Course Code: 1109HSL
Course Name: International Tourism & Hotel Systems
Semester: Semester 1, 2015
Program: Associate Degree in Commerce & Business
Diploma of Hotel Management
Credit Points: 10
Course Coordinator: Dr David Ponton
Document modified: 06 Feb 2015 15:40:13

Teaching Team

Your lecturer/tutor can be contacted via the email system on the portal.

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr David Ponton</td>
<td><a href="mailto:dapo@portal.qibt.qld.edu.au">dapo@portal.qibt.qld.edu.au</a></td>
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</tr>
</tbody>
</table>

Staff Consultation

Your lecturer/tutor is available each week for consultation outside of normal class times. Times that your lecturer/tutor will be available for consultation will be given in the first week of lectures. A list of times and rooms will be published on the QIBT Portal under the "myTimetable" link.

Prerequisites

There are no prerequisites for this course

Brief Course Description

International Tourism and Hotel Systems is a 10 Credit Point course within the Diploma of Hotel Management and the Associate Degree in Commerce and Business.

This course introduces components of international tourism and hotel services, and considers the implication of these as a system for developing and delivering travel and hospitality experiences. This will be achieved by examining the interdependent nature of transportation, accommodation, food and beverage and attractions services within a context of globalisation, and the need for economics, socio-cultural and environmental sustainability.

Rationale

Many organisations in the tourism and hotel industries operate in a global, competitive and culturally diverse environment. Thus, this course provides students with an overview of the interdependent sectors within the tourism industry from an international perspective.

Aims

To provide a context for working in this environment, this course has two aims:

The first is to provide theoretical frameworks for studying international tourism and hotel industries and to describe their organisational structures, operational characteristics, products and markets. Gaining this knowledge will enable students to understand how suppliers and consumers operate as an interdependent and dynamic tourism system.

The second aim is to provide an inter-disciplinary framework for understanding the delivery and management of tourism and hotel services, and to appreciate how these frameworks can be used to inform professional practice, identify consumer demands and behaviours, and assess the impacts and future of tourism and hotel industries.

Achieving these aims will help students gain industry specific knowledge, as well as the skills and attitudes required in their studies in subsequent courses.

Learning Outcomes
Upon successful completion of this course students will be able to:

1) Understand key macro and micro systems forming the international tourism and hotel industry, and comprehend the complexity of their products and markets, organisational structures and operational characteristics.
2) Analyse the components of tourism and hospitality industries through skill demonstration in researching and interpreting the tourism literature.
3) Evaluate issues in the delivery of international tourism and hotel services and generate solutions to resolve a range of contemporary issues.

Texts and Supporting Materials

Prescribed Text:
There is a book of readings required for this course, this is available only from the campus bookshop, at Griffith University:
- Introduction to International Tourism and Hotel Management - Course Readings compiled by Sandie Kensbock and Barry Fraser

Recommended Texts:
Electronic Resources (e.g. websites) for tutorial activities and for researching current destination issues include:
- Websites: Passport GMID (Euromonitor), Tourism Offices Worldwide Directory, Smart Traveller, Lonely Planet, Domestic Marketing Organisations (DMOs), Industry sector and trade associations such as the United Voice (the Hospitality Workers Union) and the Australia Hotels Association (AHA).

Academic Journals (contain mostly theoretical and statistical research articles) include:

Industry Publications (contain mostly trade, professional and practitioner articles) include:


Organisation and Teaching Strategies

The content for this course will be delivered using a variety of methods including lectures, guest lectures, tutorials, and assessment items. Teaching strategies will include lectures, group research, independent learning, and mini presentations in tutorials. Each week, students are required to attend 4 hours of contact time in class consisting of lectures, tutorials and workshops. During the lectures students will be presented with the theoretical content for the course while the tutorials will allow you to further explore the content in an informal small-group environment. Workshop sessions will provide you with the opportunity to develop a range of skills that will support learning objectives and foster certain generic skills that are helpful to your professional development.

