

Faculty of Higher Education

Subject Code	TOU501
Subject Name	Introduction to the Tourism Industry
Credit points	6
Study Level	Year 1
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
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Subject Overview	<p>This subject introduces the concept of tourism and examines the contemporary trends and issues that impact on the tourism and hospitality industry. It builds an overview of the industry structure and the political, economic and environmental factors that affect it. These are examined from the point of view of both the tourism and hospitality industry and visitor experience, providing students with a sound knowledge base in a contemporary context.</p>
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Learning Outcomes	Identify and discuss the broad concepts of tourism in an historical context
	Discuss the various types and methods of travel, the psychology of travel and its relationship to tourism and hospitality
	Outline the different sectors in the tourism and hospitality industry
	Describe the roles played by governments, industry bodies and non-government organisations in shaping the development of the tourism and hospitality industry

Assessments	Details	Weighting
	Presentation (groups of 3-4)	15%
	Weekly quiz	10%
	Report	35%
	Examination	40%

Graduate Attributes addressed in this subject	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique knowledge
	Scholarly skills
	Communication skills
	Personal attributes - time management, self motivation