

**ITC**

BUSINESS OF TOURISM ACADEMY - TERM 1

Date**Subject****Description****18
Feb****Induction****Introduction of the academy,
overview and meet each
other. Fun induction activities.****25
FEB****Customer Service****Introduction of unit 378 .
International visitors project.****4
MAR****Cultural awareness****Continue with unit 378.
Role play.****11
MAR****Cultural experience –
Site Visit****Visiting and experiencing
another culture.****18
MAR****Flight Attending & safety****Unit 23755. Self-evaluation.
Boarding procedures & safety
demonstration.****25
MAR****Flight Attending****Complete unit 23755, in-flight
service & guest speaker.****1
APR****Specific needs of
customers****Unit 18227 - Specific
Needs & Role Play.****8
APR****Airport – Site Visit
09:30am start****Airline, airport roles and
airport visit.**

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Date	Subject	Description
6 May	Communication	Unit 9694 – Process of communication.
13 May	Communication – Site Visit	Guides hosts & retail agents at the Auckland Museum.
20 MAY	Marketing	Unit 2925 – Marketing options for enterprise activities.
27 MAY	Marketing	Unit 2925 – Marketing options for enterprise activities.
3 JUN	Marketing	Guest speaker - Marketing & Sales Manager in tourism.
10 JUN	Tour Guiding	Intro into Tour Guiding and speaking to an audience.
17 JUN	Leadership & Guiding - Site Visit	Walking tour of Auckland City. Student presentations.
1 JUL	Adventure Tourism	Unit 1312. Give instructions in the workplace.
8 JUL	Adventure - Site visit	Full Bridge Climb & Bungy with AJ Hackett Auckland.

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BUSINESS OF TOURISM ACADEMY - TERM 3

PH: 0800 868747**WWW.ITC.CO.NZ****Date****Subject****Description****29 JUL****Teams & Team Leadership****Introduction about team work & leadership in teams.****5 Aug****Teams & Team Leadership****Unit 27563 - Team building activities and assessment.****12 AUG****Importance of Teams & Leadership - Site Visit****Skyjump, Skywalk and All Black Experience.****19 AUG****Teams & Team Leadership****Unit 27563 - Team building process.****26 AUG****Eco Tourism****Eco & Sustainable Tourism.****2 SEP****Eco Tourism – Site Visit****Auckland Zoo – Meet the sustainable expert.****9 SEP****Sales****Unit 23769 - Sales functions, staff, features & benefits.****16 SEP****Sales – Site Visit****Industry site visit to Skycity and WETA.****23 SEP****Work ready workshop****CV's and interview techniques.****30 SEP****Graduation Day!****Celebrating the academy completion.**