

DIPLOMA OF TRAVEL & TOURISM MANAGEMENT | SIT50116

Goulburn River Valley Tourism in conjunction with GOTAFE (Goulburn Ovens Institute of TAFE) invite you to become an industry leader in the travel and tourism sector in the region.

If you are a tourism operator wanting to grow from a small to medium business, or an existing tourism business wanting to focus on your marketing our regionally tailored course might be for you.

Over a 12 month period participants will undertake a course designed specifically to meet the needs of tourism operators in the Goulburn River Valley region, through mixed delivery of online, group and face-to-face workshops.

This course covers all the fundamentals of small business management and compliance with the various government agencies through a recognised pathway for business management planning.

Whether you are seeking to develop your skills in your existing business, or if it's time to take your business to the next level, the Goulburn River Valley Tourism supported SIT50116 Diploma of Travel and Tourism Management will arm you with the knowledge and skills to achieve your goals.



Program Content

The Goulburn River Valley Tourism supported SIT50116 Diploma of Travel and Tourism Management has been tailored to meet the specific needs of businesses like yours.

We are offering two unique training pathways (detailed below) tailored to businesses in the Goulburn River Valley.

If you are a small tourism business owner, who is looking to grow into a medium business with multiple staff consider the “Management and Leadership” pathway. This provides the skills and knowledge to manage larger projects, meet growing compliance needs, and grow your team.

Alternatively, if you have an existing tourism business and you are wanting to enhance the effectiveness and reach of your marketing and PR efforts, increasing incoming leads to your business then the “Marketing and PR” pathway may be ideal for yourself or one of your team.





Course Delivery Style

You will be able to participate in this flexible course with online workshops and tutor access to support you to complete the training at your leisure.

Delivery includes:

- 4x face to face workshops (quarterly)
- Online tutorials and assessments
- Weekly online support sessions

How to Apply

For more information and to express your interest in enrolment please email Leanne Hulm on info@goulburnrivervalley.com.au or call **03 5795 1614**

Program Cost

\$1,500 ex GST (government funded)

\$3,500 ex GST (non-government funded)

You may be eligible for government funded places in this course if you have not completed a Diploma or higher qualification in the tourism industry.

To discuss your eligibility for funded positions please speak to us prior to your application.

Course Units

All participants in the Goulburn River Valley Tourism **supported SIT50116** Diploma of Travel and Tourism Management will undertake the following units.

All participants will be required to complete the 12 core and 7 elective **Common Units** listed below. Participants will then undertake the **4** specialist units below in either the **Management and Leadership Pathway** or the **Marketing and PR Pathway**.

Common Units	Core	SITTIND001	Source and use information on the tourism and travel industry	SITXFIN004	Prepare and monitor budgets
		SITXCCS007	Enhance customer service experiences	SITXHRM003	Lead and manage people
		SITXCCS008	Develop and manage quality customer service practices	SITXMGT001	Monitor work operations
		SITXCOM005	Manage conflict	SITXMGT002	Establish and conduct business relationships
		SITXFIN002	Interpret financial information	SITXWHS003	Implement and monitor work health and safety practices
		SITXFIN003	Manage finances within a budget	BSBDIV501	Manage diversity in the workplace
	Electives	SITTTSL002	Access and interpret product information	SITTPPD007	Research and analyse tourism data
		SITTTSL004	Provide advice on Australian destinations	SITTTSL008	Book supplier products and services
		SITTTSL005	Sell tourism products and services	SITXCCS002	Provide visitor information
		SITTTSL006	Prepare quotations		

Management and Leadership Pathway	
SITXMGT003	Manage projects
SITXGLC001	Research and comply with regulatory requirements
BSBWRT401	Write complex documents
SITXHRM004	Recruit, select and induct staff

Marketing and PR Pathway	
SITXMPR004	Coordinate marketing activities
SITXMPR006	Obtain and manage sponsorship
SITXMPR007	Develop and implement marketing strategies
ICTWEB201	Use social media tools for collaboration and engagement