up.
SITXWHS001 Participate in safe work practices	Work safely.	Follow organisational health and safety procedures. Incorporate safe work practices into all workplace activities. Follow safety directions of supervisors, managers and workplace safety warning signs. Use personal protective equipment and clothing. Promptly report unsafe work practices, issues and breaches of health, safety and security procedures. Identify and remove hazards from immediate workplace area and report all workplace hazards as they arise.
	Follow procedures for emergency situations.	Recognise emergency and potential emergency situations. Follow organisational security and emergency procedures. Seek assistance from colleagues or authorities. Complete emergency incident reports accurately, following organisational procedures.
	Participate in organisational work health and safety practices.	Participate in work health and safety management practices developed by the organisation to ensure a safe workplace. Actively participate in the work health and safety consultation processes. Report work health and safety issues and concerns as they arise.
BSBCMM401 Make a presentation	Prepare a presentation.	Plan and document presentation approach and intended outcomes. Choose presentation strategies, format and delivery methods that match the characteristics of the target audience, location, resources and personnel needed. Select presentation aids, materials and techniques that suit the format and purpose of the presentation, and will enhance audience understanding of key concepts and central ideas. Brief others involved in the presentation on their roles/responsibilities within the presentation. Select techniques to evaluate presentation effectiveness.

UNIT	ELEMENT	PERFORMANCE CRITERIA
	Deliver a presentation.	<p>Explain and discuss desired outcomes of the presentation with the target audience.</p> <p>Use presentation aids, materials and examples to support target audience understanding of key concepts and central ideas.</p> <p>Monitor non-verbal and verbal communication of participants to promote attainment of presentation outcomes.</p> <p>Use persuasive communication techniques to secure audience interest</p> <p>Provide opportunities for participants to seek clarification on central ideas and concepts, and adjust the presentation to meet participant needs and preferences.</p> <p>Summarise key concepts and ideas at strategic points to facilitate participant understanding.</p>
	Review the presentation.	<p>Implement techniques to review the effectiveness of the presentation.</p> <p>Seek and discuss reactions to the presentation from participants or from key personnel involved in the presentation.</p> <p>Utilise feedback from the audience or from key personnel involved in the presentation to make changes to central ideas presented.</p>
SITTTSL016 Provide specialist advice on cruises	Source information on cruise operations and trends.	<p>Read and interpret information on the historical progression of cruising as a type of holiday.</p> <p>Source information on the historical progression of cruise ship design and features and benefits of modern ships.</p> <p>Research historical, current and emerging product development and market trends for domestic and international cruises.</p> <p>Identify cruise industry governance issues that affect customer participation.</p> <p>Use information when selling to dispel stereotypical imaging of cruises and handle purchase resistance.</p>
	Develop knowledge of cruise destinations.	<p>Identify and access information sources for current and accurate information on domestic and international cruise regions and destinations.</p> <p>Source information on cruise lines and product diversity within regions and identify client appeal for a diversity of customer types.</p> <p>Obtain information on key operational features of cruise destinations including seasonality, visa, health, safety and regulatory issues.</p> <p>Source information on features and benefits of key ports of call within cruise destinations.</p> <p>Obtain information on features of turnaround ports for cruise destinations.</p>
	Develop knowledge of cruise itineraries.	<p>Obtain and interpret information on cruise itineraries to meet different customer needs.</p> <p>Source information on the features and benefits of shore excursion options for specific cruises.</p> <p>Identify shore excursions operated by cruise line or local agent and evaluate merits of each in meeting the needs of a diversity of customer types.</p> <p>Obtain and interpret information on pre and post cruise transportation, accommodation and touring options including packages.</p> <p>Interpret any jargon or specifications in product information and accurately apply these to sales or booking activities.</p>
	Research aspects of on board ship life.	<p>Identify the features and benefits of on board accommodation options including location and categories.</p> <p>Seek information on food and beverage venues and options including pre-purchased packages.</p> <p>Obtain information on facilities and services available on board.</p> <p>Evaluate on board activities and entertainment options for different types of cruise customers.</p> <p>Anticipate customer questions and seek scope of information to service a diversity of customer types.</p>
	Provide information and advice on cruise options.	<p>Accurately identify the specific information and advice needs of the customer.</p> <p>Promptly provide current and accurate information and targeted customer advice on cruise products and destinations.</p> <p>Provide appropriate scope and depth of information to meet customer needs. Provide targeted advice on features and benefits of cruise products and destinations to counter purchasing objections.</p> <p>Refer customers to current sources of health, safety, visa and regulatory information.</p>
	Update knowledge of cruise destinations and products.	<p>Use formal and informal research to continually update cruise destination and product knowledge.</p> <p>Seek feedback from colleagues and customers on experiences with cruise destinations and products.</p> <p>Share new or updated product information with colleagues.</p>
SITXCCS007 Enhance customer service experiences	Provide a quality service experience.	<p>Determine and confirm customer preferences, needs and expectations.</p> <p>Advise customers about appropriate products and services to meet their needs.</p> <p>Anticipate customer preferences, needs and expectations throughout the service experience.</p> <p>Promptly provide products and services with professional and personalised service to meet individual preferences.</p> <p>Offer extras and add-ons and provide tailored and additional products and services.</p> <p>Check actioning of special requests before customer delivery.</p> <p>Liaise with team members and suppliers to ensure efficient service delivery.</p> <p>Share customer information with team members to ensure quality service.</p>

