Subject Code	TOU604
Subject Name	Tourism Market Research and Insights
Credit points	6
AQF Level	6 (Year 2)
Delivery mode	On campus
Prerequisites	None

Subject Overview	This subject introduces students to the fundamentals of Tourism Market Research, emphasizing its crucial role in decision making within the visitor economy for businesses and destination management. It covers various sources of tourism marketing data, methods for analysis and their application in understanding visitor preferences, attitudes and enhancing experiences. Ethical considerations are addressed, ensuring responsible research practices. Additionally, the subject guides students in navigating the stages of the research process to adapt to evolving visitor preferences. By providing insights into the future of global tourism demand, particularly focusing on sustainable and inclusive tourism and their impacts on travel, students will understand how these key areas influence traveller choices. Students will be equipped to apply these insights and critical thinking skills to investigate and interpret industry-related problems and make supported recommendations.

Learning Outcomes	Differentiate the different types of data that can be used to understand trends and preferences in the visitor economy
	Assess ethical issues for designing research methods
	Apply tourism market research to gain insights and make recommendations
	Evaluate Industry challenges using tourism market data
	Communicate effectively to influence stakeholders

Assessments	**Indicative assessments**	**Weighting**
	In class tests	50%
	Stakeholder Pitch Presentation (Group)	20%
	Tourism Market Research Report (Group)	30%

Graduate Attributes addressed in this subject	Preparedness
	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to synthesise knowledge
	Communication skills

© William Angliss Institute