Faculty of Higher Education

Subject Code	HOH701
Subject Name	Hotel Analytics and Performance
Credit points	6
AQF Level	7 (Year 3)
Delivery mode	On campus
Prerequisites	MAN711

Subject Overview	This subject offers a comprehensive investigation of the dynamic hotel industry, emphasising the use of data analytics to gain insights into various hotel functions that impact performance. Throughout the subject, students will interpret and evaluate a variety of trend data using targeted analytical techniques. This process encourages students to critically reflect on their professional knowledge and skills, integrating broad subject knowledge and perspectives to generate innovative, data-driven solutions for enhanced decision-making within the hotel industry. Additionally, the subject integrates the Certification in Hotel Industry Analytics (CHIA), which deepens students' understanding of analytical frameworks and enhances students ability to transform data into actionable insights. This integration provides students with a specialised, industry-recognized credential that showcases their data handling skills and demonstrates their capacity to offer expert advice within the hotel sector.

Learning Outcomes	Interpret the application of different types of data analytics specific to the hotel industry.
	Evaluate a variety of trend data considering broader environmental factors to determine its impact on hotel performance.
	Apply data visualisation techniques to effectively communicate data-driven insights to support operational and strategic decision-making.
	Critically reflect on professional knowledge and skills integrating broad subject knowledge and perspectives.

	Indicative assessments	**Weighting**
Assessments	Report	35%
	Online Quiz	25%
	Presentation (group)	25%
	Critical Reflection	15%

Graduate Attributes addressed in this subject	Preparedness
	Sustainability literacy
	Systematic and coherent body of knowledge
	Cognitive skills to *analyse, critique*, *and consolidate* knowledge
	Interpersonal and *Teamwork* skills
	Communication skills
	Personal attributes - Analytical thinking, Self-reflectiveness

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