

Tourism and Event Management A/T/V

Tourism and Event Management A/T/V

Course overview

Students studying this course gain an appreciation and understanding of the workplace culture and practices of the tourism industry and also engage in examining and evaluating the impact of social, cultural and environmental issues.

Through the theoretical and practical components of this course, students are provided with opportunities to develop skills, concepts, processes and attitudes crucial to making valid decisions.

Vocational Certification

The qualification and competencies achieved are recognised nationally and allow for credit transfer to institutions such as CIT and TAFE. Successful completion of the required competencies for this course will contribute to students achieving [SIT20116 - Certificate II in Tourism](#).

Career pathways

A Tourism qualification provides a pathway to work in many tourism and travel industry sectors. Possible career opportunities include travel agent, tour operator assistant, attraction sales assistant, event manager and travel business receptionist.

Course Pattern

Unit 1: Tourism and Events Management
Unit 2: Global Tourism
Unit 3: Tourism and Events Promotion
Unit 4: Working in Tourism

Events

Tourism students have planned and hosted events at school including Reconciliation Day, Harmony Week, Travel Expos and School Open Night.

Units

Tourism and Event Management

This unit includes the skills and knowledge required to develop and update knowledge of the industry, focusing on sourcing and providing destination information on Australia. Development of interpersonal, communication and customer service skills needed for selling and advising on products and services and providing visitor information are included in the training. It also enables students to design, plan and implement an event.

Global Tourism

Customer service skills and communication in a socially diverse environment are the focus of this unit. Health, safety and security procedures are also addressed. Students source and provide international destination advice. They develop skills and strategies that assist with access and interpretation of product information.

Tourism and Events Promotion

The focus of this unit is on sourcing and presenting information related to tourism and events promotion. Students work cooperatively in teams to organise and promote an event in a simulated industry context. They access and interpret product information relating to local tourism events.

Working in Tourism

This unit explores interpersonal, communication and further develops customer service skills for industry. Working with colleagues and customers as well as producing documents is included in the training. Students develop skills, knowledge and strategies for sourcing and providing destination information and advice for Australia and International destinations.



Structured Workplace Learning (SWL)

SWL is the workplace component of a nationally recognised industry specific VET program. Students participate in activities in an industry context and environment supervised by industry professionals. Experiences gained contribute third party evidence for assessment of competence. Students demonstrate their developing skills and extend their knowledge in relation to the outcomes and requirements of the relative Training Package.

SWL is highly recommended as it provides students with 'real life, hands on' experiences within the tourism industry, vital for their future employment.

