



TRAVEL TOURISM AND HOSPITALITY

SIT30222

Certificate III in Travel

SIT50122

Diploma of Travel and Tourism Management



This Course Outline applies to Young Rabbit Pty Ltd (ABN: 28 003 381 182 RTO number: 90396) trading as Australian Pacific College CRICOS Provider: 01331F.

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

SIT30222 Certificate III in Travel

Aims

This qualification reflects the role of individuals who use a range of travel sales, technical and operational skills to coordinate travel services. Using discretion and judgement and a knowledge of the industry, they work with some independence or under limited supervision to plan and book travel, using policies and procedures to guide work activities.

Job Roles

This qualification provides a pathway to work in the travel or tour wholesale sector for employers that specialise in leisure or corporate travel, event travel management, online travel agents and aggregators.

Work could be undertaken in an office, shopfront or online or mobile environment.

Job roles may include:

- 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
- call centre sales agent

Duration

The expected duration for the Certificate III in Travel is three terms. Students who are identified as having difficulties in completing the course in the required duration may be able to extend their course as per APC's Intervention Policy. NOTE: Due to College closure over the Christmas/New Year period the maximum course length for students studying at this time is 40 weeks.

Entry requirements

ACADEMIC -

Successful completion of Australian Year 9 or equivalent.
For more information please visit our website apc.edu.au.

ENGLISH LANGUAGE PROFICIENCY -

- General English – Intermediate Level;
- or English Proficiency Skills test result as per the APC requirements.

Materials

The required texts for this course are the Australian Pacific College workbooks. You have access to your workbooks for all classes. These workbooks are provided to you free of charge in a pdf version in myAPC.hub and you can download them to your device.

Course structure

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

Subject code and name	Unit of Competency
A40022 Travel Industry Information	SITTIND003 Source and use information on the tourism and travel industry
A40023 Travel Destinations	SITTTVL003 Provide advice on Australian destinations SITTTVL002 Provide advice on international destinations
A40024 Presentation Skills	BSBCMM411 Make presentations
A40025 Social and Cultural Sensitivity	SITXCOM007 Show social and cultural sensitivity
A40026 International Airfares	SITTTVL009 Construct international airfares
A40027 Travel Products	SITTTVL001 Access and interpret product information SITTTVL005 Prepare customer quotations SITTTVL006 Book tourism products and process documentation
A40028 Cruise Specialist	SITTTVL011 Provide specialist advice on cruises
A40029 Business Documents	BSBTEC301 Design and produce business documents
A40030 Computer Reservations System	SITTTVL007 Use a computerised reservations or operations system
A40031 Customer Service & Sales Techniques	SITXCCS014 Provide service to customers SITXCCS015 Enhance customer service experiences SITTTVL004 Sell tourism products and services
A40032 Workplace Coaching	SITXHRM007 Coach others in job skills
A40033 WHS 1	SITXWHS005 Participate in safe work practices

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.

You are required to complete all parts of the assessment and tick the declaration that it is all your own work i.e. that you have not plagiarised by copying from the internet or other sources. You are required 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 the Elements (Elements describe the essential outcomes) and performance criteria (Performance criteria describe the performance needed to demonstrate achievement of the element) as listed below:

SITTIND003 - Source and use information on the tourism and travel industry

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Source and use industry information.	1.1. Identify sources of information on the structure and operation of the tourism and travel industry. 1.2. Access specific information of relevance to the tourism and travel industry to assist operational duties. 1.3. Obtain information on features of current and emerging tourism products and services relevant to job role. 1.4. Apply knowledge of the tourism and travel industry and its products and services to enhance the quality of work performance.
2. Source and use compliance information.	2.1. Obtain information on laws specifically relevant to the tourism and travel industry and work compliantly. 2.2. Seek information on industry quality assurance schemes and apply it to benefit own organisation. 2.3. Access and apply information on career planning and equal employment opportunity (EEO) law. 2.4. Obtain information on ethical industry practices and conduct day-to-day tourism and travel activities according to those practices.
3. Source and use information on tourism and travel technology.	3.1. Source and access information on current and emerging technologies that impact on operational duties. 3.2. Use information on technology to suggest new and improved workplace practices. 3.3. Use current and emerging technology in day-to-day work activities to enhance the quality of work performance.
4. Update personal and organisational knowledge of the tourism and travel industry.	4.1. Identify and use a range of opportunities to update knowledge of the tourism and travel industry. 4.2. Monitor current issues and trends for the industry. 4.3. Share current tourism and travel issues and trends with colleagues.

SITTTVL002 - Provide advice on international destinations

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Develop knowledge of international destinations.	1.1. Identify and access information sources that provide current and accurate information on international destinations. 1.2. Identify and obtain information on functional or operational features of the international destination that meet different customer needs. 1.3. Obtain key information on social, cultural and geographical features and current health and safety features of the international destination. 1.4. Record and store destination information for future use.
2. Update knowledge of international destinations.	2.1. Use formal and informal research to update destination knowledge. 2.2. Seek feedback from colleagues and customers on their experience with international destinations to gain first-hand information. 2.3. Share updated information with colleagues.
3. Provide information and advice on specific international destinations.	3.1. Identify the specific information and advice needs of the customer. 3.2. Provide current and accurate destination information and advice. 3.3. Provide an appropriate scope and depth of information to meet customer needs. 3.4. Present information and advice in a clear format and style. 3.5. Refer customers to current sources of health, safety and regulatory information.

SITTTVL003 - Provide advice on Australian destinations

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Develop knowledge of Australian destinations.	1.1. Identify and access information sources that provide current and accurate information on Australian destinations. 1.2. Obtain information on functional or operational features of the Australian destination that meet different client needs. 1.3. Obtain key information on social, cultural and geographical features and current health and safety features of the Australian destination. 1.4. Record and store destination information for future use.
2. Update knowledge of Australian destinations.	2.1. Use formal and informal research to update destination knowledge. 2.2. Seek feedback from colleagues and customers on their experience with Australian destinations to gain first-hand information. 2.3. Share updated information with colleagues.
3. Provide information and advice on specific Australian destinations.	3.1. Identify the specific information and advice needs of the customer. 3.2. Provide current and accurate destination information and advice. 3.3. Provide appropriate scope and depth of information to meet customer needs. 3.4. Present information and advice in a clear format and style. 3.5. Refer customers to current sources of health, safety and regulatory information.

BSBCMM411 - Make presentations

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare presentation	1.1 Plan presentation approach and intended outcomes 1.2 Identify target audience, location and resources requirements 1.3 Select presentation strategies, format and delivery methods according to presentation requirements 1.4 Select techniques to evaluate presentation effectiveness
2. Deliver presentation	2.1 Summarise key concepts and ideas and present to target audience 2.2 Provide opportunity for audience to seek clarification on presentation information 2.3 Confirm target audience understand key concepts and ideas, and that identified presentation objectives have been achieved
3. Review presentation	3.1 Evaluate effectiveness of the presentation 3.2 Seek and discuss feedback and any reactions to the presentation from participants and relevant stakeholders 3.3 Make changes to presentation based on feedback received

SITXCOM007 - Show social and cultural sensitivity

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Communicate with customers and colleagues from diverse backgrounds.	1.1. Treat customers and colleagues from different social and cultural groups with respect and sensitivity. 1.2. Respond to social and cultural differences in verbal and non-verbal communication. 1.3. Respond to others in a non-discriminatory way. 1.4. Make attempts to overcome language barriers. 1.5. Seek help with communication when necessary.
2. Address cross-cultural misunderstandings.	2.1. Identify social and cultural issues that may cause conflict or misunderstanding in the workplace. 2.2. Address difficulties and seek assistance from others when necessary. 2.3. Consider social and cultural differences when difficulties or misunderstandings occur. 2.4. Make efforts to resolve misunderstandings, taking account of social and cultural considerations. 2.5. Escalate problems and unresolved issues to appropriate supervisor or manager for follow-up.

