

QUEENSTOWN RESORT COLLEGE
NEW ZEALAND

Tourism & Hospitality Management Education



QRC Diploma of
Adventure Tourism Management
Specialising in Snowsport Business Management
2010/11





NZSki Ltd is proud to be working with Queenstown Resort College in delivering a qualification focusing on Snowsport Business Management. NZSki Ltd operates the ski areas of Coronet Peak, Mt Hutt and The Remarkables and is a southern hemisphere leader in alpine recreation.



As part of this tertiary qualification, we are delighted to offer winter seasonal placements to support your learning. We take the responsibility of professional development very seriously and have created a programme that will create an environment of fun, accomplishment and personal growth.

We are looking for employees who are passionate about the Snowsports Industry and who are committed to delivering exceptional customer service and demonstrating inspiring leadership throughout their career. By supporting your development with Queenstown Resort College we aim to provide experiential learning experiences to fully prepare you for a future leadership role within the Snowsports Industry.

James Coddington
CEO
NZSki Ltd



Queenstown Resort College (QRC) is proud to deliver New Zealand's only Diploma of Adventure Tourism Management specialising in Snowsport Business Management.

The Diploma has been specially designed to produce graduates who are not only passionate about the Snowsports Industry but who have strong business skills. Graduates will have a solid understanding of the day to day operations and seasonality of a ski resort and equipped with the skills and qualifications to progress in career pathways in a competitive, challenging and exciting global industry.

The Snowsports Industry is exciting and cutting edge and provides those involved in it the opportunity to deliver extraordinary experiences that create positive change in people's lives.

Students of this programme will have the opportunity to apply for work and travel visas as students of QRC. This will enable them to apply for seasonal employment within North American Resorts upon completion of their Diploma. The opportunity to forge a pathway forward within NZSki Ltd's Coronet Peak, The Remarkables and Mt Hutt, also provides a compelling career opportunity.



THOMPSON RIVERS
UNIVERSITY



CONTENTS

Introduction 1

PROGRAMME OUTCOMES AND PATHWAYS

Qualification 4

Study Pathways 4

Snowsport Business Management Opportunities 4

IMPORTANT FACTS

Important Facts 6

Programme Start Dates 6

Entry Requirements 6

Professional Excellence 8

QRC Brand Clothing 8

Computers 9

Fees 9



Student Loans and Allowances Scheme 9

Accommodation 9

How to Apply 10

COURSE CONTENT

Programme Overview 12

Industry Experience Modules 13

Internships 13

Paper Descriptions 14

PEOPLE

Teaching and Coaching Staff 16

Industry Advisory Board 16

Map 17

PROGRAMME OUTCOMES AND PATHWAYS

QUALIFICATION

You will graduate with a qualification in Snowsport Business Management, a strand of the Diploma of Adventure Tourism Management, awarded by Queenstown Resort College. This is a Level 5 diploma approved by the New Zealand Qualifications Authority (NZQA).

STUDY PATHWAYS

Graduates of the Diploma of Adventure Tourism Management, with a good grade average, are eligible to continue on to the Thompson Rivers University (TRU) Bachelor of Tourism Management in British Columbia, Canada. Diploma graduates may gain entry into the third year of the four-year degree.

Within the Thompson Rivers University degree, you can choose to major in Adventure, Entrepreneurship or Tourism Management. The QRC Diploma of Adventure Tourism Management is also fully accredited with the International College of Management, Sydney (ICMS). Graduates can complete a further years study to gain a Bachelor of International Tourism or a further year and a term (3 months) at Macquarie University, Sydney to complete a Bachelor of Business Administration.

The Diploma programme also opens up pathways for you to pursue further studies at other universities.

SNOWSPORT BUSINESS MANAGEMENT OPPORTUNITIES:

- **Frontline** - The following positions are considered Frontline Roles at NZSki Ltd: Food and Beverage Attendants, Guest Services and Sales Assistants, Lift Operation Assistants and Rentals Assistants.



