

International Tourism 2012

Subject	Catalog	Name	Description	Credits	Hours
TOU	100	Attraction and Resort Operations	Running an attraction or resort is one of the most rewarding careers you could pursue, but it also has its challenges. This course introduces you to the diverse range of management issues and processes related to the operation of resorts, attractions and casino's. The course will also provide you with a deep understanding of the conception, start up and operation of these types of businesses. The course will also address challenges of profitability for these businesses, providing you with the knowledge to either develop or operate an attraction, resort or casino.	3	45

TOU	110	Destination Sales and Marketing	<p>What are the characteristics of services that impact upon the formulation of marketing strategies and tactics for destinations? In this course you will examine approaches to the design, development and delivery of tourism services; discuss pricing, communication, and distribution strategy options available to tourism services marketers; identify factors impacting upon market selection, positioning, and demand management within tourism firms; and discuss approaches to organisational design consistent with the achievement of a marketing orientation within tourism firms. Once you complete this course you will have all the tools you need to be able to effectively sell a destination through the application of the marketing mix and a thorough understanding of the global distribution system.</p>	3	45
TOU	120	Intro to Tourism Management	<p>As the world's largest industry, tourism is a major source of economic development, generating substantial jobs, income, tax revenues, foreign exchange earnings, investments, and infrastructure improvements for communities in developed and developing countries. In this course you will 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. You will also learn to manage the positive and negative impacts which must be properly understood and managed, while gaining an overview of the tourism industry.</p>	3	45
TOU	200	Destination Management Issues	<p>Any analysis of the economics of tourism needs to be holistic, examining the environmental conditions, both natural and man-made that impact on the way tourism contributes to the development of the economies of developed and emerging countries. In this course you will analyse the elements of the tourism system, and consider, in detail, the variables that impact on the natural and built environments and future sustainability of the destination and industry. The aim of the course is to provide you with an 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.</p>	3	45

TOU	210	Tourism Governance and Policy	Explore how planning and policy underpin tourism while gaining the practical insight you will need to develop a career in this sector. In this course you will learn more about tourism policy and planning while examining the philosophical foundation, legal basis, and developmental strategy necessary for a destination to develop and flourish. You will also examine aspects of Indigenous culture by reviewing the historical record, as well as contemporary issues. By the completion of the course you will understand the processes of government in a liberal democracy and the global, national and regional relationships between government and the tourism industry.	3	45
TOU	220	Tourism Products and Service Innovation	Learn how to develop new hospitality and tourism products, from identifying opportunities, to selecting products through to launching a new product or service. Discover how innovation, creativity, entrepreneurship and competitive advantage are linked while applying the innovation process to a range of hospitality and tourism enterprises, from small business to large corporations. Analyse the risks and benefits of innovation, while your learn more about the factors that affect the success or failure of new products and services.	3	45
TOU	230	Global Wine Tourism	Examine where wine production meets tourism and marketing and discuss the notion of wine and wine destinations as functions of the marketing paradigm. Learn more about wine varieties; wine regions; the art and science of wine making; and wine destinations. Examine, in-depth the business of wine as you learn to perceive, analyse and ultimately exploit opportunities in the wine tourism marketplace. The course is structured around formal lectures and discussions, laboratory wine tastings and student centred presentations. The assessments align with this structure by relying on the critical skills such as oral presentation, keeping written records of experiences, reflecting on the experience, and comparing theory to practice, that you will learn in the classroom.	3	45

TOU	300	Global Trends in Tourism	Tourism is the world's largest industry, and one of the few services 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. In this course you will gain insights into the strategic management of destinations, by examining a diverse range of destinations that vary in the nature of resources available, geography, stages of economic development, and development politics. Appreciate the complexity of managing and developing tourism, and the variety of methods you can use to ensure a successful business.	3	45
TOU	310	International Tourism Project	Undertake a project in collaboration with a company or industry body in your area of specialisation. You will work on individual or group projects, meeting weekly to receive a tutorial briefing with the lecturer on your specific topic. You are encouraged to discuss project issues, pose problems and potential solutions with their peers and the lecturer, while also maintaining a weekly progress log. Your assessment will be in the form of an interim report, a final report and a final formal presentation.	3	45
TOU	320	Environmental Planning and Sustainability	Gain an understanding of the social and scientific complexities of the environmental debate and the economic and social importance of sustainability while developing your ability to contribute to setting the environmental agenda within the business context. The course consists of three parts: The environmental debate, environmental planning techniques and strategies, and ongoing management techniques. By the end of the unit you will be prepared to respond to environmental planning and sustainability issues in the management of businesses within the tourism sector.	3	45

TOUR	115	Travel Industry Services	Examine some of the tourism products in the travel sector that are available for today's tourist. In this unit you will discuss tourist's preferences, and how preferences are matched to a tourism product. You will also be introduced to the many ways tourists can make bookings and reservations. An insight into the aviation sector will expose you to concepts surrounding passenger air tariffs and taxes, mileage systems, e-tickets and airport codes and allow you to gain an understanding of the various reservation systems used within the travel sector, specifically the Amadeus Computer Reservation System enabling you to gain sufficient knowledge to access airline flight schedules, fare information, hotel rates, car rentals and other essential travel information.	3	45
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