Subject Code	HOH709
Subject Name	Emerging Trends in the Resort and Hotel Industry
Credit points	6
AQF Level	7 (Year 3)
Delivery mode	On campus
Prerequisites	None

Subject Overview	In this subject students will identify innovative and emerging thinking across various fields including the built and natural environment, servicescape, technology and human connection. The impact on service design, guest interactions and the co-creation of the service experience will be evaluated. Future focused, the subject challenges students to move beyond current hegemonic paradigms and to apply foresight thinking and other strategic planning and analysis tools in envisaging future directions.

Learning Outcomes	Critique dominant practices and perspectives of the service experience
	Identify and speculate on emerging trends across a range of industries
	Critically assess information sources and data through the application of future-orientated analytical tools
	Propose a course of action based on the anticipated effect of an emerging trend
	Communicate persuasively to effect change

Assessments	**Indicative assessments**	**Weighting**
	Essay	25%
	Test	30%
	Resort proposal and Story Board (group)	45%

Graduate Attributes addressed in this subject	Preparedness
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique, synthesise and consolidate knowledge
	Scholarly skills
	Interpersonal skills
	Communication skills

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