

School / Faculty: Federation Business School

Course Title: FUTURE WORLD TOURISM

Course ID: BUTSM6905

Credit Points: 15.00

Prerequisite(s): (BUTSM5902 and BUTSM5903 and BUTSM6904)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 0807323

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 emerging international growth markets as well as key trends in domestic markets.
- K2.** Examine and appraise the growth of the Chinese tourism market and identify potential opportunities.
- K3.** Examine and appraise the growth of the Indian tourism market and identify potential opportunities.
- K4.** Examine and appraise the growth of the Middle East tourism market and identify potential opportunities.
- K5.** Identify the trends at a destination level for major domestic markets.

Skills:

- S1.** Identify and analyse current trends in domestic markets as well as emerging international tourist markets.
- S2.** Consolidate and synthesise tourism concepts and theories to develop a strategic response to trends in domestic and international tourist markets.
- S3.** Identify and explain domestic and international tourist markets using new technologies.
- S4.** Develop online communication skills to enable participation and contribution to a community of online learners.

Course Outline (Higher Education)

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Application of knowledge and skills:

- A1.** Identify, plan and evaluate proposed strategic tourism marketing plan and present the results.
- A2.** Synthesise and integrate a diverse range of material in order to present a strategic response on one international market and domestic tourism markets.
- A3.** Demonstrate reflective synthesis of learning.

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 the emerging international tourism markets and considers trends for the domestic market. The course is divided into five topics:

Topics may include:

- The Chinese tourism market
- The Indian tourism market
- The Asian tourism market
- Key inbound tourism markets for Australia
- Trends in Australia's major domestic tourism markets

Values and Graduate Attributes:

Values:

- V1.** Be lifelong, independent learners, reflective in practise and information literate
- V2.** Have highly developed research and report writing skills
- V3.** Build collaborative relationships with their peers and external agencies
- V4.** Have a deep understanding of the needs of the emerging international tourism markets

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3, K4, K5 S1, S2 A2	Development of a report to outline the proposed major project for the major assessment (Strategic Tourism Marketing Plan)	Report	10-20%
K1, K2, K3, K4, K5 S1, S2, S3 A1, A2	Development of a Strategic Tourism Marketing Plan focussing on one international market from the course and domestic tourism markets.	Report	50-60%

Course Outline (Higher Education)

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Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3, K4, K5 S1, S2, S3, S4 A2, A3	Complete a reflective synthesis of learning	Reflective writing	20-30%

Adopted Reference Style:

APA