



## National Diploma in Tourism (Management) 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 Diploma in Tourism (Management) L 5

NZQA National Diploma in Tourism (Management) 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

35 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