UNIT	ELEMENT	PERFORMANCE CRITERIA
	Proactively respond to difficult service situations.	Identify problems with products and services and take immediate action to address before provision to customer. Anticipate delays in product and service provision and regularly update customer on expected outcomes. Advise customers of alternative products and services. Proactively compensate for service difficulty in line with own level of responsibility and organisational policy. Provide ongoing internal feedback on service issues and suggest improvements.
	Resolve customer complaints.	Use questioning techniques to establish and agree on nature, possible cause, and details of the complaint. Assess impact on customer. Take responsibility for resolving complaints in a professional manner and using communication techniques to assist in their management. Determine options to resolve complaints and promptly analyse and decide on optimal solutions, taking organisational constraints into account. Act swiftly to resolve complaints and prevent escalation, in consultation with customer and to customer satisfaction. Turn complaints into opportunities to demonstrate high quality customer service. Provide internal feedback on customer complaints and feedback and required follow-up in order to avoid future occurrence. Review and evaluate complaints and solutions to enhance response to future issues.
	Develop customer relationships.	Promote repeat business by offering promotional services according to individual empowerment and organisational policy. Maintain customer profiles to enhance service delivery. Provide personalised service to customers in a professional manner that builds repeat business. Provide tailored products and services based on customer profile.

Employability Skills

Communication

- communicating with colleagues, customers and travel product suppliers to plan the customer's travel itinerary;
- interpreting verbal and written information on travel product conditions;
- determining and interpreting customer preferences to sell proactively and persuasively;
- negotiating acceptable solutions to customer problems and complaints;
- interpreting and providing clear and accurate information to customers in a culturally appropriate way to ensure a positive service experience.

Initiative and enterprise

- identifying and suggesting ways to improve sales, operational and service efficiency;
- generating and suggesting ideas for new or improved product and service options for the travel business.

Learning

- knowing own product knowledge, sales and service skill strengths and weaknesses, being aware of opportunities to learn and participating in travel industry professional development activities;
- seeking and sharing information with colleagues on new travel and tourism trends, products, services and suppliers;
- coaching others in job skills.

Planning and organising

- collecting, analysing and organising customer, product and supplier information to allow for effective selling and efficient coordination of travel product bookings;
- collecting and analysing information to meet the specific needs of the customer group;
- setting timelines, planning and organising own work flow to efficiently coordinate travel sales and operational activities within deadlines;
- using predetermined policies and procedures to guide the selling and booking processes.

Problem-solving

- anticipating problems that may arise with the customer's travel arrangements;
- mitigating problems by planning and booking appropriate travel itineraries that adhere to supplier conditions and customer requests;
- identifying and clarifying the extent of problems;
- taking responsibility for solving sales, operational or customer service issues;

- referring high-level problems to supervisors and participating in the solution;
- using discretion and judgement as well as predetermined policies and procedures to guide solutions to operational and service problems.

Self-management

- understanding and following policies and procedures for legal compliance;
- organising own work priorities to sell and coordinate bookings for travel products;
- taking responsibility for own job role in servicing the customer and for resolving service difficulties;
- thinking about own work performance and seeking feedback and guidance on success in effectively servicing the needs of travel customers.

Teamwork

- working as a skilled team member to deliver the quality service goals of the travel business;
- taking responsibility for own role in servicing the needs of customers;
- working collaboratively as a team member by giving and receiving instructions and providing feedback and assistance to other team members;
- providing guidance and instruction to assistant or trainee team members; showing social and cultural sensitivity to team members.

Technology

- understanding the operating capability of, selecting and using computer systems, software and information systems that assist in selling and coordinating bookings for travel products;
- correctly using equipment to manage personal safety in the workplace.

Diploma of Travel and Tourism

Aims

This course aims to provide students with the skills and knowledge to work in a management role within tourism.

Job roles

This qualification provides a pathway to work in any sector of the tourism and travel industry as a departmental or small business manager. This qualification allows for multiskilling and for specialisation in either operations management or marketing and product development.

Possible job titles include:

- retail travel agency manager
- corporate travel agency manager
- reservations supervisor/manager
- operations manager
- product manager

Duration

The course is delivered across three terms with a total duration of 37 weeks. NOTE: Term length is 9 weeks, other term breaks are 3 weeks except for Christmas break of 7 weeks so duration is the maximum number of weeks a student will study if their course runs across the Christmas break.

Entry Requirements

Current entry requirement for all students:

- Successful completion of Australian Year 12 or equivalent

International students must fulfil an additional entry requirement as follows:

- IELTS 5.5 or equivalent (with a minimum of 5.0 in the writing module)

Academic entry requirements:

Entrants to this qualification must either:

1. Be formally assessed through a training program or recognition process, against one of the unit clusters listed in the qualification representative within the Certificate III in Travel.

OR

2. Have relevant tourism and travel 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.

Materials

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3	Computer Reservations System (Galileo)	SITTTSL010 Use a computerised reservations or operations system
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4	Human Resources Management 1	SITXHRM001 Coach others in job skills SITXHRM003 Lead and manage people
4	Business Relationships	SITXMGT002 Establish and conduct business relationships
4	Quality Customer Service	SITXCCS008 Develop and manage quality customer service practices
4	WHS 2	SITXWHS003 Implement and monitor work health and safety practices
5	Manage Diversity	BSBDIV501 Manage diversity in the workplace
5	Finance	SITXFIN002 Interpret financial information SITXFIN003 Manage finances within a budget SITXFIN004 Prepare and monitor budgets
6	Staff Management	SITXCOM005 Manage conflict SITXHRM006 Monitor staff performance
6	Business Management	SITXMGT001 Monitor work operations BSBMGT517 Manage operational plan

Assessment Schedule

Information about your assessments is included in the Student Workbooks for each subject. This information explains the assessment requirements and what you need to do to complete the assessments. Assessments should be submitted on the due date. Your trainer will give you more comprehensive information about each assessment task. Generally assessments are due in the lecture in sessions 5 and 8.

