Faculty of Higher Education

Subject Code	HOH501
Subject Name	Fundamentals of the Resort and Hotel Industry
Credit points	6
AQF Level	5 (Year 1)
Delivery mode	On campus
Prerequisites	None

Subject Overview	This subject provides students with a comprehensive introduction to the nature and structure of the resort and hotel industry. To gain a nuanced understanding of the industry frameworks, knowledge of the industry is developed through the investigation of regulatory bodies and rating systems specific to resorts and hotels in diverse environments and analysis of a range of industry KPI data to influence management functions and decision-making. Emphasising the significance of the host-guest relationship and the guest service cycle allows students to interpret their impact on hotel operating departments and the overall guest experience. The subject encourages students to shape their professional identities by fostering self-awareness and developing the specialised language used by industry managers. This comprehensive approach empowers students with the expertise and insights necessary for academic and professional success in a dynamic and continually evolving field.

Learning Outcomes	Define key terms used within the resort and hotel industry and their application to operational departments
	Identify relevant regulatory bodies, and rating systems specific to resorts and hotels in varied environments (locations/countries/sectors)
	Interpret the impact of the host guest relationship and guest service cycle on a variety of operating departments and key factors that impact on the overall hotel guest experience
	Analyse a range of industry KPI data to determine how these influence management functions and decision-making, including calculating and interpreting those KPIs.

Assessments	**Indicative assessments**	**Weighting**
	In Class Test	35%
	Infographic	30%
	ePortfolio	35%

Graduate Attributes addressed in this subject	Preparedness
	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to analyse, critique, and consolidate knowledge
	Communication skills
	Personal attributes - Service mindset, Self-awareness, Professional identity

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