

QTIC Online Library: Micro-Credentialing Courses



**QUEENSLAND
TOURISM INDUSTRY
COUNCIL**

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Introduction to QTIC micro course library

This document provides an overview of QTIC's micro courses currently available through the QTIC Micro-credentialing Program. The Program provides fast training solutions for tourism businesses and their staff on the Typsy online learning platform. The free bite-sized lessons help operators fill critical skill gaps in as little as 30 minutes.

Arm your business with industry-specific free training solutions and create an engaged workforce. [Register your business](#) today.

If you already have access to the Program, [login here](#).

Or read through this course library first to understand what courses are offered in the Program.



QTIC courses

Respecting First Nations cultural protocols in Australia

This course is aimed at non-Indigenous owners, managers and employees of tourism and hospitality businesses who would like to better understand respectful engagement with First Nations businesses and communities.

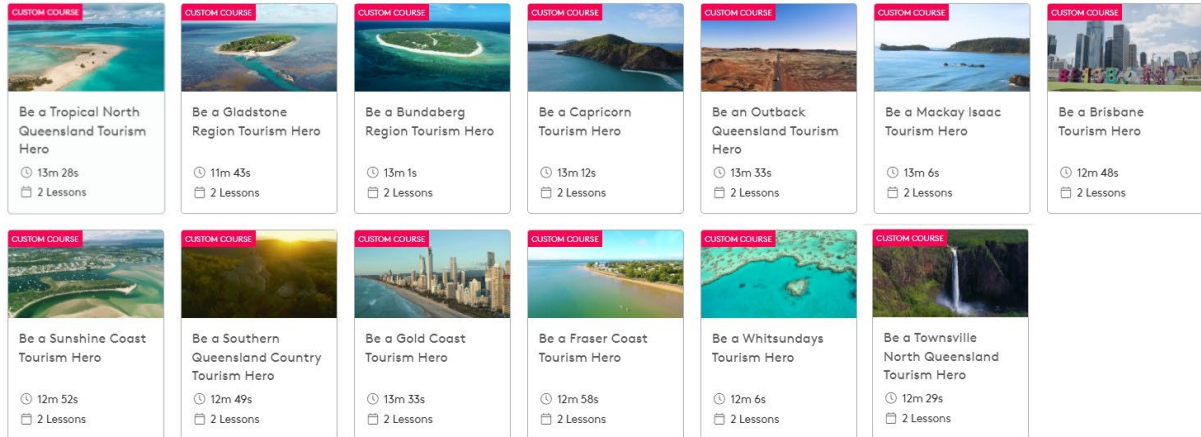


What you'll learn:

- What cultural protocols are and why they are important
- The concept of Country and its importance to Traditional Custodians of the land
- Tools to identify Country, such as online maps and organisations, and how to navigate and use them to find the Traditional Custodian groups
- How to engage with local Traditional Custodians before using their language
- The difference between a Welcome to Country and an Acknowledgement of Country
- What Native Title is and why it is important
- What Prescribed Body Corporates (PBC), Indigenous Land Use Agreements (ILUA) and Indigenous Protected Areas (IPA) are
- The importance of First Nations procurement
- Tools to identify First Nations businesses
- How to implement a Reconciliation Action Plan
- Communication tips when working with First Nations businesses, communities and individuals

Be a regional Tourism Hero (tailored to 13 Queensland regions)

Each of these 13 regionalised customer service micro courses is aimed at customer-facing staff of Queensland tourism and hospitality businesses who want to enhance their regional knowledge to improve customer experience.

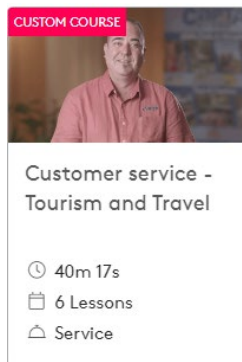


What you'll learn:

- What it means to be a Tourism Hero for your region
- How to provide excellent customer service and exceed customer expectations
- Top experiences that you can share with customers
- Where to go for the most up-to-date industry and experience information

Customer service - tourism and travel

This course is aimed at all customer-facing staff in the tourism and travel sector.