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Assessment Performance Criteria

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Note: Please refer to individual assessment sheets or ask your teacher for further information on the units of competency and performance criteria.

UNIT	ELEMENT	PERFORMANCE CRITERIA
SITXCCS008 Develop and manage quality customer service practices	Develop quality customer service practices.	Obtain information on customer needs, expectations and satisfaction levels using both formal and informal research. Provide opportunities for customers and staff to give feedback on products and services. Review changes in internal and external environments and integrate findings into planning for quality service. Provide opportunities for staff to participate in development of customer service practices. Develop policies and procedures for quality service provision.
	Manage delivery of quality service.	Communicate policies, procedures and expectations to staff. Make policies readily available to customers and staff. Monitor customer service in the workplace to ensure standards are met. Initiate staff training to enhance customer service. Take responsibility for service outcomes and dispute resolution. Act as a positive role model for professional standards expected of service industry personnel.
	Monitor and adjust customer service.	Seek ongoing feedback from staff and customers to improve performance. Assess effectiveness of customer service practices. Identify systemic customer service problems and adjust policies and procedures to improve service quality. Develop, document and communicate new approaches to customer service to staff involved in service delivery.
SITXCOM005 Manage conflict	Identify conflict situations.	Identify potential for conflict and take swift and tactful action to prevent escalation. Identify situations where personal safety of customers or colleagues may be threatened and organise appropriate assistance. Identify and use resources to assist in managing conflict.
	Resolve conflict.	Take responsibility for finding a solution to conflict. Establish and agree on the nature and details of conflict with all parties and assess impact. Deal with conflict sensitively, courteously and discreetly. Minimise impact on other colleagues and customers. Use effective conflict resolution techniques and communication skills to manage the conflict and develop solutions. Encourage all points of view, acknowledge them and treat them with respect. Identify and evaluate the impact of conflict on business reputation and legal liability. Evaluate options to resolve the dispute taking into account any organisational policies and constraints. Implement the best solution and complete required documentation.
	Evaluate conflicts and resolutions.	Communicate with the parties involved to seek and provide feedback on conflict and its resolution. Evaluate and reflect on the situation and effectiveness of the solution. Determine possible causes of workplace conflict and provide input for workplace enhancement and improvements.
SITXFIN002 Interpret financial information	Access and interpret financial information.	Identify and interpret the range of financial information and reports required for the organisation to monitor business performance. Interpret financial information and reports applicable to operational or departmental activities.
	Use and provide financial information.	Review financial information for impacts on operational activities and take action according to individual empowerment. Routinely provide information on operational or departmental financial activities.
SITXFIN003 Manage finances within a budget	Allocate budget resources.	Allocate funds according to budget and agreed priorities. Discuss changes to income and expenditure priorities with appropriate colleagues prior to implementation. Consult with and inform all relevant personnel about resource decisions. Promote awareness of the importance of budget control. Maintain detailed records of resource allocation according to organisational control systems.
	Monitor financial activities against budget.	Use financial records to regularly check actual income and expenditure against budgets. Include financial commitments in all documentation to ensure accurate monitoring. Identify and report deviations according to significance of deviation. Investigate appropriate options for more effective management of deviations. Advise appropriate colleagues of budget status in relation to targets.
	Identify and evaluate options for improved budget performance.	Assess existing costs and resources and proactively identify areas for improvement. Discuss desired budget outcomes with relevant colleagues. Undertake appropriate research to investigate new approaches to budget management. Define and communicate the benefits and disadvantages of new approaches. Take account of impacts on customer service levels and colleagues in developing new approaches. Present clear and logical recommendations for budget management.
	Complete financial and statistical reports.	Complete financial and statistical reports within designated timelines. Prepare and present clear and concise information to enable informed decision making.
SITXFIN004 Prepare and monitor budgets	Prepare budget information.	Determine and confirm scope and nature of required budgets. Identify, access and interpret data and data sources required for budget preparation. Analyse internal and external factors for potential impact on budget. Provide opportunities for colleagues to contribute to the budget planning process.
	Prepare budget.	Draft budget, based on analysis of all available information. Estimate income and expenditure and support with valid, reliable and relevant information. Reflect organisational objectives within the draft budget. Assess and present options and recommendations in a clear format. Circulate the draft budget to colleagues and managers for input.

