

SIT30107

Certificate III in Tourism



Your Course Guide

SIT30107 Certificate III in Tourism

Australian Salesmasters Training Company (RTO #6854)

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This qualification provides the skills and knowledge for an individual to be competent in a range of well-developed tourism sales, operational and tour delivery skills.

Work would be undertaken in an office environment where the planning of tourism products and services takes place, in the field where tourism products are delivered or a combination of both. The field includes any destination, local or regional area, tourist precinct, site, attraction or onboard form of transportation.

The qualification reflects the role of skilled operators who apply a broad range of competencies in a varied work context, using some discretion and judgement and relevant theoretical knowledge. They may provide technical advice and support to a team.

WHAT WILL YOU ACHIEVE FROM THIS COURSE?

With completion of this qualification, you will be able to:

- Develop and update tourism industry knowledge
- Provide visitor information
- Work with colleagues and customers
- Work in a socially diverse environment
- Follow health, safety and security procedures
- Add to this the value of a nationally recognised qualification and this is your best way for career advancement.

EMPLOYABILITY SKILLS

The following is a summary of the employability skills for this qualification. This should be interpreted in conjunction with the detailed requirements of each unit of competency packaged in this qualification.

The outcomes described here are broad industry requirements that may vary depending on the packaging options.

• Communication

- Communicating with colleagues, other tourism suppliers and agents to plan and deliver the customer's tourism experience; understanding verbal and written information on tourism products to be delivered; determining and interpreting customer requirements; empathising and negotiating acceptable solutions to customer problems and complaints; providing clear and accurate verbal and written information to customers, suppliers and agents in a culturally appropriate manner to ensure a positive tourism experience.



(Continued Page 3)

HOW LONG DOES THE COURSE TAKE?

Face to face:

Courses are conducted either in house or at a convenient location by our highly regarded and skilled facilitators. All courses are customised to your learning needs and compliant with AQTF timelines. Completion durations are flexible.

Distance Learning:

This is the flexible way to gain your desired qualification in your own time at your own speed.

Online:

As with distance learning, you are in control of your learning schedule. The more time you devote to it, the quicker you get your desired qualification.

HOW TO GAIN YOUR QUALIFICATION FASTER

- Fast track with RCC (Recognition of Current Competencies)
- RPL (Recognition of Prior Learning)

ENTRY REQUIREMENTS

- Sufficient literacy and numeracy skills to complete the course
- Access to an Internet connection and computer (Online Learning)

EMPLOYABILITY SKILLS CONT.

- **Teamwork**

- Working as a team member, giving and receiving instructions and understanding own lead role in servicing the needs of the tourism customer; supporting other team members in their role in providing quality tourism service delivery; respecting the cultural diversity of team members and seeking their assistance to service the culturally diverse needs of tourism customers.

- **Problem Solving**

- Anticipating problems that may arise with tourism product delivery; mitigating problems by operational planning of all tourism product delivery details; identifying and clarifying the extent of problems and requesting assistance from team members, supervisors, suppliers or agents in solving operational or customer service issues; using predetermined policies and procedures to guide solutions to customer or operational problems associated with delivering the tourism product.

- **Initiative and Enterprise**

- Showing independence and initiative required to take a lead role in delivering tourism products that meet or exceed customer expectations; identifying and discussing a range of tourism product and service concepts to improve existing product and service delivery.

- **Planning and Organising**

- Collecting, analysing and organising customer, product and supplier or agent information to allow for efficient planning and delivery of tourism products and services; setting timelines and organising own work flow to coordinate the delivery of tourism experiences; using appropriate predetermined policies and procedures to guide the planning and delivery of tourism products.

- **Self Management**

- Understanding and complying with the legal responsibilities that apply to own role in servicing the tourism customer; knowing own job role and responsibilities in planning and delivering the tourism product; organising own work time and

priorities and seeking feedback and guidance from supervisors on success in effectively planning and delivering tourism activities.

- **Learning**

- Knowing the structure of, networks within, and sources of new information on the tourism industry to enable the sourcing of ongoing learning opportunities; proactively seeking and sharing information with colleagues on new tourism activities and information for customers.

- **Technology**

- Understanding the operating capability of, selecting and using technologies that assist in planning and delivering tourism products such as computer systems and software, microphones, vehicles, navigation equipment, and recreational and entertainment equipment; correctly using equipment to ensure personal safety in the workplace.

This is a summary of employability skills that are typical of this qualification and should not be interpreted as definitive.

COURSE STRUCTURE

You are required to complete 15 units of this qualification. All modules are customised to your specific needs.

