

School / Faculty: Federation Business School

Course Title: TOURISM PRODUCTS AND SERVICES

Course ID: BUTSM2601

Credit Points: 15.00

Prerequisite(s): (BUTSM1501 or JT501)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 89999

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.** Identify the techniques and methods used in the classification and analysis of tourism attractions
- K2.** Analyse the tourism product and service delivery techniques used in the provision of quality management, including managing distinct tourism attractions
- K3.** Appraise the link between the classification of attractions to information about tourism market segments
- K4.** Compare the principles of quality delivery in order to analyse and solve tourism problems
- K5.** Analyse the role of attractions as tourism products and their contribution to the tourism industry

Skills:

- S1.** Review and analyse issues, interests, and options for solving problems through working cooperatively and creatively with others
- S2.** Identify the information and research required to solve a tourism problem, and prepare oral presentation and/or written documentation to communicate the results
- S3.** Identify appropriate techniques to analyse and deliver service quality in tourism
- S4.** Consolidate and synthesise theoretical concepts to tourism case studies and field observations using appropriate techniques to collect, analyse and synthesise information

Course Outline (Higher Education)

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- S5.** Communicate core tourism concepts by preparing a tourism business plan examining a tourism enterprise

Application of knowledge and skills:

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

Course Content:

Topics may include:

- Principles product and service delivery
- Defining what is meant by attractions in relation to other types of tourism businesses
- The management of tourism enterprises
- Understanding of product distribution and management implications
- The role of attractions as tourism products and their contribution to the tourism Industry

Values and Graduate Attributes:

Values:

- V1.** Appreciate the importance of the process as well as the task
- V2.** Foster the ability to work in a team to solve problems
- V3.** Appreciate the importance of customers driving performance.

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.

Attribute	Brief Description	Focus
Knowledge, skills and competence	The course is designed to provide a foundation of Tourism Products and Services Delivery knowledge and will motivate graduates to explore opportunities to undertake further studies in specific Tourism-related areas to develop Tourism knowledge and skills.	Medium
Critical, creative and enquiring learners	The course will develop student's 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

Course Outline (Higher Education)

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Attribute	Brief Description	Focus
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,K3 S1,S2 A1,A2	Interim Tourism Business Plan	Interim Report	10-20%
K1,K2,K3,K4 S1,S2 A1,A2	Presentation (Exploration and presentation of a business operation)	Oral Presentation	20-30%
K1,K2,K3,K4,K5 S1,S2,S3,S4,S5 A1,A2	Tourism Business Plan (An in-depth business plan examining a tourism enterprise)	Final Report	20-30%
K1,K2,K3,K4,K5 S3, A1, A2	Examination	Examination	40-50%

Adopted Reference Style:

APA