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	Finalise budget.	Negotiate budget according to organisational policy and procedures. Agree on and incorporate modifications. Complete final budget in a clear format within designated timelines. Inform colleagues of final budget decisions and their application within the relevant work area, including reporting and financial management responsibilities.
	Monitor and review budget.	Regularly review budget to assess actual performance against estimated performance and prepare accurate financial reports. Incorporate all financial commitments into budget and all budget reports. Investigate and take appropriate action on significant deviations. Analyse changes in the internal and external environment and make necessary adjustments. Collect and record relevant information to assist in future budget preparation.
SITXHRM003 Lead and manage people	Model high standards of performance and behaviour.	Act as a positive role model through individual performance. Show support for and commitment to organisational goals in day to day work performance. Treat people with integrity, respect and empathy.
	Develop team commitment and cooperation.	Develop and clearly communicate plans and objectives in consultation with the team. Make plans and objectives consistent with organisational goals. Communicate expectations, roles and responsibilities of team members to encourage people to take responsibility for their work. Encourage teams and individuals to develop innovative approaches to work. Identify, encourage, value and reward individual and team efforts and contributions. Model and encourage open and supportive communication within the team. Seek and share information from the wider enterprise environment with the team. Represent team interests in the wider environment. Seek feedback from team members and implement changes within the bounds of organisational goals and policies.
	Manage team performance.	Delegate tasks and responsibilities, identify barriers to delegation and implement processes to overcome them. Evaluate the skills of team members and provide opportunities for individual development. Monitor team performance to ensure progress towards achievement of goals. Provide mentoring and coaching to support team members. Motivate individuals and teams to achieve optimum performance. Provide recognition and reward for team achievements.
SITXMG001 Monitor work operations	Monitor and improve workplace operations.	Monitor efficiency and service levels through close contact with day to day operations. Ensure that workplace operations support overall organisation goals and quality assurance initiatives. Identify quality problems and issues and make appropriate adjustments to procedures and systems, with relevant approvals. Proactively consult with colleagues about ways to improve efficiency and service levels, including potential for new technologies and other innovations. Provide feedback to colleagues and management to inform future planning. Identify and take opportunities to evaluate current and emerging industry trends and practices for relevance to own work situation. Assess and respond to opportunities to improve sustainability of day-to-day operations.
	Plan and organise workflow.	Assess current workloads, and schedule work to maximise efficiency and customer service quality within budget constraints. Delegate work according to principles of delegation. Assess workflow and progress against agreed objectives and timelines. Assist colleagues in prioritisation of workload through supportive feedback and coaching. Provide timely input to appropriate management regarding staffing needs.
	Monitor and support team members.	Monitor team and individual performance against agreed goals and objectives. Pro-actively share information, knowledge and experiences with team members. Challenge and test ideas within the team in a positive and collaborative way. Provide feedback, coaching and support to team members. Complete and submit workplace records as required.
	Solve problems and make decisions.	Identify and analyse workplace problems from an operational and customer service perspective. Initiate short term action to resolve immediate problem where appropriate. Analyse problems for long term impact, and assess and action potential solutions in consultation with relevant colleagues. Where a team member raises a problem, encourage individual participation in solving it. Take follow up action to monitor effectiveness of solutions.
SITXMG002 Establish and conduct business relationships	Build business relationships.	Establish relationships within appropriate cultural context. Build trust and respect in business relationships through use of effective communication skills and techniques. Proactively identify and take up opportunities to maintain regular contact with customers and suppliers.
	Conduct negotiations.	Conduct negotiations in a professional manner in the relevant cultural context. Conduct negotiations in the context of current organisation goals. Maximise benefits for all parties through use of established negotiation techniques and in the context of establishing long term relationships. Incorporate feedback and input from colleagues into negotiation where appropriate. Communicate results of negotiations to appropriate colleagues and stakeholders within appropriate timeframes.
	Make formal business agreements.	Confirm agreements in writing according to organisational requirements, using formal contracts where appropriate. Obtain approvals for all aspects of formal agreements according to organisational procedures. Evaluate and act on the need for specialist advice as required.

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	Foster and maintain business relationships.	Proactively seek, review and act upon information needed to maintain sound business relationships. Honour agreements within scope of individual responsibility, complying with agreed terms. Take account of agreed performance indicators. Make adjustments to agreements in consultation with customer or supplier and share information with appropriate colleagues. Nurture relationships through regular contact and use of effective interpersonal and communication styles.
SITXWHS003 Implement and monitor work health and safety practices	Provide information on health, safety and security.	Explain relevant work health and safety information to personnel. Make all current work health and safety information readily accessible to staff.
	Monitor safe work practices.	Monitor adherence to organisational work health and safety procedures. Monitor ongoing compliance with safe work practices. Take prompt action to address non-compliance with procedures and safe work practice. Monitor the day-to-day effectiveness of work health and safety practices in maintaining the health, safety and security of personnel.
	Coordinate consultative arrangements for the management of health, safety and security issues.	Coordinate the operation of all consultative processes. Provide the opportunity for staff members to contribute their views on current and future work health and safety management practices. Resolve or refer issues raised through work health and safety consultation to the appropriate person. Provide timely staff and own feedback on work health and safety management practices to the designated person.
	Implement and monitor procedures for identifying hazards, assessing and controlling risks.	Coordinate scheduled hazard identification activities ensuring hazards are identified at times designated by legislation. Identify any hazards on an ongoing basis through own day-to-day workplace operations. React to reports of hazards by other workers, coordinate and participate in risk assessments. Implement any risk control methods or refer to appropriate person if control is outside scope of responsibility. Monitor the effectiveness of control measures, promptly identify any inadequacies and resolve or report them to the appropriate person.
	Implement and monitor health, safety and security training.	Identify work health and safety training needs based on regular staff monitoring. Make arrangements for fulfilling training needs. Monitor effectiveness of training and make required adjustments.
	Maintain work health and safety records and reports.	Complete work health and safety records and reports accurately and legibly and store according to organisation and legal requirements. Use data and reports to provide reliable and timely input to the management of workplace health, safety and security. Minimise use of printed materials and maximise electronic transmission and filing of all documents to reduce waste.
SITXHRM006 Monitor staff performance	Monitor staff performance and provide feedback.	Consult with and inform colleagues about expected standards of performance using appropriate communication mechanisms. Monitor ongoing performance by maintaining close contact with the workplace and colleagues. Regularly provide confirming and corrective feedback to colleagues. Provide colleagues with guidance and support. Provide recognition and reward for achievements and outstanding performance. Identify the need for further coaching or training and organise according to organisational policies.
	Recognise and resolve performance problems.	Identify and investigate performance problems. Use feedback and coaching to address performance problems. Discuss and agree upon possible solutions with the colleague. Follow up outcomes of informal counselling through review in the workplace. Organise and conduct a formal counselling session when needed according to required procedures.
	Implement performance management systems.	Implement formal performance management systems. Conduct individual performance evaluations openly and fairly. Complete and file performance management records. Agree on courses of action with colleagues and follow up in the workplace.
BSBMGT517 Manage operational plan	Develop operational plan.	Research, analyse and document resource requirements and develop an operational plan in consultation with relevant personnel, colleagues and specialist resource managers. Develop and/or implement consultation processes as an integral part of the operational planning process. Ensure details of the operational plan include the development of key performance indicators to measure organisational performance. Develop and implement contingency plans at appropriate stages of operational planning. Ensure the development and presentation of proposals for resource requirements is supported by a variety of information sources and seek specialist advice as required. Obtain approval for plan from relevant parties and ensure understanding among work teams involved.
	Plan and manage resource acquisition.	Develop and implement strategies to ensure that employees are recruited and/or inducted within the organisation's human resources management policies and practices. Develop and implement strategies to ensure that physical resources and services are acquired in accordance with the organisation's policies, practices and procedures.

