

International Tourism

INTERNATIONAL TOURISM SUBJECTS

Consumer Behaviour and Product Management (TOUR235)

- Success in the marketplace depends on a firm's ability to attract, satisfy and retain its customers. To continue with success the entity must reinvent itself in the eyes of the consumer, adapting quickly and flexibly to changing needs and circumstances. While understanding what products and product attributes customers currently desire is vital, it is not sufficient to keep at the leading edge of consumer behaviour and product management. Students need to be equipped with the skills to understand their customers in the marketplace and manage their products efficiently and effectively. The topics examined will range from the psychology of purchasing decisions to the resulting impacts on product and service development, ensuring graduates have the skills necessary to work effectively in an international industry.

Contemporary Leadership (MGMT 201)

- This unit is set in an external rural field setting away from ICMS. Students examine teamwork, quality and leadership concepts as they relate to the workplace and to life through a series of structured experiential activities. The program addresses the development of interpersonal and team skills and is based on four key models; the Learning Cycle, GRIP, Above-and-Below the Line and Herrmann Whole Brain model [and emotional intelligence]. The Learning Cycle also provides the methodology for the program that is "Experiential Learning".

Introduction to Tourism (TOUR112)

- 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 organised 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 organisational skills as well as a sound knowledge and understanding of the tourism industry, its products and its services

International Fares and Ticketing (TOUR119)

- In this unit students will learn how to use the Passenger Air Tariff, define technical terms and classify geographical areas used in international fare construction. Students will tackle the essence of normal and special fare calculation, currency conversion and rounding. The unit follows a logical progression of steps using the Mileage System Principle to calculate one way, round and circle trip journeys, as well as how to deal with the collection of taxes, fees and charges. This unit also covers e tickets, acceptance of credit card payments and how to calculate children and infant fares. The unit examines the role of a consolidator and how the Billing and Settlement Plan works and the practical application of these topics.
- This unit covers the IATA Foundation Diploma modules 1.12 Airfares and Ticketing and M1.13 Electronic Booking Tools (EBT).

International Tourism (TOUR321)

- 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.

Tourism Industry Knowledge (TOUR114)

- In this unit students will learn about the basic elements of physical, cultural and destination geography. They will explore the seven continents, learn about the concepts of longitude and latitude and locate and learn about major countries and major cities. The unit will examine the creation of city codes and their importance in selling and booking travel arrangements and also study coding and de-coding city and airport codes. This unit also covers the planning of travel itineraries by following basic guidelines such as pace, interests, details, energy and routing. Students will learn about world time zones and how to calculate elapsed travel times between selected destinations, currency and currency codes used around the world plus the history of world transport modes. They will learn how to access information relating to flight schedules and other services including international regulations applying to the transport of passengers, information regarding documents needed when travelling internationally with emphasis on the need for accuracy when supplying information on visa and passport requirements, customs and currency regulations. The unit ends with details about the importance and role of international technology in the travel industry today, including the development of Global Distribution Systems, internet and email.
- This unit covers the IATA Foundation Diploma Modules 1.2 Geography in Travel Planning, 1.9 Air Transport Essentials, 1.3 Travel Formalities and 1.11 Technology in the Travel Industry.

Travel Industry Services (TOUR115)

- This unit will examine the wishes and needs that different travellers have, and how to find solutions. The goal as a professional travel consultant is to satisfy clients and create repeat business for your agency. One of the best ways to do that is by researching the transport and accommodation open to you, recommend the right product to match each traveller's preferences and then complete a booking. The practical application of this unit will make it an exciting and enjoyable educational experience.

Travel and Tourism Distribution Systems (TOUR123)

- This unit will examine the computer reservations system of the travel and tourism industry and covers the requirements of the Amadeus Computer Reservations Certificate. Students will use the Amadeus Computer Reservation System enabling them to gain access to airline flight schedules, fare information, hotel rates, car rentals and other essential travel information. This unit is further enhanced by the use of the "Live" Amadeus Computer Reservation System.

Tourism, Destinations & Environment Management (TOUR232)

- 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 industry is obtained.

Tourism Policy & Planning (TOUR237)

- The purpose of this unit is to provide you 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 you will have understand the processes of government in a liberal democracy and you will have a deepened understanding Aboriginal life-ways

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.