

**School / Faculty:** Federation Business School

**Course Title:** INTERNATIONAL TOURISM

**Course ID:** BUTSM1502

**Credit Points:** 15.00

**Prerequisite(s):** (BUTSM1501 or JT501)

**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
Level						
Introductory	■	■	✓	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	■	■

**Learning Outcomes:**

**Knowledge:**

- K1.** Differentiate between cultures and recognise how cross-cultural interaction forms part of the tourism experience
- K2.** Identify the nature of international tourism flows, the role of government and the effects this can have on destinations
- K3.** Recognise that individual tourist behaviour manifests within broad social patterns
- K4.** Examine how general social theory can impact on tourists' behaviour.

**Skills:**

- S1.** Critically review the implications of the host-guest relationship for the marketing of international tourism destinations;
- S2.** Apply the principles of tourism marketing to international tourism destinations
- S3.** Work cooperatively and creatively with others to express ideas and solve problems
- S4.** Present a clear, coherent and independent exposition of knowledge and ideas about a particular topic relating to international tourism.

**Application of knowledge and skills:**

# Course Outline (Higher Education)

## BUTSM1502 INTERNATIONAL TOURISM

- A1.** Develop and present solutions for tourist experiences at a destination according to the cultures of both hosts and guests
- A2.** Use judgement to apply knowledge of international tourism in presenting an argument on a particular current topic
- A3.** View the social impacts of international tourism from the host perspective

### Course Content:

Topics may include:

- Marketing of International Tourism Destinations:

Principles of destination marketing; the global tourism distribution system in relation to generating and destination countries; the role of national tourism organisations in the marketing of international tourism; promotion of national identity and culture as part of the destination image; strategic destination marketing and image creation.

- Development of International Tourism Policy:

The nature and extent of international tourism. Tourism and economic development; barriers to international tourism; social, political and economic impacts and their relationship to policy.

- Cross-Cultural Communication and International Tourism Service Delivery:

The meaning of culture; the basis of cultural differences; cross-cultural communication in the context of the host-guest relationship; implications for destination regions in servicing the needs of international tourists.

### Values and Graduate Attributes:

#### Values:

- V1.** Appreciate the issues involved in assessing on destination regions from the perspective of a range of groups including government, hosts and tourists;
- V2.** Value the differences between cultures and how they can enhance the tourist experience and those at the destination; and
- V3.** Value the achievement of academic skills in being able to manage the impacts of international tourism; and
- V4.** Develop a heightened sensitivity to a range of different cultures and values of international tourism generating and destination regions.

#### 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)

BUTSM1502 INTERNATIONAL TOURISM

Attribute	Brief Description	Focus
Knowledge, skills and competence	Regular individual or group in-class exercises will reinforce the need to broaden and deepen their involvement with course material and to relate this material to international tourism situations.	Medium
Critical, creative and enquiring learners	Presentation to the class of responses to the in-class exercises will help build student confidence in presenting to a mixed audience and they will also gain assurance that their work is of a sufficient quality	High
Capable, flexible and work ready	Group work reinforces the importance of contributing to and collaborating with a diverse student cohort which prepares them for career and community engagement.	Low
Responsible, ethical and engaged citizens	In-class exercises and assignments are used to reinforce the need for Tourism to contribute to society by adhering to ethical practices.	Medium

## Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K3, S2, S3, A3	Class presentation	Oral presentation	10-20%
K1 S3, S4 A3	Summary of class presentation	Written paper	10-20%
K1, K2, K3, K4, S1, S2, S4 A1, A2	Written report of a case study analysis	Research report	30-40%
K1, K2, S2, A3	Exam	Exam	20-40%

## Adopted Reference Style:

APA