SITTTVL009 - Construct international airfares

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Interpret international airfare information.	1.1. Identify and access sources of fare information. 1.2. Interpret information on international flights, fares, fare rules and conditions applicable to specific fares.
2. Create international flight itineraries and airfares.	2.1. Configure flight itineraries for direct and connecting international flights. 2.2. Calculate and check international fares according to IATA regulations. 2.3. Calculate sector fares and those with intermediate points. 2.4. Calculate concession fares. 2.5. Calculate taxes, fees and surcharges. 2.6. Create the optimum airfare that meets customer needs. 2.7. Check the airfare calculations for accuracy and compliance with applicable conditions.
3. Document and maintain records of calculations.	3.1. Record full details of the calculated airfare. 3.2. Minimise use of printed materials and maximise electronic record keeping to reduce waste.

SITTTVL001 - Access and interpret product information

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Access product information.	1.1. Identify sales or operational need for product information. 1.2. Select suitable method to access sources of product information according to commercial agreements and specific needs. 1.3. Source specific product information to meet sales or operational need.
2. Interpret product information.	2.1. Read and interpret general and specific details about the product and confirm information meets sales or operational need. 2.2. Interpret jargon or specifications in product information and apply accurately to sales or operational activity. 2.3. Identify and assess customer, sales or operational risks that relate to the product. 2.4. Record and store information for future use.
3. Update product knowledge.	3.1. Obtain information to update own knowledge of product features on an ongoing basis. 3.2. Source and access information on current and emerging customer technologies. 3.3. Share new or updated product information with colleagues.

SITTTVL005 - Prepare customer quotations

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Calculate costs of products and services.	1.1. Create client profile to administer customer details and requirements. 1.2. Source, select and interpret product and costing information to prepare quotation. 1.3. Calculate commissions or mark-up net costs according to organisational procedures to determine a profitable selling price. 1.4. Use relevant system to calculate any additional taxes, special fees and other charges. 1.5. Use relevant system to calculate any required currency conversions. 1.6. Check product or service package or itinerary calculation against all individual product and service components. 1.7. Determine final cost of product or service package or itinerary and record on client profile according to organisational procedures.
2. Provide quotations to customer.	2.1. Prepare quotation to reflect required customer inclusions. 2.2. Promptly provide quotation to customer according to organisational procedures and formats. 2.3. Include accurate details of cost of product and service provision, and conditions and limitations of quotation. 2.4. Offer secondary quotations with options, as appropriate. 2.5. Record details of quotation accurately and file according to organisational procedures. 2.6. Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.
3. Update and record quotations.	3.1. Adjust and update quotations to take account of changed requests or arrangements. 3.2. Provide most up-to-date quotation to customer inclusive of current conditions and limitations. 3.3. Record all details of adjusted quotations and file.

SITTTVL006 - Book tourism products and process documentation

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Confirm booking request.	1.1. Confirm client requirements for travel products or services directly, or from prepared quotation and record any special requests or special needs. 1.2. Determine availability of requested product or service and advise customer, offering alternatives for unavailable products or services, including waitlist options and cruise guarantee options. 1.3. Provide all details to customer, and then confirm their understanding and agreement, responding to any customer questions. 1.4. Provide details of amendment or cancellation conditions and charges and confirm customer understanding and agreement.
2. Administer customer file and identify booking requirements.	2.1. Record customer details against booking and enhance customer service and operational efficiency by using available customer profile or history if available. 2.2. Identify details of all supplier products and services required by customer. 2.3. Where no specific product or service has been confirmed, select appropriate suppliers to ensure customer needs and quoted prices are met. 2.4. Select suppliers according to negotiated arrangements to maximise the profitability of the sale.
3. Request products and services.	3.1. Request products and services from suppliers using appropriate method. 3.2. Provide full details of required booking to ensure customer receives correct product or service. 3.3. Request return confirmation of booking from supplier. 3.4. Make requests for multiple services in the most practical sequence. 3.5. Identify flow-on impacts and book alternative dates, itineraries and products when desired products are unavailable. 3.6. File records of all bookings, including requests and confirmations, according to system and procedural requirements.
4. Update and finalise bookings.	4.1. Monitor files to ensure all confirmations are received and follow up outstanding confirmations. 4.2. Note and schedule future action to be taken for bookings. 4.3. Make and record necessary amendments or adjustments to bookings. 4.4. Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.
5. Process documentation.	5.1. Interpret existing booking data to identify all customer details. 5.2. Identify and interpret details of specific products and services confirmed to customer and check prices quoted. 5.3. Identify confirmed bookings held for customers and check costs quoted by product and service suppliers. 5.4. Check payment status of customer files and take required action. 5.5. Check booking data and report any discrepancies including in costs. 5.6. Calculate supplier costs, record in supplier documents and action supplier payments within designated deadline.
6. Finalise and issue documentation.	6.1. Check all documentation for accuracy prior to issue and amend as necessary. 6.2. Prepare accurate documentation and issue documents and reissue as required, within designated timeframes. 6.3. File and despatch copies of documents according to organisational procedures. 6.4. Process required refunds or additional payments according to product or service conditions. 6.5. Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.

SITTTVL011 - Provide specialist advice on cruises

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Source information on cruise operations and trends.	1.1. Source information on cruise ship design and features. 1.2. Research current and emerging product development and market trends for domestic and international cruises. 1.3. Identify cruise industry regulatory issues that affect cruise operations and customer participation.
2. Develop knowledge of cruise destinations.	2.1. Identify and access information sources for current and accurate information on domestic and international cruise regions and destinations. 2.2. Source information on cruise lines and product diversity within regions and identify appeal for a diversity of customer types. 2.3. Obtain information on key operational features of cruise destinations. 2.4. Source information on features and appeal of key ports of call of cruise destinations. 2.5. Obtain information on features of turnaround ports for cruise destinations.
3. Develop knowledge of cruise itineraries.	3.1. Obtain and interpret information on cruise itineraries to meet different customer needs. 3.2. Source information on features and benefits of shore excursion options for specific cruises. 3.3. Identify shore excursions operated by cruise line or local agent and evaluate merits of each in meeting the needs of diverse customer types. 3.4. Obtain and interpret information on pre- and post-cruise transportation, accommodation and touring options and packages. 3.5. Interpret jargon or specifications in product information and accurately apply them to sales and booking activities.
4. Research aspects of on-board ship life.	4.1. Identify features and benefits of on-board accommodation options, including location and categories. 4.2. Seek information on food and beverage venues and options, including pre-purchased packages. 4.3. Obtain information on facilities and services available on board. 4.4. Evaluate on-board activities and entertainment options for different types of cruise customers. 4.5. Anticipate customer questions and establish scope of information to service diverse customer types.
5. Provide information and advice on cruise options.	5.1. Accurately identify the specific information and advice needs of the customer. 5.2. Use information when selling to provide targeted advice on features and benefits of cruise products and destinations to promote a positive image of cruises and counter customer purchasing objections. 5.3. Provide appropriate scope and depth of information to meet customer needs. 5.4. Refer customers to current sources of health, safety, visa and regulatory information.

