Faculty of Higher Education

Subject Code	TOU501
Subject Name	Introduction to the Tourism Industry
Credit points	6
AQF Level	5 (Year 1)
Delivery mode	On campus
Prerequisites	None

Subject Overview	Introduction to the Tourism Industry is a foundational subject that provides students with a comprehensive overview of the multidisciplinary nature of tourism studies. This subject combines the key elements of understanding the trends and issues affecting the tourism and hospitality industry with the theoretical, strategic, structural, and methodological approaches to studying tourism. Students will describe the fundamental concepts that underpin tourism as a major discipline, including the definition and scope of tourism, such as the role of technology within the tourism system, and the various types of tourism. They will also review the industry structure and the political, economic, and environmental factors that influence it from both the industry and visitor experience perspectives. By the end of the subject, students will have a strong foundation in the contemporary context of tourism and the skills to explain issues of historical, theoretical, ethical and cultural relevance within tourism studies. Students will engage with academic literature and research to develop core academic skills that prepare them for their ongoing studies in the field.

Learning Outcomes	Review the structure of the tourism industry and explain how political, economic, technological, and environmental factors influence it.
	Describe and explain key tourism concepts.
	Identify current trends and challenges in the tourism and hospitality industry
	Apply academic skills to critically review literature to provide a holistic understanding of tourism.

	Indicative assessments	**Weighting**
Assessments	Journal Article Analysis Presentation (group)	30%
	Multimedia Presentation (group)	30%
	Reflective Report	40%

Graduate Attributes addressed in this subject	Ethical and social understanding and sustainability literacy
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique, synthesise and consolidate knowledge
	Scholarly skills
	Teamwork skills
	Communication skills
	Personal attributes - Work independently, Sustainability

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