



Queensland, Australia

<b>Course Code:</b>	<b>1109HSL</b>
<b>Course Name:</b>	<b>International Tourism &amp; Hotel Systems</b>
<b>Semester:</b>	<b>Semester 1, 2016</b>
<b>Program:</b>	Associate Degree in Commerce & Business
	Diploma of Hotel Management
<b>Credit Points:</b>	10
<b>Course Coordinator:</b>	Dr David Ponton
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#### Teaching Team

Your lecturer/tutor can be contacted via the email system on the portal.	
<b>Name</b>	<b>Email</b>
Dr David Ponton	<a href="mailto:david.ponton@staff.griffithcollege.edu.au">david.ponton@staff.griffithcollege.edu.au</a>
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#### 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 Griffith College Portal under the "myTimetable" link.

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#### Prerequisites

There are no prerequisites for this course

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#### 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.

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#### 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.

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#### 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.

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### 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.

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### 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 GMD (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:

Annals of Tourism Research, Asia Pacific Journal of Tourism Research, Cornell Hotel and Research Administration Quarterly, International Journal of Hospitality and Tourism Administration, International Journal of Tourism Research, Journal of Hospitality and Leisure Management, Journal of Hospitality and Tourism Research, Journal of Restaurant and Foodservice Marketing, Journal of Travel Research, Journal of Tourism Studies, Journal of Vacation Marketing, and Tourism Management

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

Hospitality, Hotels: The Magazine of the Worldwide Hotel Industry, Leisure Management, International Cruise and Ferry Review, International Railway Journal.

Biederman, P. (2008). *Travel and Tourism: An Industry Primer*. Upper Saddle River, NJ: Prentice Hall.

Brotherton, B. (2003). *The international hospitality industry: Structure, characteristics and issues*. Oxford: Butterworth-Heinemann.

Conrady, R & Buck, M. (2007). *Trends and Issues in Global Tourism*. Berlin: Springer.

Jaszay, C. (2006). *Ethical Decision Making in the Hospitality Industry*. New York: Prentice Hall.

Lashley, C & Morrison, A. (2000). *In Search of Hospitality*. Oxford: Butterworth-Heinemann.

Lockwood, A & Medlick, S. (2001). *Tourism and Hospitality in the 21st Century*. Oxford: Butterworth-Heinemann

Medlick, S. & Ingram, H. (2000). *The Business of Hotels*. New York: Butterworth-Heinemann

Vellas, F & Becheral, L. (1995). *International Tourism*. Basingstoke: Macmillan Business

Walker, J. R. (2013). *Introduction to Hospitality (6th ed)*. Upper Saddle River, NJ: Pearson Education Inc.

Weaver, D., & Lawton, L. C. (2010). *Tourism management (4th ed)*. Milton, Australia: John Wiley & Sons Australia Ltd.

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### 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 Griffith College Policy Library - Program Progression Policy - for more information].

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### Content Schedule

#### Weekly Teaching Schedule

Week	Topic	Activity	Readings
1	Introduction to the International Tourism and Hotel Industry	Lecture	Course Readings 1 from Book

	Unpacking of course outline and assessment; ice breaker	Tutorial	
2	The Nature of the Hotel	Lecture	Course Readings 2 from Book
	Course Readings 1 questions and discussion	Tutorial	
	Review assignment; Team formation	Workshop	
3	Accommodation and Rooms Division	Lecture	Course Readings 3 from Book
	Course Readings 2 questions and discussion	Tutorial	
	Research skills	Workshop	
4	Kitchen Operations	Lecture	Course Readings 4 from Book
	Course Readings 3 questions and discussion	Tutorial	
	Assignment discussion	Workshop	
5	Food and Beverage Service Operations	Lecture	Course Readings 5 from Book
	Course Readings 4 questions and discussion	Tutorial	
	Assignment discussion	Workshop	
6	Destination and Attractions	Lecture	Course Readings 6 from Book
	Chapter 5 questions and discussion Mid-Semester Exam Review	Tutorial	
	Mid-Semester Exam Review	Workshop	
7	Tourism Supply/Demand Marketing Mid-Semester Exam	Lecture	Course Readings 7 from Book
	Course Readings 6 questions and discussion	Tutorial	
	Assignment discussion	Workshop	
8	Economic Consequences of Tourism	Lecture	Course Readings 8 from Book
	Course Readings 7 questions and discussion	Tutorial	
	Assignment discussion	Workshop	
9	Transport for Tourism	Lecture	Course Readings 9 from Book
	Course Readings 8 questions and discussion	Tutorial	
	Assignment Due	Workshop	
10	Sustainable Tourism - Environmental/Cultural	Lecture	Course Readings 10 from Book
	Course Readings 9 questions and discussion	Tutorial	
	Oral Presentations	Workshop	
11	Tourism Governance	Lecture	Course Readings 11 from Book
	Course Readings 10 questions and discussion	Tutorial	
	Oral Presentations	Workshop	
12	Human Resource Management	Lecture	Course Readings 12 from Book
	Course Readings 11 questions and discussion	Tutorial	
	Oral Presentations	Workshop	
13	Course Review	Lecture	Guided review of semester lectures
	Course Readings 12 questions and discussion	Workshop	

### Assessment

This section sets out the assessment requirements for this course.

### Summary of Assessment

Item	Assessment Task	Weighting	Relevant Learning Outcomes	Due Date
1	Mid Semester Exam	25%	1-3	7
2	Hotel Department Analysis	30%	2,3	9
3	Tutorial Participation	15%	2	1-13

4	Final Exam	30%	1,3	14
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### 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 assignment, you must submit an Application for Extension of Assignment form to your teacher at least 24 hours before the date the assignment 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. Griffith College Medical Certificate]. Please refer to the Griffith College website - Policy Library - for guidelines regarding extensions and deferred assessment.

### 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

Griffith College 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:

Generic Skills	Taught	Practised	Assessed
Written Communication	Yes	Yes	Yes
Oral Communication	Yes	Yes	Yes
Information Literacy	Yes	Yes	Yes
Secondary Research	Yes	Yes	Yes
Critical and Innovative Thinking	Yes	Yes	Yes
Academic Integrity	Yes	Yes	Yes
Self Directed Learning	Yes	Yes	Yes
Team Work	Yes	Yes	Yes
Cultural Intelligence	Yes	Yes	Yes
English Language Proficiency	Yes	Yes	Yes

### Additional Course Generic Skills

### Additional Course Information

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

### Academic Integrity

Griffith College 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, Griffith College 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 Griffith College, 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 [Griffith College 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 Griffith College website – Policy Library.

### ***Risk Assessment Statement***

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