BSBTEC301 - Design and produce business documents

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Select and prepare resources	1.1 Select and use technology and software applications to produce required business documents 1.2 Select layout and style of publication according to information and organisational requirements 1.3 Use basic design principles and ensure document design is consistent with organisational requirements 1.4 Discuss and clarify format and style with required stakeholder
2. Design document	2.1 Identify, open and create files according to task and organisational requirements 2.2 Design document and ensure efficient entry of information 2.3 Use a range of functions to ensure consistency of design and layout
3. Produce document	3.1 Complete document production according to organisational policies, procedures and requirements 3.2 Check document produced to ensure it meets task requirements for style and layout 3.3 Store document appropriately and save document 3.4 Use help function to overcome basic difficulties with document design and production, where required
4. Finalise document	4.1 Proofread document for readability, accuracy and consistency of language, style and layout prior to final output 4.2 Modify document according to task requirements 4.3 Name and store document in accordance with organisational requirements and exit application 4.4 Present document according to task requirements

SITTTVL007 - Use a computerised reservations or operations system

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Access and manipulate system information.	1.1. Access and interpret system displays. 1.2. Use system features to access information required to administer reservations.
2. Use computer system features to create and administer reservations.	2.1. Check availability of required product or service according to system functions. 2.2. Create new reservations containing accurate customer details. 2.3. Input customer details in the format required by the system. 2.4. Retrieve bookings using the format required by the system. 2.5. Make and save accurate updates and amendments to reservations. 2.6. Reinstate, duplicate or split reservations as required. 2.7. Save, print and file required reservation details.
3. Send and receive communications.	3.1. Create and process accurate communications to industry colleagues using system functions. 3.2. Access and interpret communications from industry colleagues.
4. Administer sales and operations functions using the system.	4.1. Use system capabilities to manage the particular sales or operational need. 4.2. Use system capabilities to manage required accounting processes for reservations. 4.3. Produce reports to meet sales and operational needs. 4.4. Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.

SITXCCS014 - Provide service to customers

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Communicate with internal and external customers.	1.1. Communicate with customers in a professional manner within designated response times using appropriate verbal and non-verbal communication. 1.2. Observe and respond to non-verbal communication of customers. 1.3. Use active listening and questioning to facilitate effective two-way communication. 1.4. Select a medium of communication appropriate for the customer and situation.
2. Follow defined organisational standards when delivering service.	2.1. Practise high standards of personal presentation and hygiene according to organisational requirements. 2.2. Follow organisational customer service policies and procedures. 2.3. Adhere to professional standards expected of service industry personnel.
3. Provide service to customers.	3.1. Establish rapport with customer to promote goodwill and trust during service delivery. 3.2. Identify customer needs and expectations, including customers with special needs. 3.3. Promptly meet all reasonable customer needs and requests. 3.4. Identify and anticipate operational problems and take action to minimise the effect on customer satisfaction. 3.5. Recognise and act upon opportunities to deliver additional levels of service beyond customer's immediate request.
4. Respond to customer complaints.	4.1. Proactively recognise customer dissatisfaction and take swift action to avoid escalation to a complaint. 4.2. Respond to customer complaints in a professional manner. 4.3. Identify solutions in consultation with customer. 4.4. Resolve complaints according to own level of responsibility and organisational policy. 4.5. Escalate complex service issues to higher level staff for action.
5. Provide internal feedback on customer service practices.	5.1. Provide ongoing internal feedback on service practices, policies and procedures, and suggest improvements. 5.2. Identify individual and recurring complaints and provide internal feedback to avoid future occurrence.

SITXCCS015 - Enhance customer service experiences

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Provide a quality service experience.	1.1. Determine and confirm customer preferences, needs and expectations. 1.2. Advise customers about appropriate products and services to meet their needs. 1.3. Anticipate customer preferences, needs and expectations throughout the service experience. 1.4. Promptly provide products and services with professional and personalised service to meet individual preferences. 1.5. Offer extras and add-ons and provide tailored and additional products and services. 1.6. Check actioning of special requests before customer delivery. 1.7. Liaise with team members and suppliers to ensure efficient service delivery. 1.8. Share customer information with team members to ensure quality service.
2. Proactively respond to difficult service situations.	2.1. Identify problems with products and services and take immediate action to address before provision to customer. 2.2. Anticipate delays in product and service provision and regularly update customer on expected outcomes. 2.3. Advise customers of alternative products and services. 2.4. Proactively compensate for service difficulty in line with own level of responsibility and organisational policy. 2.5. Provide ongoing internal feedback on service issues and suggest improvements.
3. Resolve customer complaints.	3.1. Use questioning techniques to establish and agree on nature, possible cause, and details of the complaint. 3.2. Assess impact of complaint on customer. 3.3. Take responsibility for resolving complaints in a professional manner and using communication techniques to assist in their management. 3.4. Determine options to resolve complaints and promptly analyse and decide on optimal solutions, taking organisational constraints into account. 3.5. Act swiftly to resolve complaints and prevent escalation, in consultation with customer and to customer satisfaction. 3.6. Turn complaints into opportunities to demonstrate high quality customer service. 3.7. Provide internal feedback on customer complaints and feedback and required follow-up in order to avoid future occurrence. 3.8. Review and evaluate complaints and solutions to enhance response to future issues.
4. Develop customer relationships.	4.1. Promote repeat business by offering promotional services according to individual empowerment and organisational policy. 4.2. Maintain customer profiles to enhance service delivery. 4.3. Provide personalised service to customers in a professional manner that builds repeat business. 4.4. Provide tailored products and services based on customer profile.

SITTTVL004 - Sell tourism products or services

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare for on-the-job coaching.	1.1. Identify need for coaching based on assessment of relevant factors. 1.2. Identify specific coaching needs through discussion with colleague and organise coaching sessions.
2. Coach colleagues on-the-job.	2.1. Explain overall purpose of coaching to colleague. 2.2. Explain and demonstrate specific skills. 2.3. Communicate required knowledge and check colleague understanding. 2.4. Advise on organisational procedures for completing workplace tasks. 2.5. Provide colleague with opportunity to practise skill and ask questions. 2.6. Provide feedback in constructive and supportive manner.
3. Follow-up coaching.	3.1. Monitor progress of new workplace skills and provide supportive assistance. 3.2. Report progress to the appropriate person. 3.3. Identify performance problems or difficulties with coaching and rectify or refer to appropriate person for follow-up.

SITXHRM007 - Coach others in job skills

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare for on-the-job coaching.	1.1. Identify need for coaching based on assessment of relevant factors. 1.2. Identify specific coaching needs through discussion with colleague and organise coaching sessions.
2. Coach colleagues on-the-job.	2.1. Explain overall purpose of coaching to colleague. 2.2. Explain and demonstrate specific skills. 2.3. Communicate required knowledge and check colleague understanding. 2.4. Advise on organisational procedures for completing workplace tasks. 2.5. Provide colleague with opportunity to practise skill and ask questions. 2.6. Provide feedback in constructive and supportive manner.
3. Follow-up coaching.	3.1. Monitor progress of new workplace skills and provide supportive assistance. 3.2. Report progress to the appropriate person. 3.3. Identify performance problems or difficulties with coaching and rectify or refer to appropriate person for follow-up.

