

International Tourism

INTERNATIONAL TOURISM SUBJECTS

Attraction & Resort & Operations (TOU 100)

- This course is designed to introduce students to the diverse range of management issues and processes related to the operation of resorts, attractions and casino's. The course will also provide a deep understanding of conception, start up and operation of these types of businesses. The course will also address challenges of profitability for these businesses
- The aim of the unit is to provide the students the knowledge to either develop or operate an attraction, resort or casino. The unit will also equip students with the knowledge in regard to daily operational challenges for these businesses.

Destination Sales & Marketing (TOU 110 / 235)

- This subject identifies and describes those characteristics of services that impact upon the formulation of marketing strategies and tactics for destinations. It examines approaches to the design, development and delivery of tourism services; describes and discusses pricing, communication, and distribution strategy options available to tourism services marketers; identifies factors impacting upon market selection, positioning, and demand management within tourism firms; and discusses approaches to organisational design consistent with the achievement of a marketing orientation within tourism firms.
- The aim of the unit is to provide the students with the understanding that marketing is an integrated activity. To be successful in today's business environment, all marketing activities must be customer focused. The course also provides students with the tools to be able to effectively sell a destination through the application of the marketing mix. A further understanding will be developed in regard to how the tourism product is distributed using the Global Distribution System.

Introduction to Tourism Management (TOU 120 / 112)

- As the world's largest industry, tourism is a major source of economic development. It generates substantial jobs, personal and corporate income, tax revenues, foreign exchange earnings, investments, and infrastructure improvements for communities in developed and developing countries around the world. A practical way to begin the study of tourism is to examine why people travel and how the tourism industry is organized to serve them, especially its four main operational sectors of transportation, attractions, accommodations, and food service. The Tourism Industry is undergoing major global changes bringing both opportunities and challenges and the ability to provide a consistently high level of service is paramount to the success of any business operating within this competitive environment.
- Due to its enormous size and scope the Tourism Industry generates both positive and negative impacts which must be properly understood and managed. Many opportunities are emerging that require a combination of management and organizational skills as well as a sound knowledge and understanding of the Tourism Industry, its products and its services.
- The aim of the unit is to provide the students with an overview of the tourism industry to include its size, scope, importance and impacts by focusing on the dynamic nature of its four main operational sectors and the career opportunities within each of them. It will also provide them with a general knowledge and understanding of the skills required to work in this exciting and dynamic industry.

Destination Management Issues (TOU 200 / 232)

- Tourism has the potential to contribute significantly to the development of most economies, including those less developed and peripheral areas. It depends heavily however, on environmental conditions, both natural and man-made, for its market and sustainability. Thus it is necessary for any analysis of the economics of tourism to be holistic. This unit analyses the elements of the Tourism System, and then considers in detail the variables that will have an impact on the natural and built environments and future sustainability of the destination and industry. The concepts and knowledge delivered will become essential, regardless of what management area within the tourism and hospitality industry is obtained.
- The aim of the unit is to provide the students knowledge and understanding of the evolution of tourism and the development of the tourism industry with an emphasis on industry structures, sustainability, participants and the role of the consumer.

Tourism Governance & Policy (TOU 210 / 235)

- The purpose of this unit is to provide the student with a chance to explore the issues underpinning tourism, notably the development of planning and policy. It gives a practical insight that is essential to a career in sector. Additionally, and in recognition of its growing importance to the sector, the unit explores aspects of Indigenous culture by examining the historical record, as well as contemporary issues. By the completion of the unit the student will understand the processes of government in a liberal democracy and the global, national and regional relationships between government and the tourism industry.
- The aim of the unit is to provide the students with a theoretical understanding of tourism policy and planning as a means to formulate the philosophical foundation, legal basis, and developmental strategy necessary for a destination to develop and flourish in the manner that best reflects its values, heritage, resources, needs, and desired image.

