

**School / Faculty:** Federation Business School

**Course Title:** TODAY'S & TOMORROW'S TRAVEL

**Course ID:** BUTSM5902

**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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Learning Outcomes:**

**Knowledge:**

- K1.** Examine the structure of tourism in Australia and how this relates to the international environment.
- K2.** Explore and identify ways in which it is possible to work cooperatively as well as compete within tourism.
- K3.** Demonstrate an understanding of partial industrialisation in tourism (PIIT).
- K4.** Recognise and assess the way in which tourists' access information for planning visits has changed and may change in the future.
- K5.** Evaluate and analyse the methods employed to successfully coordinate volunteers in tourism.

**Skills:**

- S1.** Develop a deep understanding of those skills relevant to meeting the needs of the future tourist including critical thinking, research and report writing skills.
- S2.** Consolidate and synthesise tourism concepts and theories to develop a strategic response to the needs of future tourists.
- S3.** Communicate tourism destination organisation solutions using new technologies.

**Application of knowledge and skills:**

# Course Outline (Higher Education)

BUTSM5902 TODAY'S & TOMORROW'S TRAVEL

- A1.** Apply concepts and course material to a specified situation in a real organisation or destination.
- A2.** Synthesise and integrate a diverse range of material in order to present solutions to the future needs of tourists.

## Course Content:

This is a skills-based, practical, post-graduate tourism course that enables students to apply material acquired to a specified situation in a real organisation or destination. The course is divided into eight topics:

Topics may include:

- The structure of tourism
- Cooperation and competition
- Partial industrialisation in tourism
- How tomorrow's visitors plan
- Understanding tourism research
- Coordinating volunteers
- Tomorrow's Visitor Information Centres
- Tomorrow's events

## Values and Graduate Attributes:

This course will help students to develop values and attributes that will enable them to:

### Values:

- V1.** Be lifelong, independent learners, reflective in practise and information literate
- V2.** Have a deep understanding of those skills relevant to meeting the needs of future tourists
- V3.** Build collaborative relationships with their peers and external agencies.

## Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3, K4, K5, S1, S2, A2	Development of a discussion paper, submitted online, for wider discussion from the class on one of the set course topics	Report writing: Individual report(s)	20-30%

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Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3, K4, K5, S1, S2, S3, A1, A2	Participation in the online forums to provide constructive and informed debate on set course topics	Online contributions and interactions	20-30%
K2, K3, K4, K5, S1, S2, S3, A1, A2	Development of a strategic plan outlining how a destination / organisation can meet the needs of future tourists.	Report	40-60%

## Adopted Reference Style:

APA