UNIT	ELEMENT	PERFORMANCE CRITERIA
	Monitor and review operational performance.	Develop, monitor and review performance systems and processes to assess progress in achieving profit and productivity plans and targets. Analyse and interpret budget and actual financial information to monitor and review profit and productivity performance. Identify areas of underperformance, recommend solutions, and take prompt action to rectify the situation. Plan and implement systems to ensure that mentoring and coaching are provided to support individuals and teams to effectively, economically and safely use resources. Negotiate recommendations for variations to operational plans and gain approval from designated persons/groups. Develop and implement systems to ensure that procedures and records associated with documenting performance are managed in accordance with organisational requirements.
SITXHRM001 Coach others in job skills	Prepare for on the job coaching.	Identify the need for coaching based on a range of factors. Identify specific coaching needs through discussion with colleague and organise coaching sessions.
	Coach colleagues on the job.	Explain the overall purpose of coaching to colleague. Explain and demonstrate the specific skills. Communicate required knowledge and check colleague understanding. Advise organisational procedures for completing workplace tasks. Provide colleague with opportunity to practise the skill and ask questions. Provide feedback in a constructive and supportive manner.
	Follow up coaching.	Monitor progress of new workplace skills and provide supportive assistance. Report progress to the appropriate person. Identify performance problems or difficulties with the coaching and rectify or refer to the appropriate person for follow up.
BSBDIV501 Manage diversity in the workplace	Implement diversity policy	Locate and review diversity policy Determine its application to the specific work context Institute actions to ensure that the diversity policy is understood and implemented by relevant parties Provide feedback and suggestions for improvement to ensure currency and efficacy of diversity policy
	Foster respect for diversity in the work team	Address own prejudices and demonstrate respect for difference in personal interactions Aim for diversity in selecting and recruiting staff Identify and address training needs to address issues of difference in the team Manage tensions and encourage collaboration and respect between staff who struggle to work effectively with difference Assist staff to see that working effectively with difference is a strength that can improve the organisation's products, services and customer relations Manage allegations of harassment and address complaints according to established organisational procedures
	Promote the benefits of diversity	Promote the organisation's workforce diversity in internal and external forums to enhance the company's image and reputation Capture ideas and information from the diversity in the workforce to enhance products and services and contribute to competitive advantage Support organisational efforts to value diversity
SITTIND201 Source and use information on the tourism and travel industry	Source and use relevant industry information.	Identify sources of information on the structure and operation of the tourism industry. Access specific information of relevance to the tourism and travel industry to assist operational duties. Obtain information on features of current and in trend tourism products and services relevant to job role. Use knowledge of the tourism and travel industry and its products and services to enhance the quality of work performance.
	Source and use compliance information in daily activities.	Obtain information on laws specifically relevant to the tourism and travel industry and work compliantly. Seek information on industry quality assurance schemes. Access information on career planning and equal employment opportunity law. Conduct day to day tourism activities according to ethical industry practices.
	Source and use information on tourism technology.	Source and access information on current and emerging technologies that impact on operational duties. Use information on technology to suggest new and improved workplace practices. Use current and emerging technology in day to day work activities.
	Update personal and organisational knowledge of the tourism industry.	Identify and use a range of opportunities to update knowledge of the tourism and travel industry. Monitor current issues and trends for the industry. Share updated information with colleagues.

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SITTTSL002 Access & interpret product information	Access product information.	Identify the sales or operational need for product information. Identify and access sources of product information. Use a range of methods to obtain information on products. Select sources according to commercial agreements and specific needs. Source specific product information to meet the sales or operational need.
	Interpret product information.	Read and interpret general and specific details about the product and use information to meet the sales or operational need. Interpret any special jargon or specifications in product information and accurately apply these to the sales or operational activity. Identify and assess any customer, sales or operational risks that relate to the product. Record and store information for future use.
	Update knowledge of products.	Continuously obtain information to update knowledge of product features. Source and access information on current and emerging customer technologies. Share new or updated product information with colleagues.
SITTTSL003 Provide advice on international destinations	Develop knowledge of international destinations.	Identify and access information sources that provide current and accurate information on international destinations. Obtain information on features of the international destination and the general type of tourism products. Obtain key information on geographical features and current health and safety features of the international destination. Identify and obtain general information on different tourism products to meet different customer needs. Record and store destination information for future use.
	Update knowledge of international destinations.	Use formal and informal research to update destination knowledge. Seek feedback from colleagues and customers on their experience with international destinations. Share updated information with colleagues.
	Provide information and advice on international destinations.	Accurately identify the specific information and advice needs of the customer. Promptly provide current and accurate destination and product information and advice. Provide an appropriate scope and depth of information to meet customer needs. Present information and advice in a clear format and style. Refer customers to current sources of health, safety and regulatory information.
SITTTSL004 Provide advice on Australian destinations	Develop knowledge of Australian destinations.	Identify and access information sources that provide current and accurate information on Australian destinations. Obtain information on features of the Australian destination and the general type of tourism products. Obtain key information on geographical features and current health and safety features of the Australian destination. Identify and obtain general information on different tourism products to meet different customer needs. Record and store destination information for future use.
	Update knowledge of Australian destinations.	Use formal and informal research to update destination and general product knowledge. Seek feedback from colleagues and customers on their experience with Australian destinations. Share updated information with colleagues.
	Provide information and advice on Australian destinations.	Accurately identify the specific information and advice needs of the customer. Promptly provide current and accurate destination and product information and advice. Provide an appropriate scope and depth of information to meet customer needs. Present information and advice in a clear format and style. Refer customers to current sources of health, safety and regulatory information.
SITTTSL005 Sell tourism products & services	Identify customer needs.	Accurately identify specific customer needs and preferences, including cultural needs and expectations. Accurately identify the specific product information and advice needs of the customer. Identify any customer requests which, if met, would breach ethical and legal commitments. Establish rapport with the customer to promote goodwill and trust.
	Suggest products to meet customer needs.	Use product knowledge to tailor product options to specific customer needs. Make any product suggestions according to current promotional focus and preferred product arrangements for the organisation. Make customers aware of additional products that may enhance their request and maximise the sale profitability. Source additional information to meet specific customer needs.
	Provide specific product information and advice.	Provide current and accurate product information and advice, including relevant product conditions. Suggest alternative products and services if desired products are unavailable. Promptly present all options in a clear format and style. Disclose and ensure a clear customer understanding of sales and product coordination fees. Provide an appropriate scope and depth of information to meet customer needs.
	Sell the product.	Clearly explain and promote product features and benefits. Provide additional information to address customer questions and objections. Select and use techniques at the appropriate time to close the sale with the customer. Identify and act on opportunities to enhance the quality of service to customers.
	Follow up sales opportunities.	Where appropriate, make follow up contact with the customer. Provide any required after sales service according to organisational procedures.

