

Travel and Tourism

Challenger Institute | Quinlan's Hospitality & Tourism Training Centre



industry-relevant Travel and Tourism Training

Challenger Institute's Quinlan's Hospitality and Tourism Training Centre is focussed on the training and development needs of industry, and the needs of people seeking employment and career paths in the hospitality and tourism industries.

Our highly trained professional staff all have substantial industry experience and are qualified workplace trainers.

Our facilities are second to none and include commercially equipped kitchens and the training restaurant/bar, the Grosvenor Room which is renowned for excellence in food and beverage presentation and service.

CERTIFICATE III IN TOURISM

ABOUT THIS COURSE

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.

The qualification is suitable for an Australian apprenticeship pathway.

JOB ROLES

Individuals with this qualification are able to work in multiple tourism industry sectors and enterprise types. This qualification is very flexible and is designed to meet a broad range of tourism industry needs. It recognises the diversity of tourism operations and the increasing industry trend for operators to provide specialised tourism products.

The types of enterprise to which this qualification may apply include tour operators of any sort (e.g. coach, camping, cruise boat, four-wheel drive or walking), attractions, cultural and heritage sites and any small tourism business requiring multi-skilled employees.

Possible job titles include:

- guide and salesperson in an Indigenous cultural centre
- cellar door salesperson and guide in a winery
- attendant and guide in a museum
- attendant in an attraction or theme park

- senior ride operator in an attraction or theme park
- operations consultant for a tour operator
- reservation sales agent for a tour operator.

DURATION

One semester

ENTRANCE REQUIREMENTS

To meet entry requirements, candidates are required to achieve the basic skills (*) benchmark in both communications skills and maths skills. More information about entrance requirements is available from: www.trainingwa.wa.gov.au

LOCATIONS Fremantle, Peel

CERTIFICATE IV IN TOURISM

ABOUT THIS COURSE

This qualification provides the skills and knowledge for an individual to be competent in a broad range of highly-developed technical tourism sales and marketing, operational or tour delivery skills. The qualification allows for multi-skilling or for specialisation in a limited range of skills that specifically relate to either tourism operations or marketing coordination.

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 individuals who use well-developed skills and a broad knowledge base in a wide variety of contexts. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others with some limited responsibility for the output of others.

The qualification is suitable for an Australian apprenticeship pathway.



JOB ROLES

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. (There is a specialist qualification at Certificate IV for tour guide job roles.)

Possible job titles for the operations specialisation include:

- senior operations coordinator
- operations supervisor
- assistant manager – tour operations
- reservations sales or call centre supervisor
- senior or supervisory retail consultant, corporate or leisure.

Possible job titles for the marketing specialisation include:

- sales coordinator or sales executive
- marketing coordinator
- product coordinator
- promotions officer
- account manager – corporate.

DURATION One and a half semesters (three terms) OR one term for students who have completed the Certificate III in Tourism

ENTRANCE REQUIREMENTS

To meet entry requirements, candidates are required to achieve the developed skills (***) benchmark in communications skills. More information about entrance requirements is available from: www.trainingwa.wa.gov.au

LOCATIONS Fremantle, Peel

DIPLOMA OF TOURISM

ABOUT THIS COURSE

This qualification provides the skills and knowledge for a broad range of managerial roles in tourism operations, marketing and product development, underpinned by a range of operational competencies chosen as electives. The qualification allows for multi-skilling or for specialisation in a limited range of skills that specifically relate to operations management or marketing and product development.

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 individuals who possess a sound theoretical knowledge base and use a range of specialised, technical or managerial competencies to plan, carry out and evaluate the work of self or a team.

The qualification is not suitable for an Australian apprenticeship pathway.

JOB ROLES

Individuals with this qualification are able to work in any sector of the tourism industry as a senior departmental manager, manager or owner-operator of any style of small tourism business. Some managers at this level will specialise in certain fields; in the tourism industry personnel tend to specialise in operational functions or marketing and product development roles.

Possible job titles include:

- visitor information centre manager
- operations manager
- manager – tour operations
- manager – cultural tour operations
- inbound groups manager
- reservations manager or call centre manager
- retail travel agency manager
- visitor information centre manager
- director or manager (owner-operator small tourism business)
- sales manager
- marketing manager
- product manager
- tourism manager
- inbound sales manager

DURATION

One year (two semesters) or one term for students who have completed the Certificate IV in Tourism.

ENTRANCE REQUIREMENTS

To meet entry requirements, candidates are required to achieve the well developed skills (***) benchmark in communications skills. More information about entrance requirements is available from: www.trainingwa.wa.gov.au

LOCATION Fremantle

LIKE TO KNOW MORE?

For more information please call our Client Contact Centre on 1300 553 444 or email info@challenger.wa.edu.au.

Country toll free: 1800 001 001

Website: www.challenger.wa.edu.au

Challenger Institute of Technology offers a wide range of subjects. Most courses can be studied on a part-time basis, online or via open learning both on and off campus and at your own pace.

Call us for more information on 1300 553 444.

TRAVEL AND TOURISM CAREER PATHWAYS