- **Senior And Supervisor** - For the Frontline Departments we have the ability to create roles at a senior or supervisory level in order to increase responsibility and accountability.
- **Team Leader** - To become a Team Leader at NZSki Ltd you need to be an effective communicator. A Team Leader supports the Head Of Department in the responsibility and duties relating to running a department. It's a key role. We support Team Leaders with continued development opportunities and additional professional development options.
- **Head Of Department** - Heads of Department at Coronet Peak, Mt Hutt and The Remarkables demonstrate exceptional department leadership for the benefit of the team, the ski area, NZSki Ltd and themselves. A Head of Department is ultimately responsible for planning, operations, outputs and deliveries relating to their department.
- **Ski Area Management** - The Ski Area Managers are responsible for all aspects of planning, operations and delivery for the entire ski area. They have a proven track record of influence within the Snowsports Industry and work with the CEO towards our vision and mission statement of creating 'Life As It Ought To Be.'
- **Senior Leadership Team** - The Senior Leadership Team is made up of many individuals from across the organisation who strategically plan for the future benefit of NZSki Ltd. As well as the dedicated Snowsports professionals, the team is represented by the group functions of Finance, Human Resources and Marketing.
- **Senior Management Team** - The Senior Management team at NZSki Ltd is represented by a Ski Area Manager from each of our three ski areas and the Group Marketing Manager. These people report to the Board of Directors at NZSki Ltd.

IMPORTANT FACTS

IMPORTANT FACTS

The course is run over two years and includes two fully paid internships with NZSki Ltd at one of their three ski areas, Mt Hutt, Coronet Peak or The Remarkables.

PROGRAMME START DATES

Intake start dates 2010: 4 October

Intake start dates 2011: 10 January / 3 October

ENTRY REQUIREMENTS

Age	18 years of age at course commencement (some discretion applies for domestic enrolments). Experience is a factor in industry placements during internships so if you have some work experience behind you this is a positive contributor to your skill set.
Academic Requirements	Satisfactory high school record to New Zealand Year 12, with passes in English and Year 11 Mathematics. For NCEA, students need 48 level 2 credits over 4 subjects including 4 level 2 credits in reading and 4 level 2 credits in writing. Students also need 14 level 1 credits in Mathematics. For CIE (Cambridge International Exam), candidates must attain at least 60 UCAS points (from the UCAS Tariff) over two or more subjects and have IGCSE Maths Grade D or better and AS English Language or AS English Literature with Grade E or better. For International Baccalaureate (IB) candidates, at least 3 passes in SL subjects including English and Mathematics.
English Language Requirements	If English is not your first language, you will need to demonstrate English language proficiency equivalent to IELTS (Academic) 6.0 overall, with a minimum of 5.0 in each band and 6.0 in speaking.
Interview	An interview is required as part of the application process, to assess your suitability for the industry.
Other	<ul style="list-style-type: none">CV / ReferencesCurrent 'Workplace' First Aid Certificate, or commitment to obtain this during term 1 of the course. NB. These unit standards are a pre-requisite for the pre-hospital emergency care component of the programme. (See www.stjohn.org.nz for further information).

NOTE: Satisfactory medical clearance certificate, as per QRC requirements must be obtained less than 3 months prior to commencing the outdoor experiential component. This will be at the student's own expense.

It is strongly recommended that you obtain a NZ 'P' class licence by the end of term 2, as this will broaden your employment opportunities during your internship placement.

See the Land Transport NZ website for further information: <http://www.ltsa.govt.nz/licensing>

Mature Domestic Students (20 years +): may be exempt from meeting the academic entry requirements if they can demonstrate relevant work experience and genuine commitment to the industry, through their CV and work references.





PROFESSIONAL EXCELLENCE

QRC aims to produce graduates who are highly sought after by the international and domestic tourism industries, not only for their skills, but also for their professionalism. Accordingly, the College expects the highest standards of personal and professional conduct at all times, especially when present on campus property, in college, and on any of the NZSki Ltd Ski Areas.

The Professional Excellence (PE) system has been developed to encourage students to achieve the level of professionalism expected by the industry.



QRC BRAND CLOTHING

QRC Diploma students will be issued a combination of QRC and NZSki Ltd branded clothing. The clothing is suited to both the office and outdoor environment. It is smart, comfortable and durable.



COMPUTERS

Students are required to supply their own laptop computer.

FEES

The fees structure is clearly published in the QRC Diploma Programmes Guide to Admission and Application Form. Please refer to this document for the fee breakdown. You can download this form from the QRC website or contact QRC to have one sent to you.