UNIT	ELEMENT	PERFORMANCE CRITERIA
SITTTSL006 Prepare quotations	Calculate costs of products and services.	<p>Create records to administer customer details and requirements.</p> <p>Source, select and interpret product and costing information to prepare the quotation.</p> <p>Negotiate costs with suppliers according to commercial agreements and relationships, and within scope of individual responsibility.</p> <p>Calculate commissions or mark up nett costs according to organisational procedures to determine a profitable selling price.</p> <p>Accurately calculate any additional taxes, special fees and other charges.</p> <p>Accurately calculate any required currency conversions.</p> <p>Calculate final cost of the product or service package or itinerary.</p> <p>Check product or service package or itinerary calculation against all individual product and service components.</p> <p>Keep detailed records of the method of calculation, according to organisational formats.</p>
	Provide quotations to customer.	<p>Prepare the quotation to reflect all required customer inclusions.</p> <p>Promptly provide quotation to the customer according to organisational procedures and formats.</p> <p>Offer secondary quotations with options, as appropriate.</p> <p>Include accurate details of the cost of product and service provision and the conditions and limitations of the quotation.</p> <p>Record all details of the quotation accurately and file according to organisational procedures.</p> <p>Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.</p>
	Update and amend quotations.	<p>Adjust and update quotations to take account of changed requests or arrangements.</p> <p>Provide the most up to date quotation to customers inclusive of new conditions and limitations.</p> <p>Record all details of adjusted quotations and file.</p>
SITTTSL008 Book supplier services	Administer customer file and identify booking requirements.	<p>Interpret existing or create new records of customer booking requirements.</p> <p>Prepare and issue customer documents.</p> <p>Accurately update the financial status of customer records.</p> <p>Identify all supplier services required by the customer.</p> <p>Identify details of specific products and services confirmed to the customer.</p> <p>Where no specific product or service has been confirmed select appropriate suppliers to ensure customer needs and quoted prices are met.</p> <p>Select suppliers according to negotiated arrangements to maximise the profitability of the sale.</p>
	Request products and services.	<p>Request products and services from suppliers using the appropriate method.</p> <p>Provide full details of the required booking to ensure the customer receives the correct product or service.</p> <p>Request return confirmation of the booking from the supplier.</p> <p>Make requests for multiple services in the most practical sequence.</p> <p>Identify flow on impacts and book alternative dates and products when desired products are unavailable.</p>
	Record requests and confirmations.	<p>File records of all bookings made, including requests and confirmations according to system or procedural requirements.</p> <p>Monitor files to ensure that all confirmations are received and follow up outstanding confirmations.</p> <p>Note and schedule future action to be taken for the bookings.</p>
	Update and finalise bookings.	<p>Make and record necessary amendments or adjustments to bookings.</p> <p>Action supplier payments within the designated deadline.</p> <p>Advise suppliers of final customer details and booking requirements.</p> <p>Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.</p>
SITTTSL009 Process travel-related documentation	Interpret information required for processing of documentation.	<p>Identify deadline for preparation and issuance of documents.</p> <p>Interpret existing reservation data to identify all customer details.</p> <p>Identify and interpret details of specific products and services confirmed to the customer and check prices quoted.</p> <p>Identify confirmed bookings held for customers and check costs quoted by product and service suppliers.</p> <p>Identify sources of general information required to issue all necessary documents.</p> <p>Check payment status and take appropriate action.</p> <p>Check for and report any discrepancies in costs and take required action.</p> <p>Identify operational documents required by personnel involved in delivering the tourism product.</p>
	Process documentation.	<p>Prepare accurate documentation within designated timeframes.</p> <p>Record required details on documentation with accuracy and according to applicable product conditions.</p> <p>Calculate supplier costs and record within supplier documents.</p> <p>Action supplier payments within the designated deadline.</p> <p>Check all documentation for accuracy prior to issue and amend as necessary.</p> <p>Process, file and despatch copies of documents according to organisation and supplier requirements.</p> <p>Issue documents and reissue as required.</p> <p>Process required refunds or additional payments according to product conditions.</p> <p>Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.</p>
SITTTSL010 Use a computerised reservations or operations system	Access and manipulate system information.	<p>Access and interpret system displays.</p> <p>Use system features to access a range of information.</p>
	Use system features to create and administer reservations.	<p>Check availability of required product or service according to system functions.</p> <p>Create new reservations containing accurate customer details.</p> <p>Input customer details in the format required by the computer system.</p> <p>Retrieve bookings using the format required by the computer system.</p> <p>Make and save accurate updates and amendments to reservations.</p> <p>Reinstate, duplicate or split reservations as required.</p> <p>Save, print and file any required reservation details.</p>

