

Leadership Skills for a Global Industry

Certificate IV in Tourism SIT40207



Are you looking to be a leader in the Tourism industry? This qualification provides the skills and knowledge to become competent in a broad range of highly-developed technical tourism sales and marketing, operational or tour delivery skills. Become a multi-skilled operator or specialise in a limited range of skills that specifically relate to either tourism operations or marketing coordination.

Individuals with this qualification are able to work in any sector of the tourism industry as senior personnel or supervisors. Tourism industry senior personnel will often specialise in certain fields; most often in operational functions or marketing roles. In the retail travel sector personnel often specialise in corporate or leisure travel.

Course includes: This course consists of 25 units (7 core units, 5 specialisation units and 13 electives from the SIT40207 package).

Core Units (Compulsory)	Unit Code
■ Perform office procedures	SITXADM001A
■ Write business documents	SITXADM003A
■ Work with colleagues and customers	SITXCOM001A
■ Work in a socially diverse environment	SITXCOM002A
■ Develop and update tourism industry knowledge	SITTIND001A
■ Use business technology	BSBWOR204A
■ Design and produce business documents	BSBITU306A

Specialisation A – Operations (A few of the units available)	Unit Code
■ Deal with conflict situations	SITXCOM003A
■ Coach others in job skills	SITXHRM001A
■ Lead and manage people	SITXHRM005A

Specialisation B – Marketing (A few of the units available)	Unit Code
■ Make presentations	SITXCOM005A
■ Establish and conduct business relationships	SITXMGT006A
■ Coordinate production of brochures and marketing material	SITXMPR001A

Outcome: Certificate IV in Tourism.

Recognition: You can receive recognition for your previous study, work experience and existing skills. This may mean credit is given towards this qualification. Any identified training gaps can be addressed through individual coaching and/or participation in workshops.

When: You can enrol and start at any time. We will work with you to determine a training and assessment plan that best suits your needs.

Where: At your workplace, or workshops are available at the Burnie, Devonport, Launceston or Hobart training facility.

Cost: \$3,800 per person. Fees are inclusive of workshops, workplace visits, coaching, assessment, text books and learning materials. Government funding is available for eligible employees – please ask us for more information.

For further information please contact:

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The Total Training Package
1300 655 307