

CAPL Degree Application

Bachelor of International Tourism and Hospitality Management BITHM CH4055

This application pack should be read in conjunction with the CAPL Degree Information brochure.

About the Bachelor of International Tourism and Hospitality Management

The aim of this degree is to produce high quality graduates with the applied skills, knowledge, strategic/critical thinking skills to quickly move into management and leadership roles in the tourism and hospitality sectors. Graduates will be able to provide customer experiences to international expectations. They will have foundation management skills including: communication, leadership, critical and strategic thinking, business operational knowledge, and an understanding of our unique New Zealand cultural context. Graduates will develop the ability to employ best practice to improve businesses and the guest/visitor experience.

You will be working in roles such as: tourism information officer/manager, tourism reception management, hotel manager, food and beverage manager, resort operations manager, human resources manager (tourism and hospitality specialist), tourism experience manager, tourism attraction manager, front office manager, rooms division manager, fast food restaurant manager, customer services manager, sales and marketing manager, catering and tourism event manager.

Graduate Profile

To be assessed for the whole qualification you will have the ability to:

- create authentic, customised, and sustainable international tourism and hospitality service experiences that meet and exceed customers' expectations.
- create and lead international tourism and hospitality industry practices that optimise cost savings whilst maximising customer satisfaction and revenue.
- work independently and in a team environment appropriate to the international tourism and hospitality industry.
- critically evaluate tourism and hospitality business strategies to solve immediate, medium and longer term problems.
- communicate effectively and lead culturally and socially diverse teams.
- demonstrate and appraise professional behaviours and attitudes appropriate to the constantly changing tourism and hospitality sectors.
- critique and use research to inform professional practice.
- use organisational and cultural frameworks to inform management practice.
- use the New Zealand cultural context to explore different world views and values to inform management practice.

Year 2 Profile

To be assessed for the first two years of the qualification you will have the ability to:

- select and apply a range of communication, consultation, negotiation and reporting strategies to facilitate positive staff relationships in hospitality or tourism management situations.
- analyse and apply financial management techniques to attain productivity, yield and profitability requirements for a hospitality operation.
- select and apply a range of strategic solutions in response to changes in the tourism and hospitality business environment
- apply academic inquiry processes to investigate current tourism or hospitality workplace practice.
- understand the value of people, place, culture and nature to the tourism and hospitality industry in New Zealand.
- understand theories, perspectives and techniques of management and leadership.

Year 1 Profile

To be assessed for the first year of the qualification you will have the ability to:

- understand the nature of the tourism industry and the factors that make New Zealand a unique tourism destination.
- apply communication strategies, practical skills and knowledge relevant to a range of hospitality environments which cater to the needs of domestic and international visitors.
- monitor and maintain hospitality operating procedures and compliance requirements.
- communicate effectively in both written and oral contexts using relevant academic skills.
- use the New Zealand context to explore different world views.
- articulate how tourism impacts economic, social and environmental sustainability in global, national and regional contexts.

Core design knowledge and skills required

Introduction to International Tourism and the Hospitality Industry

You can summarise the New Zealand tourism and hospitality industry and the personal and professional skills required to become a successful manager.

Financial Management, Human Resource Management and Marketing for Tourism and Hospitality

You can analyse and apply marketing strategies in a tourism and hospitality context, apply human resource management strategies that will ensure positive staff engagement, and apply a range of financial management strategies to evaluate the viability of tourism and hospitality ventures.

Contemporary Issues in International Tourism and Hospitality

You can critically evaluate current and emerging tourism and hospitality issues and trends (international and domestic) and the implications of these on industry practice.

Restaurant, Food and Beverage and Hotel Operations

You can apply a range of communication strategies, supervisory skills, and practical skills and knowledge relevant to a range of food and beverage environments. You can apply knowledge of front office services and systems relevant to accommodation environments in local and international contexts.

Principles and Impacts of Tourism

You can apply your understanding of the nature of the tourism industry, including its structure, characteristics and impacts, to inform what makes New Zealand tourism unique.

Leadership and Management: Principles and Practice

You have developed your capabilities for management and leadership in the international tourism and hospitality industry.

Strategic Leadership and Management

You understand how to achieve organisational effectiveness through the application of strategic leadership practices and management processes. You can understand and apply Māori leadership principles to business practices.

People and Place: Culture and Nature

You understand the value of Māori culture to the tourism and hospitality industry in New Zealand.

How do I apply?

To make a CAPL application, please supply:

Your Checklist

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|---|---|--------------------------|
| 1 | A completed Ara Admission & Enrolment form (leave Section 2 blank)
(Please note: A student loan via StudyLink is not a payment option for the CAPL process, but please talk to us about our interest-free instalment payment plan*). | <input type="checkbox"/> |
| 2 | Your current and detailed Curriculum Vitae (CV) which should contain: <ul style="list-style-type: none">• relevant work history including your positions, tasks and responsibilities• knowledge and skills required for you to carry out your job• formal qualifications eg school, polytechnic, university, trade certificates• informal qualifications eg 'in house' workplace training workshops• relevant life experience eg in-house workplace teams, managing stress etc <p>Your CV may be quite different from this. Please use whatever format is understood by your industry but in-depth enough to show your level of skills across your specialisation, with emphasis on the critical thinking/research required.</p> | <input type="checkbox"/> |
| 3 | A personal statement which summarises your experience and learning, and which supports this application. | <input type="checkbox"/> |
| 4 | Examples of your work (a few only as you are not being assessed at this stage). If sending files electronically, they must be in an easily readable format (pdf, jpg, rep3, etc) and if large, need to be sent by Drop Box, OneDrive, Google Drive or equivalent, or by CD or DVD. | <input type="checkbox"/> |

** Conditional on a credit check undertaken by Ara and approved. No results are released until all fees have been paid.*

Please email your application to capl@ara.ac.nz

or post it to:

CAPL
Academic Services Division
Ara
PO BOX 540
Christchurch 8140