

BACHELOR OF TOURISM MANAGEMENT

FACULTY OF COMMERCE AND ADMINISTRATION
TE WĀHANGA TAUHOKOHOKO, WHAKAHAERE



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WHY STUDY TOURISM MANAGEMENT?

Tourism in New Zealand and overseas has become a significant economic activity with a growing need for skilled people. It is an ever-broadening field of academic study, presenting a wide range of intellectual challenges. To meet these needs, Victoria offers specialist undergraduate and postgraduate programmes in Tourism Management.

The Bachelor of Tourism Management (BTM) is designed to create opportunities for employment in positions of responsibility and management within the tourism industry both domestically and overseas. At the same time it equips students with a wide range of transferable skills which might be applied to other sectors, and provides a sound platform for graduate study.

The BTM offers a well-structured programme of tourism courses which begins with a systematic introduction to tourism at first year, incorporates diverse aspects of tourism management at second year, and proceeds to advanced topics at third year. This core of required courses is combined with electives from a wide range of subjects relevant to Tourism Management, including Marketing, Management, Commercial Law, Accounting, Economics, Human Resource Management and Industrial Relations, Geography, History and foreign languages.



INTERNATIONAL RECOGNITION

In 2006 Victoria's BTM was awarded TedQual certification (Tourism Education Quality) by the World Tourism Organisation (UNWTO). TedQual certification is testimony to the quality and international recognition of the degree.

Our core tourism courses emphasise a number of themes which develop an understanding of:

- the structure and organisation of tourism;
- the dynamics of tourism in New Zealand and how it is influenced by both global and local processes of change;
- principles and applications of tourism management;
- tourist behaviour and visitor management;
- tourism planning and policy;
- the environmental, economic and social impacts of tourism at local, regional, national and international scales and how to manage these; and
- the key elements of applied tourism research.

During your time in the BTM programme, you will have the opportunity to participate in a range of educational experiences outside of lectures and tutorials. Field trips, research activities, and 240 hours of industry experience will bring you into contact with the day-to-day issues facing the tourism industry. This will enable potential employers to get to know you!

Victoria's location in Wellington, the capital city of New Zealand, facilitates access to policy makers and to national tourism organisations such as the New Zealand Tourism Board and the NZ Tourism Industry Association. All the staff in the Tourism Group are active researchers and wherever possible you are encouraged to participate in this work.



ADMISSION TO THE BTM

The number of places in Tourism Management courses (and Commerce courses generally) are subject to capacity limitations. Therefore you should submit your Enrolment Application as early as possible. For details, please consult the Guide to Enrolment.

If you have questions about the suitability of the degree or would like to talk about possible options, contact Dr Adam Weaver, Undergraduate Programme Coordinator (see page 14).

The Faculty also offers the Bachelor of Commerce and Administration (BCA) degree. For information go to the BCA website at www.victoria.ac.nz/bca



THE BTM PROGRAMME

The BTM consists of at least 360 points. There are seven compulsory courses with another three or more to be chosen from the 300-level TOUR courses.

PART 1

The following courses are compulsory:

- | | | |
|--------------------------|----------|----------------------------------|
| <input type="checkbox"/> | TOUR 101 | Introduction to Tourism |
| <input type="checkbox"/> | TOUR 104 | Business Environment of Tourism |
| <input type="checkbox"/> | TOUR 108 | Tourism in New Zealand |
| <input type="checkbox"/> | TOUR 230 | Visitor Management |
| <input type="checkbox"/> | TOUR 240 | Principles of Tourism Management |
| <input type="checkbox"/> | TOUR 250 | Managing Visitor Impacts |
| <input type="checkbox"/> | TOUR 320 | Tourism Practicum |

and three courses must be chosen from the following:

- | | | |
|--------------------------|----------|-----------------------------|
| <input type="checkbox"/> | TOUR 301 | Tourism Planning and Policy |
| <input type="checkbox"/> | TOUR 345 | Tourist Behaviour |
| <input type="checkbox"/> | TOUR 370 | Special Topic |
| <input type="checkbox"/> | TOUR 380 | Tourism Research |
| <input type="checkbox"/> | TOUR 390 | Applied Tourism Management |



