

**School / Faculty:** Federation Business School

**Course Title:** FUTURE VISITOR SEGMENTS

**Course ID:** BUTSM5903

**Credit Points:** 15.00

**Prerequisite(s):** (BUTSM5902)

**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.** Evaluate the demographic changes occurring and forecast how these will impact upon tourism, at a destination level.
- K2.** Assess the implications and opportunities presented by retail and health tourists, and deduce the destinations most able to market effectively to these markets.
- K3.** Identify emerging tourist markets and analyse how these will impact upon destinations and operators.
- K4.** Appraise the demographic sectors that present opportunities at a destination/organisation level and determine how to develop effective strategies to market to those groups.

**Skills:**

- S1.** Identify the mega drivers expected to impact tourism in general over the next 10-20 years and those that will impact a real-life destination and organisational setting in particular.
- S2.** Identify the fastest growing new visitor segments and evaluate the opportunities at a destination / operational level for targeting those new visitor segments.
- S3.** Develop strategies at a destination / business level for meeting these drivers and marketing to new segments.

# Course Outline (Higher Education)

## BUTSM5903 FUTURE VISITOR SEGMENTS

- S4.** Be able to use online technologies and demonstrate professional presentation skills by clearly articulating strategies that can be applied at an operator level for meeting one future tourism segment.

### Application of knowledge and skills:

- A1.** Develop strategies by independently identifying an emerging or future tourism segment that can be operationalised at a destination level.
- A2.** Develop professional materials using appropriate online technology to articulate the technical merits of an appropriate and strategic plan aimed to capture an emerging or future tourism segment.

### 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. Ideally suited to people employed in a tourism organisation already, it covers the areas of changing tourism markets and emerging tourism trends. This course is divided into five topics:-

Topics may include:

- Demographic changes and the grand traveller
- The retail and health tourists
- Adventure tourists and singleton tourists
- Other tourist segments
- Second home tourists

### Values and Graduate Attributes:

#### Values:

- V1.** Have a deep understanding of the mega drivers affecting tourism in the future
- V2.** Be lifelong independent learners, reflective in practice, and information literate.
- V3.** Be creative with highly developed presentation skills.

### Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K3, S1, S2, S3	Development of a report outlining the proposed major project planned for major assessment.	Report	10-20%
K2, K4, S1, S2, S3, A1	Development of a major project discussing at a destination / operational level how to develop strategies to meet a future tourism segment	Report	50-60%

# Course Outline (Higher Education)

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Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3, K4, S4, A2	Presentation	Presentation	20-40%

## Adopted Reference Style:

APA