Class Contact Summary

Attendance
You are expected to attend all classes throughout the semester. Your attendance in class will be marked twice during a four hour session. To receive full attendance, you must be present in the classroom on both occasions.

Program Progression
You are reminded that satisfactory Program Progression requires that attendance in classes is maintained at equal to or greater than 80%, and that GPA is maintained at equal to or greater than 4.0 with passing grades achieved in more than 50% of courses in any semester [please see QIBT Policy Library - Program Progression Policy - for more information].

Content Schedule

Weekly Teaching Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Activity</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to the International Tourism and Hotel Industry</td>
<td>Lecture</td>
<td>Course Readings 1 from Book</td>
</tr>
<tr>
<td></td>
<td>Unpacking of course outline and assessment; ice breaker</td>
<td>Tutorial</td>
<td>Course Readings 2 from Book</td>
</tr>
<tr>
<td>2</td>
<td>The Nature of the Hotel</td>
<td>Lecture</td>
<td>Course Readings 3 from Book</td>
</tr>
<tr>
<td></td>
<td>Course Readings 1 questions and discussion</td>
<td>Tutorial</td>
<td>Course Readings 4 from Book</td>
</tr>
<tr>
<td></td>
<td>Review assignment; Team formation</td>
<td>Workshop</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Accommodation and Rooms Division</td>
<td>Lecture</td>
<td>Course Readings 5 from Book</td>
</tr>
<tr>
<td></td>
<td>Course Readings 2 questions and discussion</td>
<td>Tutorial</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Research skills</td>
<td>Workshop</td>
<td></td>
</tr>
</tbody>
</table>
Assessment

This section sets out the assessment requirements for this course.

Summary of Assessment

<table>
<thead>
<tr>
<th>Item</th>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Relevant Learning Outcomes</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mid Semester Exam</td>
<td>20%</td>
<td>1-3</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>Hotel Department Analysis</td>
<td>30%</td>
<td>2,3</td>
<td>9</td>
</tr>
<tr>
<td>3</td>
<td>Tutorial Participation</td>
<td>15%</td>
<td>2</td>
<td>1-13</td>
</tr>
<tr>
<td>4</td>
<td>Final Exam</td>
<td>35%</td>
<td>1,3</td>
<td>14</td>
</tr>
</tbody>
</table>

Assessment Details

You will be required to complete the following assessment items throughout the course:

The Mid-Semester Exam (20%) will test your knowledge of lecture and reading material from weeks 1-6. The exam will aim to test your recall of key concepts and ideas, ability to apply material and or make judgements about the material. The exam uses multiple choice and short answer format. Information about the grading criteria and marking of the exam will be provided in class time.

The aim of the Written Report (30%) is for you to analyse a specific department within an International Hotel. Groups (3-4) will then report their findings to the convenor via a written report and undertake an oral powerpoint presentation to other class members.
All written reports will be due during tutorial class held in Week 9, and groups will present the class presentations during tutorial class in Weeks 10-12, as advised by their tutor. The oral presentation is weighted as 5 marks of the allocated 30 marks for this assessment. Word Limit: 2,000 words.

Participation (15%) relates to participation in tutorials and workshops.

The Final Exam (35%) will test concepts presented from weeks 7-12. The exam is a mixture of short answer and essay questions. All content is provided in lectures and the course readings are included. Students will have 120 minutes to answer questions with 10 minutes perusal prior to exam writing commencement. The grading criteria are the ability to correctly describe and apply course concepts and ideas and evaluate issues, and generate solutions to resolve issues.

Submission and Return of Assessment Items

Normally you will be able to collect your assignments in class within fourteen [14] days of the due date for submission of the assignment.

Retention of Originals

You must be able to produce a copy of all work submitted if so requested. Copies should be retained until after the release of final results for the course.

