

Faculty of Higher Education

Subject Code	HOS651
Subject Name	People and Place
Credit points	6
Study Level	Year 2
Delivery mode	On campus
Location	Melbourne
Prerequisites	HOS551 or TOU551

Subject Coordinator
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Subject Overview	<p>This subject introduces students to the concept of identity and sense of others within the tourism and hospitality phenomenon. Ideas of authenticity and the implications of commodification of place are discussed to allow students to apply a level of knowledge broader than traditional management education. Application of this knowledge enables students to make informed decisions when working at senior levels in a hotel or resort environment and act as future change makers.</p>
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Learning Outcomes	Debate the pursuit of authenticity in tourism and hospitality and its relationship to the commodification of people and place
	Distinguish destination discourses and how these persuade and seduce the traveller
	Articulate ideas of otherness and difference
	Analyse how identity is performed through hospitality choices
	Undertake and communicate the results of bounded research activities

Assessments	Details	Weighting
	Essay	25%
	Critical analysis	30%
	Report	45%

Graduate Attributes addressed in this subject	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to critique and synthesise knowledge
	Scholarly skills
	Communication skills
	Personal attributes – social awareness