+ Diploma in Tourism & Travel Management Level 5

ITC ›

Includes National Diploma in Tourism Management Level 5, ›››››››››››› and IATA Diploma

"The course gave me the stepping stones in directing me to what I really wanted to do within this industry. With my qualification complete and the support from the tutors and the staff at the College, it made it easier to conquer my dreams." **ESETA DURICIC**

COURSE OVERVIEW

+ This 48 week (10 month) course at Level 5 on the NZQA framework provides graduates with skills and knowledge to prepare them for a general management career, majoring in the Travel and Tourism Industries.
+ The focus is on skills in human resources, marketing, planning, research, finance, legislation and information technology, all of which are essential in these global industries. The course includes elective options to study either the internationally recognised IATA/UFTAA Consultant or Foundation Diploma, or to engage in a practical module for the setup and operation of an IATA accredited travel agency business. These options provide additional practical career pathways into Senior Travel Consulting or Ownership within NZ or overseas.
+ This is an excellent pathway from both the ITC Certificate in International Travel, Tourism & IT, and the Certificate in Airline & International Travel Agency Operations. Studying at Level 5 provides entry into University degree programmes.
+ For students who may wish to set up a business venture after the course, the inclusion of a unique business start-up package provides a head start whilst still studying.

QUALIFICATIONS

+ ITC Diploma in Tourism & Travel Management
+ National Diploma in Tourism Level 5 (Issued by NZQA)
+ IATA Consultants Diploma

COMPUTING SUBJECTS

+ **Business computing:** Spreadsheets, database, report writing, statistics, data interpretation
+ **Travel computing:** Travel accounting and management systems

CAREER SUBJECTS

+ Optional business start-up package
+ Programme of industry and tourism field visits and guest speakers
+ Career development
+ Curriculum vitae preparation and interview profiling

BUSINESS SUBJECTS

+ **Business Law:** Travel and tourism legislation, contract and employment law, consumer legislation
+ **Management Skills:** Teambuilding, performance management, staff recruitment, working environments, work and group analysis
+ **Marketing:** Market segmentation and target markets, the marketing mix, market research
+ **Customer Services:** Customer service induction policies, customer service strategies

TRAVEL + TOURISM SUBJECTS

+ **Tourism:** Supply and demand in tourism marketing, tourism consumer behaviour, tourism systems and structures, tourism impacts in New Zealand
+ **Fares and Ticketing:** Advanced international fares and ticketing
+ **IATA Subjects:** Geography in travel planning, land transport, bus and coach transport, accommodation, cruises and boat chartering, tour packages, law and regulations, selling skills, air fares & ticketing