Extensions

To apply for an extension of time for an assessment item you must submit a written request to your lecturer via the Student Website at least 48 hours before the date the assessment item is due. Grounds for extensions are usually serious illness, accident, disability, bereavement or other compassionate circumstances and must be able to be substantiated with relevant documentation (e.g. medical certificate). Please refer to the QIBT website - Policy Library for guidelines regarding extensions and deferred assessment.

Penalties for late submission without an approved extension

Penalties apply to assignments that are submitted after the due date without an approved extension. Assessment submitted after the due date will be penalised 10% of the TOTAL marks available for assessment (not the mark awarded) for each day the assessment is late. Assessment submitted more than five days late will be awarded a mark of zero (0). For example:

- > 5 minutes and <= 24 hours 10%
- > 24 hours and <= 48 hours 20%
- > 48 hours and <= 72 hours 30%
- > 72 hours and <= 96 hours 40%
- > 96 hours and <= 120 hours 50%
- > 120 hours 100%

Note:

- Two day weekends will count as one day in the calculation of a penalty for late submission.
- When a public holiday falls immediately before or after a weekend, the three days will count as one day in the calculation of a penalty for late submission.
- When two public holidays (e.g. Easter), fall immediately before or after, or one day either side of a weekend, the four days will count as two days in calculating the penalty for late submission.
- When a single public holiday falls mid-week, the day will not be counted towards the calculation of a penalty.

Please refer to the QIBT website - Policy Library > Assessment Policy for guidelines and penalties for late submission.

Assessment Feedback

Marks awarded for assessment items will also be available on the on-line grades system on the Student Website within fourteen [14] days of the due date.

Generic Skills

QIBT aims to develop graduates who have an open and critical approach to learning and a capacity for lifelong learning. Through engagement in their studies, students are provided with opportunities to begin the development of these and other generic skills.

Studies in this course will give you opportunities to begin to develop the following skills:

<table>
<thead>
<tr>
<th>Generic Skills</th>
<th>Taught</th>
<th>Practised</th>
<th>Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written Communication</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Oral Communication</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Information Literacy</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Secondary Research</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Critical and Innovative Thinking</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Academic Integrity</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Self Directed Learning</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Team Work</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Cultural Intelligence</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>English Language Proficiency</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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</table>

Additional Course Generic Skills
Additional Course Information

QIBT supports the acquisition of these academic skills and provides students with lunch-time workshops on assignment writing, presentations, studying and similar workshops. Your should regularly check the QIBT portal for the dates that these workshops are running.

Academic Integrity

QIBT is committed to maintaining high academic standards to protect the value of its qualifications. Academic integrity means acting with the values of honesty, trust, fairness, respect and responsibility in learning, teaching and research. It is important for students, teachers, researchers and all staff to act in an honest way, be responsible for their actions, and show fairness in every part of their work. Academic integrity is important for an individual’s and the College’s reputation.

All staff and students of the College are responsible for academic integrity. As a student, you are expected to conduct your studies honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct that is contrary to these standards is considered a breach of academic integrity and is unacceptable.

Some students deliberately breach academic integrity standards with intent to deceive. This conscious, pre-meditated form of cheating is considered to be one of the most serious forms of fraudulent academic behaviour, for which the College has zero tolerance and for which penalties, including exclusion from the College, will be applied.

However, QIBT also recognises many students breach academic integrity standards without intent to deceive. In these cases, students may be required to undertake additional educational activities to remediate their behaviour and may also be provided appropriate advice by academic staff.

As you undertake your studies at QIBT, your lecturers, tutors and academic advisors will provide you with guidance to understand and maintain academic integrity; however, it is also your responsibility to seek out guidance if and when you are unsure about appropriate academic conduct.

Please ensure that you are familiar with the QIBT Academic Integrity Policy; this policy provides an overview of some of the behaviours that are considered breaches of academic integrity, as well as the penalties and processes involved when a breach is identified.

For further information please refer to the Academic Integrity Policy on the QIBT website — Policy Library.

Risk Assessment Statement

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