

TRAVEL AND TOURISM MANAGEMENT PROGRAMS

By studying travel and tourism, you will gain a pathway to work in many travel and tourism industry sectors and for a diverse range of employers including travel agencies, tour wholesalers, tour operators, inbound tour operators, tourist attractions, visitor information centres, and other tourism businesses.

This course is designed for those that have a passion for the travel and tourism industry.

You will gain knowledge and skills to plan and manage the provision of adventure tourism services, specifically looking at what the adventure tourism opportunities look like post pandemic.



APPLY NOW



CBD Campus

Modern facilities, computer labs, student lounges.



Student Support

Student lounge, student activities, In-house counsellor.



Nationality Mix

41 + Nationalities. Data from Feb 2025.



Capacity

1,040 Students.



support@danford.edu.au

ADVANCED DIPLOMA OF TRAVEL AND TOURISM MANAGEMENT

Code: SIT60122

Cricos Code: 109452M

Course Duration: 104 weeks
(Including 24 weeks of Holidays)

Total Hours: 1600 hours

Material Fees: N/A

Digital Access Fees: \$200**

Course Fee: \$24,000

**Students will be required to purchase additional resources at their own expense. Information regarding the estimated cost and where to obtain these resources will be provided in due course.*

Industry Sector

Travel, Tourism and Hospitality

Career Opportunities

- Resort Manager/Consultant
- Hotel Manager
- Operations Manager
- Marketing Director
- Business Development Manager
- Reservations Consultant

This qualification reflects the role of senior managers with advanced operational skills who use a broad range of travel or tourism skills, combined with specialised managerial skills and substantial knowledge of industry operations, to coordinate travel or tourism operations. They operate with significant autonomy and are responsible for making strategic business management and operational decisions.

This qualification provides a pathway to work in many travel and tourism industry sectors and for a diverse range of employers including travel agencies, tour wholesalers, tour operators, inbound tour operators, tourist attractions, visitor information centres, and other tourism businesses.

CORE UNITS

BSBOPS504	Manage business risk
BSBOPS601	Develop and implement a business plan
BSBTWK501	Lead diversity and inclusion
BSBWR411	Write complex documents
SITTIND003	Source and use information on the tourism and travel industry
SITTPPD017	Develop tourism products
SITXCCS015	Enhance customer service experiences
SITXCCS016	Develop and manage quality customer service practices
SITXFIN008	Interpret financial information
SITXFIN009	Manage finances within a budget
SITXFIN010	Prepare and monitor budgets
SITXGLC002	Identify and manage legal risks and comply with law
SITXHRM009	Lead and manage people
SITXMGTO04	Monitor work operations
SITXMGTO05	Establish and conduct business relationships
SITXMPRO14	Develop and implement marketing strategies
SITXWHS008	Establish and maintain a work health and safety system

ELECTIVE UNITS

SITTTVL001	Access and interpret product information
SITTTVL002	Provide advice on international destinations
SITTTVL004	Sell tourism products and services
SITTGDE016	Lead tour groups
SITTTOP008	Allocate tour or activity resources
SITTGDE023	Coordinate and operate tours
SITTPPD010	Recruit, select and induct staff
BSBMKG552	Design and develop marketing communication plans
SITXHRM012	Monitor staff performance
SITXWHS006	Identify hazards, assess and control safety risks



HOW WE TEACH

Experienced and Friendly Trainers at Danford College have a wide range of industry experience. Moreover, they have been selected and trained to appropriately relate to and support students in their learning.

RELEVANT CONTENT AND RESOURCES

Course content is regularly reviewed to ensure that it is up-to-date and relevant to the needs of the industry. Students and staff have access to a range of high-quality, comprehensive, and informative resources. Our up-to-date course content is available to students on our digital platform: CANVAS.

CLASS STRUCTURE

At Danford College all qualifications are delivered entirely face-to-face in our Melbourne Campus. (Minimum of 20 hours of classroom contact per week). Courses consist

of classroom-based training (maximum of 26 students) of theory and practical sessions with small groups.

Theory classes are conducted at our Flinders Street Campus, while all practical training is delivered at the Trade Workshop, 235 Ingles Street, Port Melbourne, VIC 3207.

ASSESSMENT

Students must demonstrate competency through highly practical and interactive assessments. These include: Practice exercises that reinforce interpersonal skills, Simulated training activities, Learner Resource Workbooks to support training, Independent research projects and Participation in simulated activities that closely reflect workplace processes.

For further information visit our website at www.danford.edu.au

For information about entry requirements visit our website at www.danford.edu.au **Digital Access refers to your learning resources and assessments via our learning management system.