PART 2

For Part 2 you choose a minimum of three courses from:

- | | | |
|--------------------------|----------|------------------------------------|
| <input type="checkbox"/> | ACCY 130 | Accounting for Decision Making* |
| <input type="checkbox"/> | COML 111 | Law for Business |
| <input type="checkbox"/> | ECON 130 | Economic Principles and Issues |
| <input type="checkbox"/> | INFO 101 | Foundations of Information Systems |
| <input type="checkbox"/> | MARK 101 | Principles of Marketing |
| <input type="checkbox"/> | MGMT 101 | Introduction to Management |
| <input type="checkbox"/> | QUAN 102 | Statistics for Business |
- * or ACCY 111 Accounting

and two courses in different subject areas from:

- | | | |
|--------------------------|----------|---|
| <input type="checkbox"/> | ACCY 223 | Management Accounting |
| <input type="checkbox"/> | COML 203 | Legal Environment of Business |
| <input type="checkbox"/> | ELCM 211 | Foundations of e-Commerce |
| <input type="checkbox"/> | ELCM 251 | Introduction to Internet Design and Development |
| <input type="checkbox"/> | HRIR 201 | Managing Human Resources and Industrial Relations |
| <input type="checkbox"/> | IBUS 201 | Principles of International Business |
| <input type="checkbox"/> | INFO 201 | Introduction to Information Systems Management |
| <input type="checkbox"/> | INFO 321 | Principles of Project Management |
| <input type="checkbox"/> | MARK 203 | Market Research |
| <input type="checkbox"/> | MARK 214 | Tourism Marketing |
| <input type="checkbox"/> | MBUS 203 | Māori Small Business |
| <input type="checkbox"/> | MGMT 202 | Organisational Behaviour |
| <input type="checkbox"/> | MGMT 205 | Strategic Management |
| <input type="checkbox"/> | MGMT 206 | Systems Thinking and Decision Making |
| <input type="checkbox"/> | PUBL 201 | Introduction to Public Policy |
| <input type="checkbox"/> | PUBL 207 | Environmental Policy |
| <input type="checkbox"/> | QUAN 201 | Introduction to Econometrics |

PART 3

You will need at least 90 points, including at least 15 points at 200-level or above, in additional courses in Tourism Management or Commerce, or in approved areas of Humanities, including Asian languages and studies; Environmental studies; European languages and studies; Geography; History; Pacific languages and studies; Political Science; and Psychology.

MINOR IN TOURISM MANAGEMENT

If you are doing a BA, BCA or BSc, you can do a minor in Tourism Management by including in your programme at least 60 TOUR points at 200-level or above, including at least one 300-level course.

PLANNING YOUR FIRST-YEAR PROGRAMME

Your first-year programme for the BTM should include TOUR 101, 104 and 108. Other courses can be chosen from Part 2 or from Part 3, where you may choose ANTH, ASIA, CHIN, DEAF, ENVI, EURO, FREN, GEOG, GERM, HIST, ITAL, JAPA, MAOR, PASI, POLS, SAMO and SPAN or other approved courses.

Students typically do three or four courses in the first trimester (including TOUR 101 and 104) and four courses in the second trimester (including TOUR 108).



CONJOINT OR DOUBLE DEGREES

Some BTM students also enrol concurrently for a BCA, BA, BSc or LLB in a conjoint or double degree programme. The amount of study involved is less than that required for two separate degrees because of cross-crediting (counting some courses towards both degrees). Such a programme can still require five years full-time study, although it is possible for a very able student taking 140 points each year to complete a double degree programme in four years.

Such early completion should be attempted only if you have a good school record and are willing to accept above-average workloads and the long period of study involved.

A conjoint programme needs fewer points, but requires simultaneous study of both programmes and maintenance of a B-average or better.

