Subject Code	HOH731
Subject Name	International Hotel Market Study
Credit points	6
AQF Level	7 (Year 3)
Delivery mode	On campus
Prerequisites	HOH701 Hotel Analytics and Performance

Subject Overview	This subject builds on the students' existing understanding of data analytics, focusing on the application and presentation of data at an international market level. The subject incorporates the Smith Travel Research (STR) Certification of Advanced Hospitality and Tourism Analytics (CAHTA), exposing students to live, international hotel industry data. Students will focus on the transformation of data to develop insights, considering a broad range of key stakeholders across a hotel, market and international level. In the development of a market study, students will formally present these insights in a simulated environment in line with actual industry practice.

Learning Outcomes	Critically analyse data from a range of industry sources to produce a market analysis
	Apply fundamental economic concepts to the international hotel industry to meet business objectives
	Communicate hotel market insights to inform and persuade stakeholders
	Evaluate the perspective of industry peers and interpret how findings from data analysis can be applied in an international industry context

Assessments	**Indicative assessments**	**Weighting**
	Magazine Article	20%
	Group Market Study Project & Presentation	50%
	Exam	15%
	Essay	15%

Graduate Attributes addressed in this subject	Preparedness
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique, synthesise and consolidate knowledge
	Interpersonal and Teamwork skills
	Communication skills
	Personal attributes - global industry perspective, effective active listening techniques

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