Tourism Product & Service Innovation (TOU 220)

- This unit of study examines the new product development (NPD) process for Hospitality and Tourism products and services. Each stage in the NPD process will be explored, from opportunity identification and selection to launch of the new product or service. The links between innovation, creativity, entrepreneurship and competitive advantage will be investigated. Application of the innovation process to the range of Hospitality and Tourism enterprises from small business to large corporations will be examined. The risks and benefits of innovation as well as factors affecting the success or failure of new products and services will be discussed.
- The aim of the unit is to provide the students with an understanding of the contribution of strategy toward conceiving and developing a new tourism project. The course will provide students with theories in regard to the contribution of entrepreneurship in project management.

Global Wine Tourism (TOU 230)

- The unit is structured around formal lectures and discussions, laboratory wine tastings, student centred presentations of their learning. The assessments align with this structure by relying on the utilisation of critical skills gained in the classroom setting. Skills like oral presentation, keeping written records of experiences, reflecting on the experience, and comparing theory to practice.
- The aim of the unit is to provide the students with a comprehensive knowledge of the following aspects of wine production and tourism: wine varieties; wine regions; wine tasting, the art and science; and wine destinations. The unit will also examine where wine production and tourism meet marketing and discuss the notion of wine and wine destinations as functionaries of the marketing paradigm. This will incorporate the business of wine and enable the students to perceive, analyse and ultimately exploit opportunities in the wine tourism marketplace.

Environmental Planning and Sustainability (TOU 240)

- This Unit reviews the philosophical debates including growth vs. deep ecology, "command-and-control" vs. market-oriented approaches to regulation, and the importance of expertise vs. indigenous / local knowledge. Its emphasis is placed on environmental planning techniques and strategies including the management of sustainability, environmental governance and the changing role of civil society, ecological economics, and integrated assessment (combining environmental impact assessment (EIA) and risk assessment). The course consists of three parts: The Environmental debate, Environmental Planning Techniques and Strategies, and ongoing management techniques.
- The aim of this unit is to give students an understanding of the social and scientific complexities of the environmental debate, the economic and social importance of sustainability and the ability to contribute to setting the environmental agenda within the business context. At the conclusion of the unit students will be prepared to respond to environmental planning and sustainability issues in the management of businesses within the tourism sector.

Global Tourism Trends (TOU 300 / 321)

- Tourism is the world's largest industry. It is also an international activity that crosses political, religious, ethnic, cultural, and natural boundaries. This course studies how the physical and cultural components of planet Earth have influenced the development and operation of tourism throughout the world. Although many countries share similar tourist attributes, each is unique in its own way. As a result of their specific influences and attributes, various institutional elements and systems have been put into place by governments and the private sector to effectively manage tourism growth, operational sectors, and individual enterprises. Tourism is also international in regards to its tourist flows, source markets and destinations, shared resources, investment and management, impacts, and competition. Since international tourism requires the crossing of borders into foreign jurisdictions, a significant amount of understanding and cooperation is required on various political, social, and business levels. International tourism is also regarded as an agent of peace. It often brings people from different cultures together who under the appropriate circumstances can begin to understand, accept, and appreciate each other and their way of life.
- The aim of the unit is to provide the students with insights into the strategic management of destinations around the world. It aims to provide students with a GLOBAL view of tourism by examining a diverse range of destinations, varying in the nature of resources available, geography, stages of economic development, and development politics. Students shall appreciate the complexity of managing and developing tourism, and that there is no one best method or approach.

International Tourism Project (TOU 310)

- This unit requires the student to work on a project in collaboration with a company or industry body in the student's major specialisation. The students work on individual or group projects but meet weekly to receive a tutorial briefing with the lecturer on their specific topic. Students are encouraged to discuss project issues, pose problems and potential solutions with their peers and the lecturer. A weekly progress log is maintained by the student. An interim report and final report are created and a final formal presentation is also assessed.
- The aim of the unit is to provide the students an opportunity undertake an applied research based management project in their area of specialisation. A written proposal must be prepared for submission as a part of the pre-requisite unit "Research Project Techniques"

BUSINESS CORE UNITS

Academic Writing and Research Skills (ENG224)

- In order to achieve any degree of success in education and management, it is vital that students have the ability to retrieve, interpret, select, develop, evaluate and present qualitative and quantitative information, and to incorporate this information into a study, report or project. This unit focuses on writing an academic essay. Students will be taught to write for a key purpose and consider the needs of the reader. Emphasis will be placed on creating cohesive structures, supporting evidence, research, analysis, sentence variety and vocabulary building. These skills will assist in producing graduates with keen analytical writing skills and interpretive attributes, able to take their place in any management team.