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	Send and receive communications.	Create and process accurate communications to industry colleagues using system functions. Access and interpret communications from industry colleagues.
	Administer sales and operations functions using the system.	Use system capabilities to meet the particular sales or operational need. Use system capabilities to manage all required accounting processes for reservations. Produce reports to meet sales and operational needs. Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.
SITTTSL012 Construct normal international airfares	Interpret international airfare information.	Identify and access sources of fare information. Interpret information on international flights, fares, fare rules and conditions applicable to specific fares.
	Create air itineraries and calculate international airfares.	Configure air itineraries for direct and connecting international flights. Accurately calculate and check international fares according to IATA regulations. Calculate sector fares and those with intermediate points. Calculate concession fares. Calculate taxes and fees. Create the optimum airfare that meets customer needs. Check the airfare calculations for accuracy and compliance with applicable conditions.
	Construct fares incorporating add-ons.	Correctly interpret add on tables. Calculate through fares, incorporating add-ons according to IATA regulations.
	Document and maintain records of calculations.	Record full details of the calculated airfare. Minimise use of printed materials and maximise electronic record keeping to reduce waste.
SITTTSL311 Construct promotional international airfares	Interpret promotional airfare information.	Identify and access sources of fare information. Interpret information on international flights, fares, fare rules and conditions applicable to specific fares.
	Create air itineraries and calculate international promotional airfares.	Configure air itineraries for direct and connecting international flights. Accurately calculate and check international promotional fares according to IATA regulations. Calculate sector fares and those with intermediate points. Calculate concession fares. Calculate taxes and fees. Create the optimum airfare that meets customer needs. Check the airfare calculations for accuracy and compliance with applicable conditions.
	Document and maintain records of calculations.	Record full details of the calculated airfare. Minimise use of printed materials and maximise electronic record keeping to reduce waste.
SITXCCS303 Provide service to customers	Communicate with internal and external customers.	Communicate with customers in a polite, professional and friendly manner within designated response times. Use appropriate language and tone in both written and spoken communication. Use appropriate non-verbal communication. Observe and respond to non-verbal communication of customers. Use active listening and questioning to facilitate effective two way communication. Select a medium of communication appropriate for the audience and situation.
	Deliver service according to defined standards.	Practise high standards of personal presentation and hygiene according to organisational requirements. Follow organisational customer service policies and procedures. Adhere to professional standards expected of service industry personnel.
	Provide service to customers.	Establish rapport with the customer to promote goodwill and trust during service delivery. Identify customer needs and expectations, including customers with special needs. Promptly meet all reasonable customer needs and requests. Identify and anticipate operational problems and take action to minimise the effect on customer satisfaction. Recognise and act upon opportunities to deliver additional levels of service beyond the customer's immediate request.
	Respond to customer complaints.	Proactively recognise customer dissatisfaction and take swift action to avoid escalation to a complaint. Respond to customer complaints positively, sensitively and politely. Seek solutions by consulting the customer. Resolve complaints according to individual empowerment and organisational policy. Refer complex service issues to a higher level staff member for action. Maintain a positive and cooperative manner at all times.
	Provide internal feedback on customer service practices.	Provide ongoing internal feedback on service practices, policies and procedures, and suggest improvements. Identify individual and recurring complaints and provide internal feedback to avoid future occurrence.
SITXCOM002 Show social and cultural sensitivity	Communicate with customers and colleagues from diverse backgrounds.	Value and respect customers and colleagues from different social and cultural groups and treat them with respect and sensitivity. Consider social and cultural differences in all verbal and non-verbal communication. Respond to others in a non-discriminatory way. Make attempts to overcome language barriers. Obtain assistance with communication.
	Address cross cultural misunderstandings.	Identify issues that may cause conflict or misunderstanding in the workplace. Address difficulties and seek assistance from others. Consider social and cultural differences when difficulties or misunderstandings occur. Make efforts to resolve misunderstandings, taking account of social and cultural considerations. Refer problems and unresolved issues to the appropriate supervisor or manager for follow-up.