UNIT CODE	UNIT NAME	DESCRIPTION
SITTIND001A (Core)	Develop and update tourism industry knowledge	This unit describes the performance outcomes, skills and knowledge required to develop and update knowledge of the tourism industry, including the role of different industry sectors and key legal and ethical issues that must be considered by tourism industry personnel in their day-to-day work. This knowledge underpins effective performance in the tourism industry.
SITXCOM001A (Core)	Work with colleagues and customers	This unit describes the performance outcomes, interpersonal, communication and customer service skills and knowledge required to work in the service industries. This is a core unit underpinning all other units involving interaction with colleagues and customers. Key required skills and knowledge for this role include meeting personal presentation standards, establishing rapport with customers, determining and addressing customer needs and expectations, dealing with complaints, working in teams and using appropriate communication techniques and mediums.
SITXCOM002A (Core)	Work in a socially diverse environment	This unit describes the performance outcomes, skills and knowledge required to be culturally aware when serving customers and working with colleagues from diverse backgrounds. It requires the ability to communicate with people of different social and cultural backgrounds with respect and sensitivity and address cross-cultural misunderstandings.
BSBMGT403A (Elective)	Implement continuous improvement	This unit specifies the outcomes required to implement the organisation's continuous improvement systems and processes. Particular emphasis is on using systems and strategies to actively encourage the team to participate in the process, monitoring and reviewing performance, and identifying opportunities for further improvements.
SITXCOM003A (Elective)	Deal with conflict	This unit describes the performance outcomes, skills and knowledge required to resolve conflict situations with customers and colleagues. It also describes the resolution of escalated complaints. The unit covers the conflict resolution skills required to address conflicts that may arise in day-to-day work situations. It does not cover formal negotiation, counselling or conducting mediation.
SITXCOM004A (Elective)	Communicate on the telephone	This unit describes the performance outcomes, skills and knowledge required to communicate effectively on the telephone. It requires the ability to make and receive calls, to take messages on behalf of other people and to use the main features of a telephone correctly.
SITXCCS001A (Core)	Provide visitor information	This unit describes the performance outcomes, skills and knowledge required to provide visitors with general information about a local area.

COURSE STRUCTURE CONT.

UNIT CODE	UNIT NAME	DESCRIPTION
SITXOHS001A (Core)	Follow health, safety and security procedures	This unit describes the performance outcomes, skills and knowledge required to follow predetermined health, safety and security procedures. It requires the ability to incorporate safe work practices into all workplace activities and to participate in the organisation's OHS management practices. OHS legislation in all Australian States and Territories imposes obligations on employees to participate in the management of their own health and safety and that of their colleagues and anyone else in the workplace. They have a duty to cooperate with their employer's initiatives to ensure safety at work.
SIRXMER001A (Elective)	Merchandise product	This unit describes the performance outcomes, skills and knowledge required to merchandise products within a retail store. It involves the arrangement and presentation of merchandise, setting up and maintaining displays and labelling and pricing stock.
SITTTSL005A (Elective)	Sell tourism products and services	This unit describes the performance outcomes, skills and knowledge required to sell tourism services and products proactively in a range of industry contexts. It requires the ability to provide quality customer service while identifying specific customer needs, suggest a range of products to meet those needs, provide current and accurate product information and close the sale. The sale of some tourism products and services is subject to specific regulation under several federal and state or territory pieces of legislation.
SITTTSL006A (Elective)	Prepare quotations	This unit describes the performance outcomes, skills and knowledge required to calculate the costs of products and services accurately and to present quotations to customers. It requires the ability to provide quotations for products and services where some costing and pricing has already been undertaken in the product development phase.
SITXCCS002A (Elective)	Provide quality customer service	This unit describes the performance outcomes, skills and knowledge required to provide quality service to customers in a range of service industry workplaces. It requires the ability to determine and address diverse customer needs and expectations, ascertain changes in customer preferences, establish rapport, deal with complaints and difficult service situations, use opportunities for promoting and upselling, apply knowledge of protocol and ritual for particular types of industry sectors and organisations, and systematically manage a clientele through rewards systems, databases, etc.
BSBSLS304A (Elective)	Secure prospect commitment	This unit covers the sales processes associated with securing prospect commitment to proceed with a sale.
BSBSLS303A (Elective)	Present a sales solution	This unit covers presentation of a sales solution which responds to the specific buying needs of the client.
SITXADM001A (Elective)	Perform office procedures	This unit describes the performance outcomes, skills and knowledge required to complete a range of routine office procedures and activities, including writing simple correspondence.

ASSESSMENT

ASTC uses competency based assessment methods to ensure participants have demonstrated their performance to a required standard. Competency based assessment is the focus of accredited vocational courses on what the participant can actually do – and the standard at which

they are able to perform. Performance is measured in terms of whether participants meet the prescribed levels of competency, not how well they carry out tasks relative to each other or the length of time taken to attain the skills.

ASTC's assessment process may consist of the following tasks and activities, dependant on the unit/chapter requirements:

- Multiple choice and/or short answer questionnaires
- Third party supervisor demonstration reports
- Projects/case studies
- Holistic Assessments

- OTHER HIGHLIGHTS ... LEARNING DEVELOPMENT RESOURCES -

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