SITXWHS005 - Participate in safe work practices

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Work safely.	1.1. Follow organisational health, safety and security procedures. 1.2. Incorporate safe work practices into own workplace activities. 1.3. Follow safety directions of supervisors, managers and workplace safety warning signs. 1.4. Use personal protective equipment and clothing or designated uniform. 1.5. Promptly report unsafe work practices, issues and breaches of health, safety and security procedures. 1.6. Identify and remove hazards from immediate workplace area and report all workplace hazards as they arise.
2. Follow procedures for emergency situations.	2.1. Recognise emergency and potential emergency situations. 2.2. Follow organisational security and emergency procedures. 2.3. Seek assistance from colleagues or authorities during emergency situations. 2.4. Complete emergency incident reports accurately following organisational procedures.
3. Participate in organisational health, safety and security practices.	3.1. Participate in health, safety and security management practices developed by the organisation to ensure a safe workplace. 3.2. Actively participate in the health, safety and security consultation processes. 3.3. Report health, safety and security issues and concerns as they arise.

SIT50122 Diploma of Travel and Tourism Management

Aims

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.

Job Roles

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

Duration

The expected duration for the SIT50122 Diploma of Travel and Tourism is **six terms**. Students who are identified as having difficulties in completing the course in the required duration may be able to extend their course as per APC's Intervention Policy. NOTE: Due to College closure over the Christmas/New Year period the maximum course length for students studying at this time is 77 weeks.

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Successful completion of Australian Year 10 or equivalent.

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ENGLISH LANGUAGE PROFICIENCY -

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Course structure

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A40028 Cruise Specialist	SITTTVL011 Provide specialist advice on cruises
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A40031 Customer Service & Sales Techniques	SITXCCS014 Provide service to customers SITXCCS015 Enhance customer service experiences SITTTVL004 Sell tourism products and services
A40032 Workplace Coaching	SITXHRM007 Coach others in job skills
A40033 WHS 1	SITXWHS005 Participate in safe work practices
A40034 Finance	SITXFIN008 Interpret financial information SITXFIN009 Manage finances within a budget SITXFIN010 Prepare and monitor budgets
A40035 Manage Risk	SIRXOSM007 Manage risk to organisational reputation in an online setting
A40036 HR Diversity and Inclusion	BSBTWK501 Lead diversity and inclusion
A40037 Business Relationships	SITXMGT005 Establish and conduct business relationships
A40038 Quality Customer Service	SITXCCS016 Develop and manage quality customer service practices
A40039 WHS 2	SITXWHS007 Implement and monitor work health and safety practices
A40040 Staff Management	SITXHRM009 Lead and manage people SITXCOM010 Manage conflict
A40041 Work Operations	SITXMGT004 Monitor work operations

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.

You are required to complete all parts of the assessment and tick the declaration that it is all your own work i.e. that you have not plagiarised by copying from the internet or other sources. You are required 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 the Elements (Elements describe the essential outcomes) and performance criteria (Performance criteria describe the performance needed to demonstrate achievement of the element) as listed below:

SITTIND003 - Source and use information on the tourism and travel industry

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Source and use industry information.	1.1. Identify sources of information on the structure and operation of the tourism and travel industry. 1.2. Access specific information of relevance to the tourism and travel industry to assist operational duties. 1.3. Obtain information on features of current and emerging tourism products and services relevant to job role. 1.4. Apply knowledge of the tourism and travel industry and its products and services to enhance the quality of work performance.
2. Source and use compliance information.	2.1. Obtain information on laws specifically relevant to the tourism and travel industry and work compliantly. 2.2. Seek information on industry quality assurance schemes and apply it to benefit own organisation. 2.3. Access and apply information on career planning and equal employment opportunity (EEO) law. 2.4. Obtain information on ethical industry practices and conduct day-to-day tourism and travel activities according to those practices.
3. Source and use information on tourism and travel technology.	3.1. Source and access information on current and emerging technologies that impact on operational duties. 3.2. Use information on technology to suggest new and improved workplace practices. 3.3. Use current and emerging technology in day-to-day work activities to enhance the quality of work performance.
4. Update personal and organisational knowledge of the tourism and travel industry.	4.1. Identify and use a range of opportunities to update knowledge of the tourism and travel industry. 4.2. Monitor current issues and trends for the industry. 4.3. Share current tourism and travel issues and trends with colleagues.

SITTTVL002 - Provide advice on international destinations

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Develop knowledge of international destinations.	1.1. Identify and access information sources that provide current and accurate information on international destinations. 1.2. Identify and obtain information on functional or operational features of the international destination that meet different customer needs. 1.3. Obtain key information on social, cultural and geographical features and current health and safety features of the international destination. 1.4. Record and store destination information for future use.
2. Update knowledge of international destinations.	2.1. Use formal and informal research to update destination knowledge. 2.2. Seek feedback from colleagues and customers on their experience with international destinations to gain first-hand information. 2.3. Share updated information with colleagues.
3. Provide information and advice on specific international destinations.	3.1. Identify the specific information and advice needs of the customer. 3.2. Provide current and accurate destination information and advice. 3.3. Provide an appropriate scope and depth of information to meet customer needs. 3.4. Present information and advice in a clear format and style. 3.5. Refer customers to current sources of health, safety and regulatory information.

SITTTVL003 - Provide advice on Australian destinations

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Develop knowledge of Australian destinations.	1.1. Identify and access information sources that provide current and accurate information on Australian destinations. 1.2. Obtain information on functional or operational features of the Australian destination that meet different client needs. 1.3. Obtain key information on social, cultural and geographical features and current health and safety features of the Australian destination. 1.4. Record and store destination information for future use.
2. Update knowledge of Australian destinations.	2.1. Use formal and informal research to update destination knowledge. 2.2. Seek feedback from colleagues and customers on their experience with Australian destinations to gain first-hand information. 2.3. Share updated information with colleagues.
3. Provide information and advice on specific Australian destinations.	3.1. Identify the specific information and advice needs of the customer. 3.2. Provide current and accurate destination information and advice. 3.3. Provide appropriate scope and depth of information to meet customer needs. 3.4. Present information and advice in a clear format and style. 3.5. Refer customers to current sources of health, safety and regulatory information.

BSBCMM411 - Make presentations

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare presentation	1.1 Plan presentation approach and intended outcomes 1.2 Identify target audience, location and resources requirements 1.3 Select presentation strategies, format and delivery methods according to presentation requirements 1.4 Select techniques to evaluate presentation effectiveness
2. Deliver presentation	2.1 Summarise key concepts and ideas and present to target audience 2.2 Provide opportunity for audience to seek clarification on presentation information 2.3 Confirm target audience understand key concepts and ideas, and that identified presentation objectives have been achieved
3. Review presentation	3.1 Evaluate effectiveness of the presentation 3.2 Seek and discuss feedback and any reactions to the presentation from participants and relevant stakeholders 3.3 Make changes to presentation based on feedback received

SITXCOM007 - Show social and cultural sensitivity

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Communicate with customers and colleagues from diverse backgrounds.	1.1. Treat customers and colleagues from different social and cultural groups with respect and sensitivity. 1.2. Respond to social and cultural differences in verbal and non-verbal communication. 1.3. Respond to others in a non-discriminatory way. 1.4. Make attempts to overcome language barriers. 1.5. Seek help with communication when necessary.
2. Address cross-cultural misunderstandings.	2.1. Identify social and cultural issues that may cause conflict or misunderstanding in the workplace. 2.2. Address difficulties and seek assistance from others when necessary. 2.3. Consider social and cultural differences when difficulties or misunderstandings occur. 2.4. Make efforts to resolve misunderstandings, taking account of social and cultural considerations. 2.5. Escalate problems and unresolved issues to appropriate supervisor or manager for follow-up.

