



Diplomas in Travel, Tourism and Business (Level 5)

Course Overview

This comprehensive course embraces the concerns of the Tourism industry that there is currently a considerable skill shortage. The aim of the course is to provide students with a combination of management and tourism skills so that graduates can take a management role in small to medium sized businesses within the travel and tourism market.

Learning Outcomes

NZSTT Diplomas in Travel, Tourism and Business L 5
NZQA National Diploma in Tourism (Management) L 5
NZQA National Diploma in Business L 5

Content	Credits
IT Systems for Tourism	
9729 - Operate a computerised system as a travel management tool.....	6
Principles and Practices of Tourism	
13173 - Analyse tourism systems and structures.....	3
20488 - Analyse the current state of, and factors impacting on the future of New Zealand tourism.....	6
Principles of Marketing	
2934 - Segment markets and select target market segments.....	10
2935 - Determine the marketing mix.....	7
Tourism Destination Marketing	
8637 - Demonstrate knowledge of the concepts of supply and demand in tourism.....	6
20675 - Demonstrate knowledge of tourism destination marketing.....	6
Human Resource Management	
5068 - Supervise staff in the travel industry.....	6
7450 - Recruit, select and release staff.....	10
Principles of Accounting	
1852 - Prepare financial statements.....	8
11624 - Explain the objectives of and apply the processes of financial analysis.....	10
Customer Services Management	
20487 - Analyse customer service and develop customer service strategies for a tourism enterprise.....	8
Commercial Law	
11633 - Apply the law of contract to a given fact situation.....	7
9730 - Devise and implement compliance procedures for legislation relating to the travel industry.....	10
11635 - Apply the law of agency to a given fact situation.....	1
11639 - Demonstrate knowledge of Consumer Legislation.....	3
Tourism Enterprise Management	
13172 - Research the requirements for establishing and operating a small to medium size tourism enterprise.....	20
Tourism Environmental Analysis	
20486 - Analyse the social, cultural, environmental and community contexts of tourism.....	10
Communications	
9685 - Write an analytical report.....	4
9691 - Demonstrate knowledge of group processes.....	5
9700 - Write briefing notes.....	3
Business Administration	
110 - Manage text processing and production of business information.....	10
Economics	
8418 - Investigate macro-economic activity using the aggregate demand and aggregate supply model.....	3
8419 - Demonstrate knowledge of fiscal policy and evaluate its effectiveness.....	2
8420 - Demonstrate knowledge of monetary policy and evaluate its effectiveness.....	2
8421 - Investigate the causes and discuss the consequences of economic instability.....	2
8422 - Investigate the causes and discuss the consequences of exchange rate movements.....	2
Firstline Management	
19015 - Apply financial analysis in a business operation.....	5
19027 - Develop job description and conduct performance appraisal in a business operation.....	6

50 Learning Weeks

Entry Criteria:

- NCEA level 1 plus 35 credits towards NCEA level 2, or
- Successfully completed an equivalent level 3,4 or 5 qualification, or
- If over 20 or unable to provide evidence of the above criteria then students must be able to show suitable ability by successfully passing the NZSTT internal academic test.
- International students will need to provide evidence that their academic study is equivalent to the criteria above.

For International Students: IELTS 5.5 (no band less than 5.0) – the internal academic test applies