Accounting Fundamentals (ACCG121)

- The introductory theoretical base and meaningful practical applications to business scenarios combine to make this unit a realistic and useful learning experience. The unit has been designed for those who are or will be working in the current complex and diverse business environment. This unit allows students to examine and understand the basic framework of the accounting information system so that they can interpret and use it to enhance the decision-making process. The unit uses a practical approach and examines the way financial statements are formed from source data giving students every opportunity to be familiar with the accounting processes and the assumptions, concepts and principles upon which the final financial statements are based.

Asian Business Environments (BBA320)

- This unit examines and compares business environments in a number of key countries in North-East and South-East Asia. It looks at the increasing influences of globalisation, different types of business organisation, government-business relationships and labour issues. Our aim in this module is to help you to gain a real and usable understanding of the economic, social and business context of Asian economies.

Business Communication (ENG124)

- This unit covers the knowledge, skills and attitudes to communicate effectively in the workplace. Areas emphasised include interpersonal skills within a business setting and client interaction. It also develops proficiency in composing basic business correspondence. It also encourages the development of communication skills for face-to-face client interaction and public speaking in a socially diverse work environment.

Business Demographics (DEM 356)

- Demography is the study of the changing size and composition of human populations and the causes and consequences of such change. This subject will be useful not only to those with an interest in learning about population change it will also provide knowledge and skills which will be valuable to those aiming to pursue study or careers in marketing, market research, economics, business, health or tourism. Demographic analysis can assist planning marketing campaigns, retail site location, electoral campaign strategies and public sector resource allocation decisions such as where to build schools and hospitals.

Business Forecasting (BBA315)

- While businesses need to work hard at surviving in the current economic climate, they also need to be looking at the future. The plan for the future should not consist simply of hopes and dreams or merely statistical projections but rather be based on a variety of inputs. Such inputs should come from all organisational functions including marketing, finance, manufacturing, research, management and customer service.
- Realistic forecasting is an important part of the planning process. Events such as market movements, input prices, interest rates and government activity are all relevant to the forecasting calculations. This unit seeks to put all the relevant inputs, both quantitative and qualitative, in a practical context.

Business Law (LAWB221)

- This unit will introduce students to the basic principles of business law. With the increasing legal liability imposed upon individuals and businesses in the current commercial world, students need to understand the significance and impact of legal implications on the tourism, hospitality, retail and event, property and sports management industries. The meaningful application to industry scenarios makes this unit a practical and useful learning experience.

Business Organisation Principles (BBA122)

- Organisations bring people together and it is through this lens that vision and values are examined. Unlike finance, marketing or operations, studying the vision, values and goals of an entity is a relatively new concept in the world of business. It is often perceived as irrelevant, unfeasible or unmanageable, however, if well understood it can make a successful business. This unit aims to explore exactly what is meant by vision and value management: how to create visions and values, how to implement them and how to measure their success. An historical perspective of management of organisations is developed. Operations and human resource management are examined from an intercultural perspective to ensure participants are aware of the impact that national culture has on how people behave in the organisation. This is extended with a contemporary perspective, discussing ethics, labour relations and change as significant issues facing organisations.

Business Planning Project (BBA360 / MGMT319)

- The unit provides a practical approach to business development planning and its written and oral communication. The unit draws on existing knowledge from prior subjects. Knowledge and skills are extended in a project-based approach which entails: the identification of strategic issues and their context; research; the selection and application of relevant frameworks and tools for analysis and interpretation; and, the development of practical recommendations.