SITTTVL009 - Construct international airfares

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Interpret international airfare information.	1.1. Identify and access sources of fare information. 1.2. Interpret information on international flights, fares, fare rules and conditions applicable to specific fares.
2. Create international flight itineraries and airfares.	2.1. Configure flight itineraries for direct and connecting international flights. 2.2. Calculate and check international fares according to IATA regulations. 2.3. Calculate sector fares and those with intermediate points. 2.4. Calculate concession fares. 2.5. Calculate taxes, fees and surcharges. 2.6. Create the optimum airfare that meets customer needs. 2.7. Check the airfare calculations for accuracy and compliance with applicable conditions.
3. Document and maintain records of calculations.	3.1. Record full details of the calculated airfare. 3.2. Minimise use of printed materials and maximise electronic record keeping to reduce waste.

SITTTVL001 - Access and interpret product information

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Access product information.	1.1. Identify sales or operational need for product information. 1.2. Select suitable method to access sources of product information according to commercial agreements and specific needs. 1.3. Source specific product information to meet sales or operational need.
2. Interpret product information.	2.1. Read and interpret general and specific details about the product and confirm information meets sales or operational need. 2.2. Interpret jargon or specifications in product information and apply accurately to sales or operational activity. 2.3. Identify and assess customer, sales or operational risks that relate to the product. 2.4. Record and store information for future use.
3. Update product knowledge.	3.1. Obtain information to update own knowledge of product features on an ongoing basis. 3.2. Source and access information on current and emerging customer technologies. 3.3. Share new or updated product information with colleagues.

SITTTVL005 - Prepare customer quotations

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Calculate costs of products and services.	1.1. Create client profile to administer customer details and requirements. 1.2. Source, select and interpret product and costing information to prepare quotation. 1.3. Calculate commissions or mark-up net costs according to organisational procedures to determine a profitable selling price. 1.4. Use relevant system to calculate any additional taxes, special fees and other charges. 1.5. Use relevant system to calculate any required currency conversions. 1.6. Check product or service package or itinerary calculation against all individual product and service components. 1.7. Determine final cost of product or service package or itinerary and record on client profile according to organisational procedures.
2. Provide quotations to customer.	2.1. Prepare quotation to reflect required customer inclusions. 2.2. Promptly provide quotation to customer according to organisational procedures and formats. 2.3. Include accurate details of cost of product and service provision, and conditions and limitations of quotation. 2.4. Offer secondary quotations with options, as appropriate. 2.5. Record details of quotation accurately and file according to organisational procedures. 2.6. Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.
3. Update and record quotations.	3.1. Adjust and update quotations to take account of changed requests or arrangements. 3.2. Provide most up-to-date quotation to customer inclusive of current conditions and limitations. 3.3. Record all details of adjusted quotations and file.

SITTTVL006 - Book tourism products and process documentation

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Confirm booking request.	1.1. Confirm client requirements for travel products or services directly, or from prepared quotation and record any special requests or special needs. 1.2. Determine availability of requested product or service and advise customer, offering alternatives for unavailable products or services, including waitlist options and cruise guarantee options. 1.3. Provide all details to customer, and then confirm their understanding and agreement, responding to any customer questions. 1.4. Provide details of amendment or cancellation conditions and charges and confirm customer understanding and agreement.
2. Administer customer file and identify booking requirements.	2.1. Record customer details against booking and enhance customer service and operational efficiency by using available customer profile or history if available. 2.2. Identify details of all supplier products and services required by customer. 2.3. Where no specific product or service has been confirmed, select appropriate suppliers to ensure customer needs and quoted prices are met. 2.4. Select suppliers according to negotiated arrangements to maximise the profitability of the sale.
3. Request products and services.	3.1. Request products and services from suppliers using appropriate method. 3.2. Provide full details of required booking to ensure customer receives correct product or service. 3.3. Request return confirmation of booking from supplier. 3.4. Make requests for multiple services in the most practical sequence. 3.5. Identify flow-on impacts and book alternative dates, itineraries and products when desired products are unavailable. 3.6. File records of all bookings, including requests and confirmations, according to system and procedural requirements.
4. Update and finalise bookings.	4.1. Monitor files to ensure all confirmations are received and follow up outstanding confirmations. 4.2. Note and schedule future action to be taken for bookings. 4.3. Make and record necessary amendments or adjustments to bookings. 4.4. Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.
5. Process documentation.	5.1. Interpret existing booking data to identify all customer details. 5.2. Identify and interpret details of specific products and services confirmed to customer and check prices quoted. 5.3. Identify confirmed bookings held for customers and check costs quoted by product and service suppliers. 5.4. Check payment status of customer files and take required action. 5.5. Check booking data and report any discrepancies including in costs. 5.6. Calculate supplier costs, record in supplier documents and action supplier payments within designated deadline.



<p>6. Finalise and issue documentation.</p>	<p>6.1. Check all documentation for accuracy prior to issue and amend as necessary.</p> <p>6.2. Prepare accurate documentation and issue documents and reissue as required, within designated timeframes.</p> <p>6.3. File and despatch copies of documents according to organisational procedures.</p> <p>6.4. Process required refunds or additional payments according to product or service conditions.</p> <p>6.5. Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.</p>
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SITTTVL011 - Provide specialist advice on cruises

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Source information on cruise operations and trends.	1.1. Source information on cruise ship design and features. 1.2. Research current and emerging product development and market trends for domestic and international cruises. 1.3. Identify cruise industry regulatory issues that affect cruise operations and customer participation.
2. Develop knowledge of cruise destinations.	2.1. Identify and access information sources for current and accurate information on domestic and international cruise regions and destinations. 2.2. Source information on cruise lines and product diversity within regions and identify appeal for a diversity of customer types. 2.3. Obtain information on key operational features of cruise destinations. 2.4. Source information on features and appeal of key ports of call of cruise destinations. 2.5. Obtain information on features of turnaround ports for cruise destinations.
3. Develop knowledge of cruise itineraries.	3.1. Obtain and interpret information on cruise itineraries to meet different customer needs. 3.2. Source information on features and benefits of shore excursion options for specific cruises. 3.3. Identify shore excursions operated by cruise line or local agent and evaluate merits of each in meeting the needs of diverse customer types. 3.4. Obtain and interpret information on pre- and post-cruise transportation, accommodation and touring options and packages. 3.5. Interpret jargon or specifications in product information and accurately apply them to sales and booking activities.
4. Research aspects of on-board ship life.	4.1. Identify features and benefits of on-board accommodation options, including location and categories. 4.2. Seek information on food and beverage venues and options, including pre-purchased packages. 4.3. Obtain information on facilities and services available on board. 4.4. Evaluate on-board activities and entertainment options for different types of cruise customers. 4.5. Anticipate customer questions and establish scope of information to service diverse customer types.
5. Provide information and advice on cruise options.	5.1. Accurately identify the specific information and advice needs of the customer. 5.2. Use information when selling to provide targeted advice on features and benefits of cruise products and destinations to promote a positive image of cruises and counter customer purchasing objections. 5.3. Provide appropriate scope and depth of information to meet customer needs. 5.4. Refer customers to current sources of health, safety, visa and regulatory information.

