

## **EDENZ COLLEGES**

### **QUALIFICATION: Diploma in Tourism Management (Level 5)**

#### COURSE OUTLINE

The aim of this qualification is to give students an understanding of the nature, scope and impact of Tourism, and factors affecting demand and marketing. Students will also gain knowledge of management issues as they relate to establishing and operating tourism ventures, and prepare them for working in, or establishing their own tourism venture.

There are 6 papers in this course, drawn from the New Zealand Diploma in Business\*.

#### **1. Principles of Tourism:**

This course provides students with an overview of the tourism industry and the factors which influence its structure and development, with specific reference to New Zealand.

*Main topics are:*

- *Nature, history, growth and structure of the Tourism Industry*
- *Segments of the Tourism Industry such as Transport, Accommodation, Attractions and Activities*
- *Selling and marketing Tourism*
- *Factors affecting Supply and Demand*
- *Impact of Tourism on the host country*

#### **2. Principles of Marketing**

The purpose of this course is for students to gain a broad understanding of marketing principles, including knowledge and understanding needed to assess product, price, promotion and distribution options, and marketing mix options for specific target markets.

*Main topics are:*

- *The Marketing Environment and Marketing Information Systems*
- *Major Markets, Segmentation, and Target Markets*
- *Consumer Behaviour*
- *The Marketing Mix*
- *Coordination and Control*

#### **3. Organisation and Management**

Students will understand the factors that influence management and the organisation.

*Main topics are:*

- *Purposes and philosophies of management*
- *The influence of environment*
- *Ethics and social responsibility*
- *Problem solving and decision making*
- *Planning and control*
- *Leadership, motivation and delegation*
- *Team dynamics*

#### 4. Accounting Principles

The aim is to provide students with an understanding of financial statements and reports and to enable them to analyse and interpret business performance.

Main topics are:

- *Accounting & the Business Environment*
- *Financial Statements & Components*
- *Budgeting*
- *Analysis & Interpretation of Financial Statements*

#### 5. Business Computing

To provide students with a working knowledge of information technology, and how it relates to a business environment.

Main topics are:

- *Hardware, software and system components*
- *Data communications and the Internet*
- *System security and control*
- *People and Ethical issues*
- *Examples of Applications such as Travel Industry*

#### 6. Tourism Industry Management

To provide students with the ability to establish and develop tourism ventures, and an understanding of the operational issues in managing tourism ventures.

Main topics are:

- *define the concept and scope of a tourism business (including critical success factors)*
- *conduct a situation analysis appropriate to a tourism venture*
- *prepare a business plan for a tourism venture*
- *critically evaluate the prospects for long term success of a tourism venture (including SWOT analysis and risk minimisation strategies)*

\* These papers are drawn from the New Zealand Diploma in Business, and relate to other qualifications at Edenz Colleges, as shown below

| <b>Diploma of Business</b><br>(Level 5 – 1 year)<br><i>(also 1st year of NZDipBus)</i> | <b>Diploma of Tourism Management</b><br>(Level 5 – 1 year) | <b>Diploma of e-Business (Digital Media)</b><br>(Level 5 – 1 year) | <b>New Zealand Diploma in Business</b><br>(Level 6 – 2 years)<br><i>(example of 2nd year)</i> |
|--|--|--|---|
| <i>Marketing</i>   | <i>Marketing</i>   | <i>Marketing</i>   | <i>Accounting Practices</i>   |
| <i>Business Computing</i>  | <i>Business Computing</i>                                  | <i>Business Computing</i>  | <i>Quantitative Methods</i>   |
| <i>Org &amp; Management</i>  | <i>Org &amp; Management</i>                                | <i>Web Development 1</i>   | <i>Applied Management</i>   |
| <i>Bus. Communications</i>   | <i>Principals of Tourism</i>                               | <i>Bus. Communications</i>   | <i>Internal Auditing</i>  |
| <i>Accounting Principles</i>   | <i>Accounting Principles</i>                               | <i>Digital Media 1</i>   | <i>Operations Management</i>  |
| <i>Economics</i>   | <i>Tourism Management</i>                                  | <i>Digital Media 2</i>   | <i>HR Management</i>  |