

**School / Faculty:** Federation Business School

**Course Title:** INTRODUCTION TO TOURISM

**Course ID:** BUTSM1501

**Credit Points:** 15.00

**Prerequisite(s):** Nil

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED Code:** 080323

**Grading Scheme:** Graded (HD, D, C, etc.)

**Program Level:**

AQF Level of Program						
	5	6	7	8	9	10
<b>Level</b>						
Introductory	■	■	✓	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	■	■

**Learning Outcomes:**

**Knowledge:**

- K1.** Identify the many definitions of tourism, and contrast the various approaches available to the academic study of tourism
- K2.** Appraise the history, nature, scope and significance of tourism, and the composition of the tourism industry
- K3.** Identify the main statistical data sources available for the analysis of tourism activity
- K4.** Determine the unique aspects involved in tourism and destination marketing

**Skills:**

- S1.** Identify and use appropriate techniques to collect, analyse, evaluate and present information and data
- S2.** Consolidate and synthesise theoretical models to “real life” tourism issues and problems
- S3.** Reflect on one’s self-reliance skills, such as time management and goal setting, within a group situation
- S4.** Express ideas and perspectives by engage in constructive discussion on theory and its application to industry-relevant tourism case studies
- S5.** Communicate core tourism concepts, problem articulation, and ideas and information to others using appropriate technology

# Course Outline (Higher Education)

BUTSM1501 INTRODUCTION TO TOURISM

## Application of knowledge and skills:

- A1.** Independently identify a diverse range of tourism functions, across multiple industries from a global perspective, using appropriate tourism theories
- A2.** Develop, apply and implement tourism theories and concepts to current tourism issues from an ethical, socially responsible and international perspective

## Course Content:

Topics may include:

- What is tourism?
- How is tourism measured
- What determines tourism flows?
- How may we explain tourist behaviour?
- How is tourism structured?
- How do we match tourism demand and supply?
- Is tourism sustainable?
- How important is destination development, marketing and planning?

## Values and Graduate Attributes:

### Values:

- V1.** Foster a desire for learning and an inquiring mind
- V2.** Develop the ability to evaluate information critically
- V3.** Accept responsibility for self-evaluation
- V4.** Appreciate the need to have a holistic understanding of tourism to ensure tourism phenomena are sustainable.

### Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

# Course Outline (Higher Education)

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Attribute	Brief Description	Focus
Knowledge, skills and competence	The course is designed to provide a foundation of tourism knowledge and will motivate graduates to explore opportunities to undertake further studies in specific tourism areas to develop tourism knowledge and skills.	Medium
Critical, creative and enquiring learners	The course will develop students' self-reliance through the tasks by gaining a greater understanding of the requirements to manage themselves and work with others to achieve successful outcomes.	Low
Capable, flexible and work ready	Graduates of the course will feel confident to engage in constructive discussion with managers in the workplace and community on a wide range of critical tourism issues.	Medium
Responsible, ethical and engaged citizens	Graduates of the course will understand and be able to implement ethical decision making and understand the impact decisions have on the community.	Low

## Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1,K2 S1,S2,S5 A1, A2	Discussion Paper	Report	10-15%
K4 S3,S4,S5 A2	Students are assessed on contributions to debates, discussions and/or analysis of case scenarios	Tutorial Participation	10%
K1,K2,K3,K4 S1,S2,S3,S5 A1, A2	Major Report	Group Report	35-40%
K1,K2, S1,S2 A1, A2	Examination	Examination	35-45%

## Adopted Reference Style:

APA