BSBTEC301 - Design and produce business documents

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Select and prepare resources	1.1 Select and use technology and software applications to produce required business documents 1.2 Select layout and style of publication according to information and organisational requirements 1.3 Use basic design principles and ensure document design is consistent with organisational requirements 1.4 Discuss and clarify format and style with required stakeholder
2. Design document	2.1 Identify, open and create files according to task and organisational requirements 2.2 Design document and ensure efficient entry of information 2.3 Use a range of functions to ensure consistency of design and layout
3. Produce document	3.1 Complete document production according to organisational policies, procedures and requirements 3.2 Check document produced to ensure it meets task requirements for style and layout 3.3 Store document appropriately and save document 3.4 Use help function to overcome basic difficulties with document design and production, where required
4. Finalise document	4.1 Proofread document for readability, accuracy and consistency of language, style and layout prior to final output 4.2 Modify document according to task requirements 4.3 Name and store document in accordance with organisational requirements and exit application 4.4 Present document according to task requirements

SITTTVL007 - Use a computerised reservations or operations system

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Access and manipulate system information.	1.1. Access and interpret system displays. 1.2. Use system features to access information required to administer reservations.
2. Use computer system features to create and administer reservations.	2.1. Check availability of required product or service according to system functions. 2.2. Create new reservations containing accurate customer details. 2.3. Input customer details in the format required by the system. 2.4. Retrieve bookings using the format required by the system. 2.5. Make and save accurate updates and amendments to reservations. 2.6. Reinstate, duplicate or split reservations as required. 2.7. Save, print and file required reservation details.
3. Send and receive communications.	3.1. Create and process accurate communications to industry colleagues using system functions. 3.2. Access and interpret communications from industry colleagues.
4. Administer sales and operations functions using the system.	4.1. Use system capabilities to manage the particular sales or operational need. 4.2. Use system capabilities to manage required accounting processes for reservations. 4.3. Produce reports to meet sales and operational needs. 4.4. Minimise use of printed materials and maximise electronic transmission and record keeping to reduce waste.

SITXCCS014 - Provide service to customers

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Communicate with internal and external customers.	1.1. Communicate with customers in a professional manner within designated response times using appropriate verbal and non-verbal communication. 1.2. Observe and respond to non-verbal communication of customers. 1.3. Use active listening and questioning to facilitate effective two-way communication. 1.4. Select a medium of communication appropriate for the customer and situation.
2. Follow defined organisational standards when delivering service.	2.1. Practise high standards of personal presentation and hygiene according to organisational requirements. 2.2. Follow organisational customer service policies and procedures. 2.3. Adhere to professional standards expected of service industry personnel.
3. Provide service to customers.	3.1. Establish rapport with customer to promote goodwill and trust during service delivery. 3.2. Identify customer needs and expectations, including customers with special needs. 3.3. Promptly meet all reasonable customer needs and requests. 3.4. Identify and anticipate operational problems and take action to minimise the effect on customer satisfaction. 3.5. Recognise and act upon opportunities to deliver additional levels of service beyond customer's immediate request.
4. Respond to customer complaints.	4.1. Proactively recognise customer dissatisfaction and take swift action to avoid escalation to a complaint. 4.2. Respond to customer complaints in a professional manner. 4.3. Identify solutions in consultation with customer. 4.4. Resolve complaints according to own level of responsibility and organisational policy. 4.5. Escalate complex service issues to higher level staff for action.
5. Provide internal feedback on customer service practices.	5.1. Provide ongoing internal feedback on service practices, policies and procedures, and suggest improvements. 5.2. Identify individual and recurring complaints and provide internal feedback to avoid future occurrence.

SITXCCS015 - Enhance customer service experiences

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Provide a quality service experience.	1.1. Determine and confirm customer preferences, needs and expectations. 1.2. Advise customers about appropriate products and services to meet their needs. 1.3. Anticipate customer preferences, needs and expectations throughout the service experience. 1.4. Promptly provide products and services with professional and personalised service to meet individual preferences. 1.5. Offer extras and add-ons and provide tailored and additional products and services. 1.6. Check actioning of special requests before customer delivery. 1.7. Liaise with team members and suppliers to ensure efficient service delivery. 1.8. Share customer information with team members to ensure quality service.
2. Proactively respond to difficult service situations.	2.1. Identify problems with products and services and take immediate action to address before provision to customer. 2.2. Anticipate delays in product and service provision and regularly update customer on expected outcomes. 2.3. Advise customers of alternative products and services. 2.4. Proactively compensate for service difficulty in line with own level of responsibility and organisational policy. 2.5. Provide ongoing internal feedback on service issues and suggest improvements.
3. Resolve customer complaints.	3.1. Use questioning techniques to establish and agree on nature, possible cause, and details of the complaint. 3.2. Assess impact of complaint on customer. 3.3. Take responsibility for resolving complaints in a professional manner and using communication techniques to assist in their management. 3.4. Determine options to resolve complaints and promptly analyse and decide on optimal solutions, taking organisational constraints into account. 3.5. Act swiftly to resolve complaints and prevent escalation, in consultation with customer and to customer satisfaction. 3.6. Turn complaints into opportunities to demonstrate high quality customer service. 3.7. Provide internal feedback on customer complaints and feedback and required follow-up in order to avoid future occurrence. 3.8. Review and evaluate complaints and solutions to enhance response to future issues.
4. Develop customer relationships.	4.1. Promote repeat business by offering promotional services according to individual empowerment and organisational policy. 4.2. Maintain customer profiles to enhance service delivery. 4.3. Provide personalised service to customers in a professional manner that builds repeat business. 4.4. Provide tailored products and services based on customer profile.

SITTTVL004 - Sell tourism products or services

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identify customer product needs.	1.1. Establish rapport with customer to promote goodwill and trust. 1.2. Use communication techniques relevant to the sales environment in which transaction is taking place. 1.3. Determine customer needs, preferences and expectations. 1.4. Identify appropriate products to meet customer needs and specific information and advice relevant to these products. 1.5. Identify and refuse any customer requests which, if met, would breach ethical and legal commitments.
2. Suggest products that meet customer needs.	2.1. Use product knowledge to tailor product options to specific customer needs. 2.2. Make product suggestions according to current promotional focus and organisational preferred product arrangements. 2.3. Make customer aware of additional products that may enhance their request and maximise the sale profitability. 2.4. Source additional information to meet specific customer needs.
3. Provide specific product information and advice.	3.1. Provide appropriate scope and depth of current and accurate product information and advice, including relevant product conditions, to meet customer needs. 3.2. Suggest alternative products if desired products are unavailable. 3.3. Present all options in a clear format and style. 3.4. Disclose any sales and product coordination fees in a clear and accessible manner.
4. Sell the product.	4.1. Clearly explain and promote product features and benefits. 4.2. Provide additional information to address customer questions and objections. 4.3. Select and use techniques to close the sale with the customer. 4.4. Identify and act on opportunities to enhance the quality of service to customers.
5. Follow up sales opportunities.	5.1. Identify where appropriate and make follow-up contact with customer. 5.2. Provide required after sales service according to organisational procedures.

SITXHRM007 - Coach others in job skills

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare for on-the-job coaching.	1.1. Identify need for coaching based on assessment of relevant factors. 1.2. Identify specific coaching needs through discussion with colleague and organise coaching sessions.
2. Coach colleagues on-the-job.	2.1. Explain overall purpose of coaching to colleague. 2.2. Explain and demonstrate specific skills. 2.3. Communicate required knowledge and check colleague understanding. 2.4. Advise on organisational procedures for completing workplace tasks. 2.5. Provide colleague with opportunity to practise skill and ask questions. 2.6. Provide feedback in constructive and supportive manner.
3. Follow-up coaching.	3.1. Monitor progress of new workplace skills and provide supportive assistance. 3.2. Report progress to the appropriate person. 3.3. Identify performance problems or difficulties with coaching and rectify or refer to appropriate person for follow-up.