STUDENT LOANS AND ALLOWANCES SCHEME

The Student Loans and Allowances Scheme is designed to help students meet study expenses and living costs. All students who are New Zealand or Australian Citizens or Permanent Residents can borrow under the Scheme.

For information and application forms for the Student Loan Scheme, contact Study Link: freephone 0800 889 900, freefax 0800 883 388, www.studylink.govt.nz

ACCOMMODATION

It is highly recommended that QRC Diploma students live in QRC Lodge, our designated student campus accommodation in terms one, two, or longer. Details of accommodation options can be supplied on request.



HOW TO APPLY

You can apply online now, or you can complete and return the QRC Diploma Programmes Application Form. Please read the Terms and Conditions of Enrolment at QRC before completing your application. You can download this document from the QRC website. Please contact the College at any stage if you need any help.

Contact Information:

PHYSICAL ADDRESS:

QRC House, 7 Coronation Drive, Queenstown.

POSTAL ADDRESS:

Queenstown Resort College, PO Box 1566,
Queenstown 9348, NEW ZEALAND

Tel: + 64 3 409 0500, **Fax:** + 64 3 409 0505

Freephone: 0508 40 50 50 (within New Zealand only)

info@qrc.ac.nz

www.queenstownresortcollege.com



COURSE CONTENT

PROGRAMME OVERVIEW

The Diploma Programme consists of four 11 week on-campus terms and two winter internship placements.

The Diploma focuses on the knowledge, skill set and attitude required to move into pathways for meaningful careers in the industry.

- 2 full paid winter internship placements with NZSki Ltd.
- A pre-hospital emergency care programme.
- Off-site experiential industry trips in snowsport and adventure tourism.
- 4 on-campus terms where you will study the knowledge and skill sets underpinning excellence and leadership in the snowsport and tourism industry.
- Teaching and training during campus terms will at times take place on location at Coronet Peak, The Remarkables and Mt Hutt Ski Areas.
- Reach your full potential - you and your classmates will take part in QRC's very own 8 day leadership programme, set in New Zealand's stunning Southern Alps.



EXPERIENTIAL LEARNING

Industry familiarisation's form a key part of the high impact learning achieved on this course through a 3-dimensional approach of theoretical, practical and professional learning. You will have exposure to all areas of snowsport operations with NZSki Ltd during your 'on campus' time, as well as during internship. You will soon recognise that the growth and entrepreneurship of the industry allows you a far greater choice of roles and career pathways than ever before.

You will also have the opportunity to be exposed to the top end of the adventure tourism industry through guest lectures with leading industry professionals.

INTERNSHIPS

A valuable component of the Diploma is the guarantee of two fully paid internship placements with NZSki Ltd structured to give you valuable work experience across many areas of snowsport operations. Support and coaching by QRC and NZSki Ltd during your internship time ensures consistency of supported learning and maintenance of professional standards.

You will complete 900 hours of internship placement time with NZSki Ltd, over two seasonal placements. There are specific course assignments required on completion of each placement.

PAPER DESCRIPTIONS

PAPER TITLE	LEVEL
TERM ONE	
Explorer	4
Cross Cultural Communication	4
Service Quality Management	5
Introduction to Recreation, Leisure, Sport, Tourism and Snowsport	5
Business Communications	6
Computing in the Tourism Industry	5
Industry Familiarisation's. Adventure Tourism/Snowsport Industry	3
TERM ONE TOTAL HOURS	
TERM TWO	
Financial Planning and Analysis	5
Risk Management and the Snowsport Industry	4
Adventure Activity and Event Planning. Mountain Environment	5
Operations Management and the Snowsport Industry	5
Pre-Hospital Emergency Care/Mountain First Aid	4
Marketing. General and Snowsport Industry	6
TERM TWO TOTAL HOURS	
PAPER TITLE	LEVEL
INTERNSHIP	
Industry Internship	5
TOTAL INTERNSHIP HOURS	



TERM FIVE	
Business Development and Strategy in Snowsport Industry	5
Adventure Tourism and Eco Tourism	6
Managerial Accounting	5
Group / Self Management. Outdoor Leadership	6
Environmental and Social Sustainability in Ski Areas	6
Case Study. A Ski Resort	5
TERM FIVE TOTAL HOURS	
TERM SIX	
Tourism Law, Legal Responsibilities and the RMA	5
Visitor Impact Management at Ski Resorts	6
Business Project. Snow Industry	6
Tourist Behaviour	6
Organisational Behaviour and Human Resources in Snowsport Industry	5
TERM SIX TOTAL HOURS	
INTERNSHIP	
Industry Internship	4
TOTAL INTERNSHIP HOURS	