Contemporary Issues (ENG 237)

- This unit is designed to equip students with the strategic management, practical and personal skills necessary to work successfully in a highly competitive global environment. In order to achieve any degree of success in education and management, it is vital that students have the ability to retrieve, interpret, select, develop, evaluate and present qualitative and quantitative information, and to incorporate this information into a study, report or paper.
- The student will develop their ability to complete an individual business research paper, carrying out both primary and secondary research, analysing their findings and presenting the results in a formal argumentative piece of work for academic review.
- This unit is designed to give the participants a compact base from which their skills and competencies in this field might be further developed. This unit will also provide a sound base for those students wishing to proceed to further studies at degree level.

Cross-Cultural Management (BBA340)

- The unit is designed to provide you with better approaches to managing in a cross-cultural context –that is its overall aim. In the light of this, it will advance your skills by setting standards for effective practice and by adding substantially to your knowledge of cross-cultural management as part of a global environment. Ultimately it will strengthen your performance by calling on you to reflect upon your own attitudes and behaviour. It is a chance to forge a stronger professional presence.

Distribution Decisions (BBA213)

- Industry and commerce depend heavily on the distribution of products, the marketing of those products and the management of the marketing function relevant to distribution. The network of processes and parties involved in this distribution make up the distribution channel. This subject introduces and analyses various distribution channels and how they interact with various parts of

the business including marketing with the goal of improving business performance, profitability and consistency. Distribution decisions are closely aligned with the strategic goals of the organisation and with how it runs or wishes to run its business operations. Covering the areas of agency agreements, franchise arrangements, storage and distribution, vertical integration and alliances, the topic provides a hands-on perspective on making distribution decisions.

Human Resource Planning & Performance (BBA217 / MGMT317)

- To develop the knowledge and skills necessary for students to be able to manage people appropriately and to understand the human resource management systems and processes that are necessary to achieve the organisation's goals; to encourage students to take a holistic perspective when considering business problems and decisions.

Introduction to Information Systems and Technologies (ISYS123)

- The aim of this unit is to provide the student with the necessary knowledge and skills, of sufficient depth, to be able to optimise their current and future skills use in Information Technology (IT), and grasp new opportunities as the technology develops.

Introduction to Statistics (STAT311)

- A basic level of understanding of statistical tools is necessary for any contemporary educated business manager to make informed decisions. This unit provides a broad introduction to statistical concepts and techniques for data analysis. The unit is basically concerned with the development of an understanding of statistical practice and importantly how it is applied in a business situation.

Macro Economics (ECON231)

- Economics is a cornerstone subject in any financial, commerce or business related study. All businesses operate within an economic environment and an economic, social, legal and political framework. Understanding the business environment and the framework is fundamental to sound strategic business decision making.
- The teaching of economics is designed to assist students relate their theory studied to real world commercial events. They will use economists' eyes to see the world at work. While students need to be equipped with the practical and personal skills necessary to work successfully in a highly competitive global environment, they also must be motivated by a demonstration of the relevance of economic principles to everyday life.
- This unit introduces the core concepts and frameworks of economics that must be understood before students can undertake an analysis of key and empirical policy issues.

Managerial Accounting (ACCG232)

- The theoretical base and meaningful practical application to industry scenarios combine to make this unit an exciting, realistic and memorable learning experience. The unit has been designed for managers working in the current complex and diverse business environment. This unit allows the students to examine and understand the basic managerial skills necessary to interpret and report on accounting information systems. These reports can then be used to enhance the decision-making process. The unit examines the use of financial statements within several contexts, giving the students every opportunity to be familiar with the basic tools of managerial accounting concepts and the assumptions upon which they are based.