SITXWHS005 - Participate in safe work practices

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Work safely.	1.1. Follow organisational health, safety and security procedures. 1.2. Incorporate safe work practices into own workplace activities. 1.3. Follow safety directions of supervisors, managers and workplace safety warning signs. 1.4. Use personal protective equipment and clothing or designated uniform. 1.5. Promptly report unsafe work practices, issues and breaches of health, safety and security procedures. 1.6. Identify and remove hazards from immediate workplace area and report all workplace hazards as they arise.
2. Follow procedures for emergency situations.	2.1. Recognise emergency and potential emergency situations. 2.2. Follow organisational security and emergency procedures. 2.3. Seek assistance from colleagues or authorities during emergency situations. 2.4. Complete emergency incident reports accurately following organisational procedures.
3. Participate in organisational health, safety and security practices.	3.1. Participate in health, safety and security management practices developed by the organisation to ensure a safe workplace. 3.2. Actively participate in the health, safety and security consultation processes. 3.3. Report health, safety and security issues and concerns as they arise.

SITXFIN008 - Interpret financial information

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Access and interpret financial information.	1.1. Identify and interpret the range of financial information and reports required to monitor business performance. 1.2. Interpret financial information and reports applicable to operational or departmental activities.
2. Use and provide financial information.	2.1. Review financial information for impacts on operational activities and resolve discrepancies according to own level of responsibility. 2.2. Routinely provide information on operational or departmental financial activities within required timelines.

SITXFIN009 - Manage finances within a budget

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Allocate budget resources.	1.1. Allocate funds according to budget and agreed priorities. 1.2. Discuss changes to income and expenditure priorities with relevant colleagues prior to implementation. 1.3. Consult with and inform relevant personnel about resource decisions. 1.4. Promote awareness of the importance of budget control. 1.5. Maintain detailed records of resource allocation according to organisational control systems.
2. Monitor financial activities against budget.	2.1. Identify and use relevant financial records to check actual income and expenditure against budget. 2.2. Ensure accuracy of reference records for monitoring purposes. 2.3. Identify and report deviations according to significance of deviation. 2.4. Investigate appropriate options for more effective management of deviations. 2.5. Advise relevant colleagues of budget status in relation to targets.
3. Identify and evaluate options for improved budget performance.	3.1. Assess existing costs and resources and proactively identify areas for improvement. 3.2. Discuss desired budget outcomes with relevant colleagues. 3.3. Undertake appropriate research to investigate new approaches to budget management. 3.4. Define and communicate the benefits and disadvantages of new approaches. 3.5. Take account of impacts on customer service levels and colleagues in developing new approaches. 3.6. Present clear and logical recommendations for budget management.
4. Complete financial and statistical reports.	4.1. Complete financial and statistical reports within designated timelines. 4.2. Prepare and present clear and concise information to enable informed decision making.

SITXFIN010 - Prepare and monitor budgets

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Prepare budget information.	1.1. Determine and confirm scope and nature of required budgets. 1.2. Identify, access and interpret data and data sources required for budget preparation. 1.3. Analyse internal and external factors for potential impact on budget. 1.4. Provide opportunities for colleagues to contribute to budget planning process.
2. Prepare budget.	2.1. Draft budget based on analysis of all available information. 2.2. Estimate income and expenditure and support with valid, reliable and relevant information. 2.3. Reflect organisational objectives within draft budget. 2.4. Assess and present options and recommendations in a clear format. 2.5. Circulate draft budget to colleagues and managers for input.
3. Finalise budget.	3.1. Negotiate budget according to organisational policies and procedures. 3.2. Agree on and incorporate modifications. 3.3. Complete final budget in a clear format within designated timelines. 3.4. Inform colleagues of final budget decisions and application within relevant work area, including reporting and financial management responsibilities.
4. Monitor and review budget.	4.1. Regularly review budget to assess actual performance against estimated performance and prepare accurate financial reports. 4.2. Incorporate all financial commitments into budget and budget reports. 4.3. Investigate and take appropriate action on significant deviations. 4.4. Analyse changes in internal and external environment and make necessary adjustments. 4.5. Collect and record relevant information to assist in future budget preparation.

SIRXOSM007 - Manage risk to organisational reputation in an online setting

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identify risks to organisational reputation and plan control measures.	1.1. Identify risks to organisational reputation associated with social media and online presence, including any security risks. 1.2. Develop social media and online crisis management plan to deal with damaging issues and incidents.
2. Establish processes for monitoring customer commentary, feedback and criticism.	2.1. Determine a schedule for monitoring organisation's social media and online sites and external review pages. 2.2. Allocate responsibility to personnel or external providers for consistently and regularly monitoring sites. 2.3. Register organisation for alerts provided by social media and review platforms. 2.4. Establish a schedule for analysing online performance using analytics tools.
3. Develop policies and procedures for response.	3.1. Establish standards for use of appropriate language and tone for responding to both positive and negative comments. 3.2. Develop standard responses that can be used for common circumstances. 3.3. Designate response times in policies and procedures.
4. Manage organisational reputation.	4.1. Take responsibility for resolution of complex and difficult customer interactions. 4.2. Utilise functions provided by social media and review platforms to manage persistent and damaging interactions. 4.3. Assess performance reports regularly to identify systematic communication issues and implement improvements. 4.4. Assess escalating issues and implement crisis management processes to minimise impacts.

BSBTWK501 - Lead diversity and inclusion

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Review diversity policy	1.1 Locate and review organisational diversity policy 1.2 Identify application of diversity policy in work area 1.3 Assess currency and efficacy of diversity policy 1.4 Provide feedback and suggestions for improvement of organisational diversity policy 1.5 Revise diversity policy and incorporate improvements
2. Foster respect for diversity in the work team	2.1 Identify training needs to promote respect for difference in personal interactions 2.2 Identify staff struggling to work with diversity and implement measures to support working with diversity 2.3 Develop processes to demonstrate benefits of working with various diverse groups 2.4 Address workplace diversity complaints according to organisational policies and procedures
3. Promote the benefits of diversity	3.1 Promote organisational workforce diversity in external forums 3.2 Identify role of diversity in gaining a competitive advantage for the organisation 3.3 Support organisational efforts to champion diversity

SITXMGT005 - Establish and conduct business relationships

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Build business relationships.	1.1. Establish relationships in line with organisational requirements and protocols. 1.2. Use effective communication techniques to build business relationships. 1.3. Proactively identify and take up opportunities to maintain regular contact with customers and suppliers.
2. Conduct negotiations.	2.1. Use negotiation techniques in line with professional and organisational protocols to maximise benefits of relationship for all parties. 2.2. Incorporate feedback and input from colleagues into negotiation where appropriate. 2.3. Communicate results of negotiations to appropriate colleagues and stakeholders within appropriate timeframes.
3. Make formal business agreements.	3.1. Confirm agreements in writing according to organisational requirements, using formal contracts where appropriate. 3.2. Obtain approvals for all aspects of formal agreements according to organisational procedures. 3.3. Evaluate and act on the need for specialist advice as required.
4. Foster and maintain business relationships.	4.1. Proactively seek, review, and act upon information needed to maintain sound business relationships. 4.2. Honour agreements within scope of individual responsibility, complying with agreed terms. 4.3. Take account of agreed performance indicators. 4.4. Make adjustments to agreements in consultation with customer or supplier and share information with appropriate colleagues. 4.5. Nurture relationships through regular contact and use of effective interpersonal and communication styles.