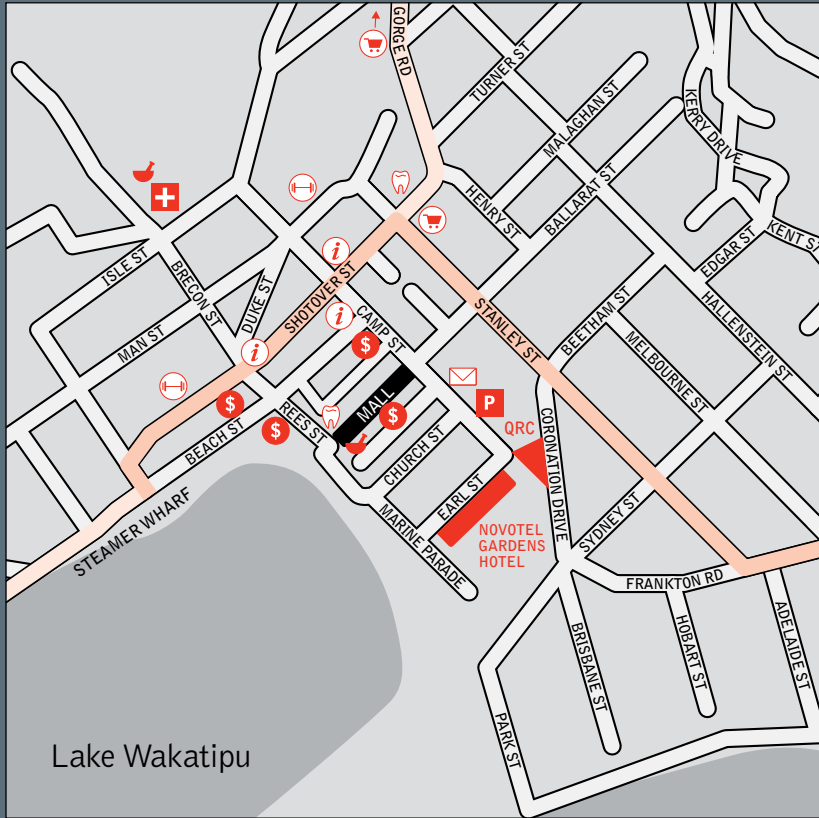
PEOPLE

TEACHING STAFF

The Diploma in Adventure Tourism Management specialising in Snowsport Business Management is administered by the Programme Manager and staffed by a range of industry specialists. Teaching staff are professionals who bring a wealth of experience in the real world of snowsport operations, tourism and adventure tourism, and the teaching expertise to enable learning excellence for students.

INDUSTRY ADVISORY BOARD

NZSki Ltd representatives form an integral part of the Industry Advisory Board for the Diploma specialising in Snowsport Business Management. The Board assists the college on industry trends, needs and perspectives, and assists in the development and continual review of programmes.



Lake Wakatipu



GYMS

Pulse Fitness
Queenstown Gym



MEDICAL & PHARMACIES

Queenstown Medical Centre
Wilkinsons Pharmacy



DENTAL

Queenstown Dental Centre
Queenstown Dentist



INFO CENTRES

Info and Track
I-Site
The Station



POLICE

Camp Street 111 or 441 1600



POST OFFICE

Camp Street



SUPERMARKETS

Alpine Foodcentre
Fresh Choice
Mediterranean Market



BANKS

National Bank
ANZ
ASB
Westpac
BNZ



Queenstown Resort College

PO Box 1566, Queenstown 9348, New Zealand.

Tel: + 64 3 409 0500, Fax: + 64 3 409 0505,

admissions@qrc.ac.nz

www.queenstownresortcollege.com

QRC is registered as a Private Training Establishment by the New Zealand Qualifications Authority and is a signatory to the NZ Code of Practice for the Pastoral Care of International Students. QRC courses are accurate at the time of printing. QRC reserves the right to make any necessary adjustments to advertised courses. Courses will run with a minimum number of participants. See the QRC website for the most up to date information.

Publication date: December 2009