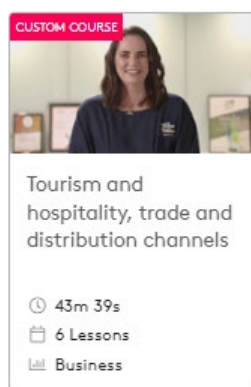


What you'll learn:

- Why the customer is so important in tourism and travel
- How to effectively communicate with guests
- Key assumptions and misconceptions, and how to avoid them
- Key considerations to help your business understand and benefit from cultural differences
- Strategies to provide an excellent guest experience
- How to handle customer complaints and de-escalate conflict

Tourism and hospitality, trade and distribution channels

This course is aimed at tourism and travel entrepreneurs looking to reach more customers through an effective distribution strategy.



What you'll learn:

- What distribution channels are
- How to develop a distribution strategy
- How to identify available distribution channels
- Choosing the right distribution channel for you and your business
- Thinking about pricing with distribution in mind
- Your need-to-know about distribution contracts and agreements
- Evaluating your distribution strategy to grow and optimize the business

Disaster resilience

This course is aimed at aspiring and established managerial staff in the travel and tourism industries.

While disasters may appear infrequent, their occurrence is a certainty, making it not a matter of 'if' but 'when'. Investing in disaster readiness is not just a precaution; it's a strategic move. The outcome of being prepared? Your business stands ready to face disasters head-on, ensuring resilience and minimising the impact when the unexpected strikes.

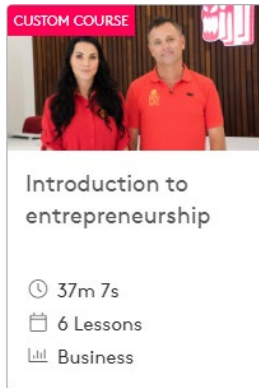


What you'll learn:

- The importance of disaster resilience
- The difference between natural and man-made disasters
- How to create a risk management plan
- How risk affects making decisions, planning, and stopping problems before they happen
- How to apply risk reduction strategies
- How to create a disaster management plan
- The different types of roles within a disaster management team
- The importance of clear and organized communication during disasters
- The importance of having a well-structured recovery plan for businesses
- How to respond to disasters using a structured five-step approach
- How to adapt your recovery strategy so you can resume business post-disaster

Introduction to entrepreneurship

This course is aimed at new and aspiring entrepreneurs looking to start their own business or expand the product or experience offerings within their existing business.



What you'll learn:

- What entrepreneurship means
- Great reasons to become an entrepreneur
- Simple tips for coming up with a business idea
- How to identify if your idea has a place in the market
- How to use market testing to tell if an idea is worth pursuing, and when to let go of an idea
- How to prepare a business plan, and what to include
- Why a business plan is an essential tool for getting your business started
- Tips for resourcing staff, expertise and finance
- What a brand and a personal brand is, and how they apply to your business
- What to consider when creating a brand
- Common obstacles that can impact your sales
- How to set your business up for long term success



Other courses available through the Program

The QTIC courses listed in this library document are complemented by hundreds of other courses developed by Tpsy, covering business, management, compliance, service, hotel and food and beverage topics. Below is a snapshot, or you can [view all Tpsy courses](#) on their website.

All Tpsy courses

What's on the menu? Our Courses consist of a series of short lessons with a quiz to help you on the road to success. Whether you're a large hospitality business, small hospitality business, hospitality school, tourism or hospitality government team, hospitality association or hospitality industry partner, we have plenty of courses to enhance your online hospitality learning program.

↓ A
↑ Z

↓ Z
↑ A

⌵

Beverage

Business

Compliance

Culinary

Hotel

Management

Service

COURSE

Teamwork fundamentals

⌚ 39m 44s

📅 11 Lessons

🏠 Service

🆓 Free

COURSE

Offering service to guests with disabilities

⌚ 1h 43s

📅 12 Lessons

🏠 Service

👑 Premium

PARTNER COURSE

Sustainability and your experience delivery

⌚ 1h 3m 14s

📅 10 Lessons

🏢 Business

👑 Premium

COURSE

Social media marketing

⌚ 47m 47s

📅 12 Lessons

🏢 Business

👑 Premium

Remember, to gain access to these courses for free, you simply need to [register your business](#) on QTIC's website.

If you already have access to the Program, [login here](#).