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SITXWHS001 Participate in safe work practices	Work safely.	Follow organisational health and safety procedures. Incorporate safe work practices into all workplace activities. Follow safety directions of supervisors, managers and workplace safety warning signs. Use personal protective equipment and clothing. Promptly report unsafe work practices, issues and breaches of health, safety and security procedures. Identify and remove hazards from immediate workplace area and report all workplace hazards as they arise.
	Follow procedures for emergency situations.	Recognise emergency and potential emergency situations. Follow organisational security and emergency procedures. Seek assistance from colleagues or authorities. Complete emergency incident reports accurately, following organisational procedures.
	Participate in organisational work health and safety practices.	Participate in work health and safety management practices developed by the organisation to ensure a safe workplace. Actively participate in the work health and safety consultation processes. Report work health and safety issues and concerns as they arise.
BSBCMM401 Make a presentation	Prepare a presentation.	Plan and document presentation approach and intended outcomes. Choose presentation strategies, format and delivery methods that match the characteristics of the target audience, location, resources and personnel needed. Select presentation aids, materials and techniques that suit the format and purpose of the presentation, and will enhance audience understanding of key concepts and central ideas. Brief others involved in the presentation on their roles/responsibilities within the presentation. Select techniques to evaluate presentation effectiveness.
	Deliver a presentation.	Explain and discuss desired outcomes of the presentation with the target audience. Use presentation aids, materials and examples to support target audience understanding of key concepts and central ideas. Monitor non-verbal and verbal communication of participants to promote attainment of presentation outcomes. Use persuasive communication techniques to secure audience interest Provide opportunities for participants to seek clarification on central ideas and concepts, and adjust the presentation to meet participant needs and preferences. Summarise key concepts and ideas at strategic points to facilitate participant understanding.
	Review the presentation.	Implement techniques to review the effectiveness of the presentation. Seek and discuss reactions to the presentation from participants or from key personnel involved in the presentation. Utilise feedback from the audience or from key personnel involved in the presentation to make changes to central ideas presented.
SITTTSL016 Provide specialist advice on cruises	Source information on cruise operations and trends.	Read and interpret information on the historical progression of cruising as a type of holiday. Source information on the historical progression of cruise ship design and features and benefits of modern ships. Research historical, current and emerging product development and market trends for domestic and international cruises. Identify cruise industry governance issues that affect customer participation. Use information when selling to dispel stereotypical imaging of cruises and handle purchase resistance.
	Develop knowledge of cruise destinations.	Identify and access information sources for current and accurate information on domestic and international cruise regions and destinations. Source information on cruise lines and product diversity within regions and identify client appeal for a diversity of customer types. Obtain information on key operational features of cruise destinations including seasonality, visa, health, safety and regulatory issues. Source information on features and benefits of key ports of call within cruise destinations. Obtain information on features of turnaround ports for cruise destinations.
	Develop knowledge of cruise itineraries.	Obtain and interpret information on cruise itineraries to meet different customer needs. Source information on the features and benefits of shore excursion options for specific cruises. Identify shore excursions operated by cruise line or local agent and evaluate merits of each in meeting the needs of a diversity of customer types. Obtain and interpret information on pre and post cruise transportation, accommodation and touring options including packages. Interpret any jargon or specifications in product information and accurately apply these to sales or booking activities.
	Research aspects of on board ship life.	Identify the features and benefits of on board accommodation options including location and categories. Seek information on food and beverage venues and options including pre-purchased packages. Obtain information on facilities and services available on board. Evaluate on board activities and entertainment options for different types of cruise customers. Anticipate customer questions and seek scope of information to service a diversity of customer types.
	Provide information and advice on cruise options.	Accurately identify the specific information and advice needs of the customer. Promptly provide current and accurate information and targeted customer advice on cruise products and destinations. Provide appropriate scope and depth of information to meet customer needs. Provide targeted advice on features and benefits of cruise products and destinations to counter purchasing objections. Refer customers to current sources of health, safety, visa and regulatory information.

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	Update knowledge of cruise destinations and products.	Use formal and informal research to continually update cruise destination and product knowledge. Seek feedback from colleagues and customers on experiences with cruise destinations and products. Share new or updated product information with colleagues.
SITXCCS007 Enhance customer service experiences	Provide a quality service experience.	Determine and confirm customer preferences, needs and expectations. Advise customers about appropriate products and services to meet their needs. Anticipate customer preferences, needs and expectations throughout the service experience. Promptly provide products and services with professional and personalised service to meet individual preferences. Offer extras and add-ons and provide tailored and additional products and services. Check actioning of special requests before customer delivery. Liaise with team members and suppliers to ensure efficient service delivery. Share customer information with team members to ensure quality service.
	Proactively respond to difficult service situations.	Identify problems with products and services and take immediate action to address before provision to customer. Anticipate delays in product and service provision and regularly update customer on expected outcomes. Advise customers of alternative products and services. Proactively compensate for service difficulty in line with own level of responsibility and organisational policy. Provide ongoing internal feedback on service issues and suggest improvements.
	Resolve customer complaints.	Use questioning techniques to establish and agree on nature, possible cause, and details of the complaint. Assess impact on customer. Take responsibility for resolving complaints in a professional manner and using communication techniques to assist in their management. Determine options to resolve complaints and promptly analyse and decide on optimal solutions, taking organisational constraints into account. Act swiftly to resolve complaints and prevent escalation, in consultation with customer and to customer satisfaction. Turn complaints into opportunities to demonstrate high quality customer service. Provide internal feedback on customer complaints and feedback and required follow-up in order to avoid future occurrence. Review and evaluate complaints and solutions to enhance response to future issues.
	Develop customer relationships.	Promote repeat business by offering promotional services according to individual empowerment and organisational policy. Maintain customer profiles to enhance service delivery. Provide personalised service to customers in a professional manner that builds repeat business. Provide tailored products and services based on customer profile.

Employability Skills

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 department or business;
- proactively maintaining and updating knowledge of travel and tourism industry practices, trends products, services and suppliers;
- taking responsibility for own professional development;
- implementing training practices for the department or business;
- supporting team members to learn.

Planning and organising

- planning and organising the operational activities of the travel or tourism department or business;

- determining deadlines and resource requirements for effective delivery of travel or tourism 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 sales, operational and service issues requiring immediate resolution;
- considering systematic sales, operational or service failures and developing solutions;
- taking ultimate responsibility for resolving escalated customer service complaints and conflicts;
- evaluating staff feedback on sales, 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 travel or tourism 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 travel or tourism 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 travel or tourism industry to support operational management functions;
- understanding, assessing and providing feedback on the operating capacity of technologies required to manage the sales, operational and service activities of the travel or tourism business;
- implementing skill development activities required for new business technologies.