Organisational Behaviour, Human Resources (MGMT 236)

- The unit is designed to help you explore the way an organization manages its human resources, with particular reference to service. Service entails characteristics that are intangible as well as tangible; it is the interaction of these that generates 'the service product'. Any organisation wants sound management – that is, managers who exercise formal and informal authority. In pursuing standards of excellence, they keep subordinates on task, for the purpose of forming a co-ordinated social group. Managing this entity in a cohesive, productive manner means that subordinates have

to apply knowledge and skills; it also requires managers who can motivate. It means that HR managers must understand workplace behaviour, in particular a range of values, beliefs and attitudes. Inevitably they find themselves asking questions such as: What response might we expect to this or that innovation? What are the signs of dysfunction? Do we know when and how we're getting it right? And so on... The unit will challenge you to think analytically –it is a critical component, and asks you to explore your own emotional intelligence, as well as its links to assertive communication. The emphasis on analytical thinking will deepen your understanding of the affective domain (feelings, beliefs and values); it consciously employs reflection and certain other high-order thinking skills, so that you are more confident when it comes to HR matters. Analytical thinking helps you to link the theoretical and the practical, making for wiser and more plentiful choices. The unit also examines the rights and responsibilities of social relationships in the workplace, including the ethical dimension of your behaviour.

Principles of Marketing (MKTG221)

- In the course of an ordinary day we encounter hundreds, even thousands of marketing efforts brought to us by professional marketers and we are the targets of countless marketing communications campaigns. This unit will introduce you to the techniques and the concepts that practicing marketers use to develop products and successful marketing campaigns. Marketers work to bring about exchanges that will simultaneously satisfy our needs and the needs of their organizations. We will examine the evolution of marketing theory and the environment in which it operates. We will look closely at what constitutes a market and how a marketer identifies, segments and targets markets. We will introduce you the ways in which marketers develop the elements of the marketing mix. This unit will enable students to become practitioners of marketing theory through a series of exciting, competitive and interactive tutorials.

Service Management (MGMT112)

- The introductory theoretical base and meaningful practical applications to scenarios that address the service encounters and moments of truth combine to make this unit a realistic and useful learning experience.
- This generic unit has been designed for all those who are, or will be, working in the diverse environment of service management. The customer is the foundation of the business and consequently this unit takes a service management approach to establishing an excellent business relationship with the customer. The assumptions, concepts and principles upon which excellent services are given are examined from both a scholarly viewpoint and a practical application approach. In this way, students will be confident and well informed about quality service management.

Strategic Marketing Management (MKTG333)

- Marketing strategies need to be integrated with an organisation's overall corporate strategy and the strategies of other functional departments. Collectively these strategies are designed to secure a position of sustainable competitive advantage in the market place for firms. Therefore this subject develops student ability to apply strategic marketing principles and theories to specific problems, competitive situations and environments. The subject provides a balanced approach to strategic marketing management through a combination of readings, theoretical tools, and practical examples. Students will learn to select and apply relevant methods, individually and in a group, in the preparation of assignments, participation in tutorials and during lectures. As a capstone unit it is anticipated that students will integrate prior learning from the subject Principles of Marketing.

Strategic Management (BBA 350)

- The purpose of this unit is to equip the student with the ability to approach complex business problems from the cross-functional and multi-dimensional perspective of the general manager.

- The process of formulating complex strategy at the business-level requires the systematic analysis of a firm's internal resources and capabilities in conjunction with a structured examination of the various dimensions of its (external) industry and macro-environments. Once this is achieved, management can develop appropriate strategies with which to pursue sustainable competitive advantage in domestic and international markets.
- At the corporate level, the key issue is the management of the growth of the firm. Topics addressed in this regard include financing growth, diversification, merger and acquisition analysis, synergy, corporate parenting, governance, strategy implementation social responsibility and stakeholder management.

Techniques and Elements of Finance (ACST311 / ACST101)

- This unit is designed to equip students with the strategic management, practical and personal skills necessary to work successfully in a highly competitive global environment. Management of any business requires a thorough grounding in methods of business finance. This unit will introduce the student to the various financial instruments, institutions and markets that form a part of the Australian economy and the role they play, through globalisation in the world economy. A thorough grounding in the mathematics of finance will also assist the student to better understand the intricacies of the financial sector.