SITXCCS016 - Develop and manage quality customer service practices

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Develop quality customer service practices.	1.1. Obtain information on customer needs, expectations and satisfaction levels using both formal and informal research. 1.2. Provide opportunities for customers and staff to give feedback on products and services. 1.3. Review changes in internal and external environments and integrate findings into planning for quality service. 1.4. Provide opportunities for staff to participate in development of customer service practices. 1.5. Develop policies and procedures for quality service provision.
2. Manage delivery of quality service.	2.1. Communicate policies, procedures and expectations to staff. 2.2. Make policies readily available to customers and staff. 2.3. Monitor customer service in the workplace to ensure standards are met. 2.4. Initiate staff training to enhance customer service. 2.5. Take responsibility for service outcomes and dispute resolution. 2.6. Act as a positive role model for professional standards expected of service industry personnel.
3. Monitor and adjust customer service.	3.1. Seek ongoing feedback from staff and customers to improve performance. 3.2. Assess effectiveness of customer service practices. 3.3. Identify systemic customer service problems and adjust policies and procedures to improve service quality. 3.4. Develop, document and communicate new approaches to customer service to staff involved in service delivery.

SITXWHS007 - Implement and monitor work health and safety practices

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Provide information on health, safety and security.	1.1. Explain relevant health, safety and security information to personnel. 1.2. Make all current health, safety and security information readily accessible to staff.
2. Monitor safe work practices.	2.1. Monitor adherence to organisational health, safety and security procedures. 2.2. Monitor ongoing compliance with safe work practices. 2.3. Take prompt action to address non-compliance with procedures and safe work practices. 2.4. Monitor day-to-day effectiveness of health, safety and security practices in maintaining the health, safety and security of personnel.
3. Coordinate consultative arrangements for the management of health, safety and security issues.	3.1. Coordinate consultative processes to provide opportunity for staff members to contribute their views on health, safety and security management practices. 3.2. Resolve or refer issues raised through health, safety and security consultation to the appropriate person.
4. Implement and monitor procedures for identifying hazards, and assessing and controlling risks.	4.1. Coordinate scheduled hazard identification activities, ensuring hazards are identified at times designated by legislation. 4.2. Identify any hazards on an ongoing basis during own day-to-day workplace operations. 4.3. React to reports of hazards by other workers, and coordinate and participate in risk assessments. 4.4. Implement risk control methods or refer to appropriate person if control is outside scope of responsibility. 4.5. Monitor effectiveness of control measures, promptly identify any inadequacies, and resolve or report them to the appropriate person.
5. Coordinate health, safety and security training.	5.1. Identify health, safety and security training needs based on regular staff monitoring. 5.2. Make arrangements for fulfilling training needs. 5.3. Monitor effectiveness of training and make required adjustments.
6. Maintain health, safety and security records and reports.	6.1. Complete health, safety and security records and reports accurately and legibly and store according to organisational and legal requirements. 6.2. Use data and reports to provide reliable and timely input into the management of workplace health, safety and security.

SITXHRM009 - Lead and manage people

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Model high standards of performance and behaviour.	1.1. Act as a positive role model through individual performance. 1.2. Show support for and commitment to organisational goals in day-to-day work performance. 1.3. Interact with team members in a positive and professional manner.
2. Develop team commitment and cooperation.	2.1. Develop and clearly communicate short, medium and long-term plans and objectives consistent with organisational goals in consultation with the team. 2.2. Communicate expectations, roles and responsibilities of team members to encourage them to take responsibility for own work. 2.3. Encourage teams and individuals to develop innovative approaches to work. 2.4. Model and encourage open and supportive communication within the team. 2.5. Seek and share information from the wider business environment with the team. 2.6. Represent team interests in the wider business environment. 2.7. Seek feedback from team members and implement changes within the bounds of organisational goals and policies.
3. Manage team performance.	3.1. Delegate tasks and responsibilities, identify barriers to delegation, and implement processes to overcome the identified barriers. 3.2. Evaluate team member skills and provide opportunities for individual development. 3.3. Monitor team performance to ensure progress towards achievement of goals. 3.4. Provide mentoring and coaching to support team members. 3.5. Motivate individuals and teams to achieve optimum performance. 3.6. Provide recognition and rewards for team achievements.

SITXCOM010 - Manage conflict

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identify conflict situations.	1.1. Identify potential for conflict and take swift and tactful action to prevent escalation. 1.2. Identify situations where personal safety of customers or colleagues may be threatened and organise appropriate assistance. 1.3. Identify and use resources to assist in managing conflict.
2. Resolve conflict.	2.1. Establish and agree on the nature and details of conflict with all parties and assess impact. 2.2. Manage conflict within scope of own role and responsibilities, and according to organisational procedures. 2.3. Take responsibility for seeking a solution to conflict within scope of own role and responsibilities, seeking assistance where required. 2.4. Identify and evaluate impact of conflict on business reputation and legal liability. 2.5. Evaluate options to resolve the conflict, taking into account organisational policies and constraints. 2.6. Implement the best solution and complete required reports.
3. Evaluate conflict resolution.	3.1. Communicate with parties involved to seek and provide feedback on conflict and its resolution. 3.2. Evaluate and reflect on the conflict and effectiveness of the solution. 3.3. Determine possible causes of workplace conflict and provide input for workplace enhancement and improvements.

SITXMGT004 - Monitor work operations

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Monitor and improve workplace operations.	1.1. Monitor efficiency and service levels through close contact with day-to-day operations. 1.2. Ensure workplace operations support overall organisational goals and quality assurance initiatives. 1.3. Identify quality problems and issues and make appropriate adjustments to procedures and systems, with relevant approvals. 1.4. Proactively consult with colleagues about ways to improve efficiency and service levels, including potential for new technologies and other innovations. 1.5. Provide feedback to colleagues and management to inform future planning. 1.6. Identify and take opportunities to evaluate current and emerging industry trends and practices for relevance to own work situation. 1.7. Assess and respond to opportunities to improve sustainability of day-to-day operations.
2. Plan and organise workflow.	2.1. Assess current workloads, and schedule work to maximise efficiency and customer service quality within budget constraints. 2.2. Delegate work according to principles of delegation. 2.3. Assess workflow and progress against agreed objectives and timelines. 2.4. Assist colleagues in prioritising workload through supportive feedback and coaching. 2.5. Provide timely input to appropriate management regarding staffing needs.
3. Monitor and support team members.	3.1. Monitor team and individual performance against agreed goals and objectives. 3.2. Proactively share information, knowledge and experiences with team members. 3.3. Challenge and test ideas within the team in a positive and collaborative way. 3.4. Provide feedback, coaching and support to team members. 3.5. Complete and submit organisational records as required.
4. Solve problems and make decisions.	4.1. Identify and analyse workplace problems from an operational and customer service perspective. 4.2. Initiate short-term actions to resolve immediate problems where appropriate. 4.3. Analyse problems for long-term impact, and assess and action potential solutions in consultation with relevant colleagues. 4.4. Encourage individuals who raise problems to participate in solving the problems. 4.5. Take follow-up action to monitor effectiveness of solutions.