BTM(HONS), MTM AND PHD

The Bachelor of Tourism Management with Honours [BTM(Hons)] and the Master of Tourism Management [MTM] provide a higher level of understanding of the complex phenomenon of tourism, promote critical thinking, foster analytical skills, and develop research expertise and experience. These attributes are becoming increasingly valued in today's more competitive and ever-changing environment, both in New Zealand and internationally.



Research of a more advanced nature by way of a PhD is also offered, supported by staff who have substantial and wide-ranging research interests. The Tourism Group has a strong research ethos which is fostered by a regular staff-student seminar programme that enables experience to be shared and active debate to be stimulated.

PART-TIME STUDY

If you are planning to study part-time it is important not to underestimate the workload that the BTM requires. We find that many part-time students try to take on too much in their first year.

Most students study part-time because of other commitments such as work or family, and these often take up more time than anticipated. Many find that these commitments make it harder to concentrate fully when they do get to study—often more study is required to cover the same ground as full-time students, who are able to focus solely on their degree. Different courses interrelate, so full-time students gain a more complete vision of the programme, which in turn enhances the study of individual courses. Full-time students also have better access to campus facilities and resources, which makes their study less pressured and therefore more effective.

Because of these considerations we strongly recommend that part-time students take just one 20-point course or two 15-point courses per trimester in their first year.

To find out more about studying the BTM part-time, contact Dr Adam Weaver (see page 14 for details).



FEES

Undergraduate Commerce course tuition fees for 2011 were charged at the rate of \$42.70 per point. At that rate, a full-time first-year programme of 120 points cost \$5,124. Fees for 2012 will be finalised in October.

HOW TO ENROL

You can enrol online at www.victoria.ac.nz/enrol

Enrolment applications are due by 10 January 2012.

THE FACULTY'S SCHOOLS

The Faculty of Commerce and Administration is based in Rutherford House (RH) at the Pipitea Campus and the Student and Academic Services Office is located in the Railway West Wing (RWW).

The Faculty's undergraduate courses are taught by six schools, listed here with the subject codes for which they are responsible:

- School of Accounting and Commercial Law
(ACCY, COML, TAXN)
- School of Economics and Finance (ECON, FINA, QUAN)
- School of Government (PUBL)
- School of Information Management (COMM, ELCM, INFO)
- School of Marketing and International Business
(IBUS, MARK)
- Victoria Management School (HRIR, MBUS, MGMT, TOUR)



CONTACTS

More detailed information about the BTM, the Faculty and the courses offered is contained in the FCA undergraduate prospectus.

GENERAL ADVICE ON STUDY IN COMMERCE

Student and Academic Services

Level 1, Railway West Wing

Phone **04-463 5376**

Fax **04-463 5360**

Email **fca-sao@vuw.ac.nz**

Website **www.victoria.ac.nz/fca**

ACADEMIC ADVICE ON THE BTM

Dr Adam Weaver

Room 917, Level 9, Rutherford House

Phone **04 463 5375**

E-mail **adam.weaver@vuw.ac.nz**

For information on the staff teaching Tourism Management at Victoria and their research interests see Victoria Management School's website **www.victoria.ac.nz/vms**



GENERAL ADVICE ABOUT STUDY

Student Recruitment, Orientation and Admission

Level 1 Hunter Building, Kelburn Campus

Phone **04-463 5374** or **0800 VICTORIA (0800 842 864)**

Email **course-advice@vuw.ac.nz**

Website **www.victoria.ac.nz/srca**

There are specialist Student Liaison Officers for:

Māori students (**phone 04-463 6668**)

Pacific students (**phone 04-463 6670**).

INTERNATIONAL STUDENTS

Victoria International

Phone **+64-4-463 5350**

Fax **+64-4-463 5056**

Email **victoria-international@vuw.ac.nz**

Website **www.victoria-international.ac.nz**

SCHOOL CONTACT DETAILS

Victoria Management School

Levels 9 & 10, Rutherford House

Phone **04-463 5397** Fax **04-463 5084**

Email **vms@vuw.ac.nz**

Website **www.victoria.ac.nz/vms**





FACULTY OF COMMERCE AND ADMINISTRATION

Student and Academic Services

Level 1, Railway West Wing

Pipitea Campus

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