

Course Outline (Higher Education)

School / Faculty: Federation Business School

Course Title: ISSUES IN SPECIAL INTEREST TOURISM

Course ID: BUTSM3705

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.** Investigate a special interest tourism area and its economic, social-cultural, and environmental potential
- K2.** Evaluate the importance of conservation of the natural and cultural resource bases of the sector
- K3.** Determine how to increase yield and profits for tourism operators;
- K4.** Identify appropriate techniques and collect, analyse, and evaluate ideas and information with reference to specific topic areas
- K5.** Critique successful tourism management and marketing strategies for further development of the special interest sector

Skills:

- S1.** Critically review tourism planning and development proposals in terms of their likely contribution to, and impact on, the economy, the community and the environment
- S2.** Design appropriate research problems, objectives, questions or hypotheses in order to underpin the tourism research design
- S3.** Investigate the motivations, expectations, and satisfaction of tourism markets
- S4.** Prepare a research report to communicate the results of the tourism research report

Course Outline (Higher Education)

BUTSM3705 ISSUES IN SPECIAL INTEREST TOURISM

Application of knowledge and skills:

- A1.** Develop and apply broad research skills to promote tourism benefits and develop strategies to ameliorate negative economic, social, cultural, and environmental impacts associated with special interest tourism developments;
- A2.** Identify and evaluate special interest tourism plans and present the results with responsibility and accountability;
- A3.** Use initiative and judgement in developing a research brief/proposal/report that identifies and addresses research problems associated with special interest tourism planning.

Course Content:

Topics may include:

- Tourism: definitions and historical overview.
- Special interest tourism - international perspectives.
- Special interest tourism and consumer behaviour: motivation, expectation, and satisfaction.
- Destination image and branding of special interest tourism.
- Sustainability and natural and cultural resource bases of tourism.
- Regional development and tourism – linkages and complementarity.

Values and Graduate Attributes:

Values:

- V1.** Conduct tourism planning activities and make decisions in an ethical and socially responsible manner.
- V2.** Accept responsibility for, and display initiative in making tourism business decisions
- V3.** Build collaborative relationships with internal and external parties
- V4.** Build collaborative relationships in a culturally diverse workforce.

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	Regular individual and/or group assessment tasks will reinforce the need to broaden and deepen their involvement with course material and to relate this material to current tourism planning issues	Medium

Course Outline (Higher Education)

BUTSM3705 ISSUES IN SPECIAL INTEREST TOURISM

Attribute	Brief Description	Focus
Critical, creative and enquiring learners	Presentation to the class will help build their confidence in presenting to a mixed audience and they will gain assurance that their work is of a sufficient quality	Medium
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	Medium
Responsible, ethical and engaged citizens	In-class presentations and assignments are used to reinforce the need for tourism to contribute to society by adhering to ethical practices and developing corporate social responsibility programs	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3, K4, K5, S1, S2, S3, S4, A1, A2, A3	Via student selection of a particular tourism planning case study or issue, demonstrate application of critical tourism concepts and strategies through the analysis and evaluation of particular planning situations	Individual or group report/essay	50-70%
K1, K2, K3, A1	Demonstrate knowledge of key special interest tourism planning concepts by applying them in different situations	Examination	30-50%

Adopted Reference Style:

APA