

CI 141 Crown Diploma in Tourism (Management)

Course Summary

Gain your diploma in just one year! You will learn the concepts of how to operate and analyse a tourism enterprise, gain knowledge of how to recruit the best team and analyse tourists. Get an academic edge and learn how to market new destinations! This qualification is for people working in, or aspiring to, roles involving supervisory and/or business management responsibilities in the tourism industry. The qualification comprises compulsory tourism-specific unit standards that recognise the specialised knowledge and skills required at management level in the tourism industry.

Course Content

Unit Name	Unit	Level	Credit
Crown induction programme, Study skills, Career goals			
Demonstrate knowledge of the concepts of supply and demand in tourism	8637	5	6
Research the requirements for establishing and operating a small to medium size tourism enterprise	13172	5	15
Analyse tourism systems and structures	13173	5	5
Analyse the social, cultural, environmental, and community contexts of tourism enterprises	20486	5	10
Analyse customer service and develop customer service strategies for a tourism enterprise	20487	6	8
Analyse the current state of, and factors impacting on the future of New Zealand tourism	20488	5	8
Demonstrate knowledge of tourism destination marketing	20675	5	6
Market a visitor facility	5557	5	8
Supervise staff in the travel industry	5068	5	6
Analyse the relationship between concepts of recreation, leisure and tourism	13175	5	3
Plan for and carry out staff selection	23394	5	4
Explain and apply principles for managing conflict in workplaces	8498	5	6
Determine advertising brand positioning strategies	5509	5	5
Explain and apply strategic management concepts for organisational planning and development	9732	5	10
Determine the marketing mix	2935	5	10
Produce and present sales proposals	10460	5	10
Produce Establishment plans for small business ventures	1991	5	5
Plan and organise business meetings and complete business administration	11648	5	7

Course achievement

Crown Diploma in Tourism (Management)
National Diploma in Tourism (Management) Level 5

Course length

42 weeks (3 terms of 14 weeks, plus two holiday breaks)



Crown Institute of Studies
10-14 Lorne Street,
Auckland City
0800 357 316
info@[crow.ac.nz](mailto:info@crow.ac.nz)
www.crown.ac.nz

Course times

9:15 am – 3:00 pm (Mon-Fri)

2012 Course dates

7 Feb - 7 Dec 2012, 21 May 2012 - 10 May 2013, 3 Sep 2012 - 23 Aug 2013

Entry requirements

Domestic Students

You should be 17 years of age or over on the date you start your course. You must have NCEA Level 2 or pass the Crown entry test and attend a personal interview. You may need to provide your school report and/or current resume. Previous travel and tourism work experience is preferred but is not essential. If you have already completed unit standards in travel and tourism please provide us with evidence. We may be able to cross-credit these to your Crown course.

International Students

Advanced, IELTS (Academic module) 6.0 overall minimum of 6.0 in writing and no less than 5.5 in any other band or Crown entry test

Further Study

If you successfully complete this course you may wish to continue your studies and complete the New Zealand Diploma in Business (NZDipBus) or study at degree level.