

Training Package

THT98 Tourism

Qualifications

THT50198 Diploma of Tourism
(Marketing and Product Development)

Competencies

THHGCA04A Prepare business documents
 THHGGA04A Prepare business documents
 THHGGA05A Plan and manage meetings
 THHGCS04A Make presentations
 THHGCS07A Coordinate marketing activities
 THHGCS08A Establish and conduct business relationships
 THHGCS07AA Coordinate marketing activities
 THHGLE12A Develop and manage marketing strategies
 THHCO01A Develop and update hospitality industry knowledge
 THTPPD01A Create and implement strategic product development initiatives
 THTPPD02A Research tourism data
 THTPPD03A Source and package tourism products and services
 THTSMA01A Coordinate the production of brochures and marketing materials
 THTSMA01AA Coordinate the production of brochures and marketing materials
 THTTCO01A Develop and update tourism industry knowledge



Description

This Toolbox is based on a need in the travel and tourism industry for a training resource for industry people without a background in marketing and product development. This Toolbox gives a comprehensive overview of the competencies and skills for working in this exciting and challenging area through a problem based learning approach.

The Toolbox takes the learner from a job advertisement to the successful completion of a marketing plan with an interactive style designed to provide feedback along the way to the prospective marketing consultant. The Toolbox is designed to give the participant an in depth orientation to the sectors of the tourism industry.

Toolbox Website

For further information, online previews, support and purchasing, visit:
<http://www.flexiblelearning.net.au/toolbox>