Course Code:	1005HSL
Course Name:	People & Places in the Service Industries
Semester:	Semester 2, 2018
Program:	Associate Degree in Commerce & Business
Credit Points:	10
Course Coordinator:	Dr Mary-Anne Smith
Document modified:	30/03/2018

Teaching Team

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

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.

Prerequisites

There are no prerequisites for this course

Brief Course Description

This course introduces students to how the tourism and hospitality industries have developed over time, locally and globally. It presents insights into the changing and dynamic nature of the interaction between people and the places they come from and go to visit.

As such, it provides an orientation to the various ways people experience destinations, attractions, and tourism and hotel precincts. Students will be introduced to factors influencing the ability and ease of access to tourism and hotel places. Applying theoretical knowledge, students will develop an understanding of how places define and shape visitor experiences, travel decisions, motivations, and behaviours to the benefit of all tourism stakeholders.

Rationale

This course is an introductory course that is designed to provide students with a multi-disciplinary social science perspective on individuals, groups, cultures and societies, and how they operate and experience space.

In today's world of ever decreasing natural resources on the one hand with ever increasing commercial pressures on the other hand, it is vital to consider providing the best travel experiences possible, managing social and environmental impacts, while ensuring the long term viability of the tourism and hotel industries. Thus, drawing upon the disciplines of geography, psychology, marketing, and sociology, students will learn the functions of places and the relationship between people and places.

The material covered in this course will further benefit students in their ongoing studies by providing insights into the diverse range of career opportunities and operational areas of the tourism and hospitality industries, in which they can pursue potential employment and professional development.

Aims

The main aim of this course is to introduce students to concepts and theories on space, place, environment, travellers and traveller behaviour. Gaining this knowledge will enable students to understand the special meanings individuals attach to places.

With this understanding, a second aim of this course is promote appreciation for how places are experienced and managed. Achieving this aim 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 you will be able to:

1. explain the social and economic relationships between people, geographical features of places with the tourism and hospitality context

2. apply concepts and theories to propose improvements to real life businesses in the service industries

3. analyse cultural diversity, identities, personalities, and visitor motivations and behaviour in tourism and hospitality experiences

4. evaluate how tourism and hospitality places are developed, and managed to cater to diverse visitor markets

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Texts and Supporting Materials

Lecture notes will be made available on the course website before the lecture.

Required:

- Readings are posted on the Course Notes page of Learning@Griffith College.
- Additional readings in the weekly content of Course Notes on Learning@Griffith College.

Organisation and Teaching Strategies

Each week, you are required to attend 4 hours of contact time in class consisting of lectures, tutorials and workshops. **Lectures** aim to introduce and explore key leisure concepts and theories that underpin tertiary studies and integrate with professional practice in the areas of event, sport, hotel and tourism management. During **tutorial** sessions you will discuss issues arising from the lecture, set readings and assessment related exercises in a small group setting. **Workshops** 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 as lectures and tutorials are provided for direction, explanation and interpretation. You are also reminded that your attendance in class will be marked twice during a four hour class. 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 3.5 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].

Lecture Notes & Course Materials:
You will be expected to have completed the weekly readings from the textbook and some on-line readings in preparation for class so that you are able to contribute to these sessions be responding to and asking questions. You are also expected to have completed any tutorial tasks **PRIOR** to the tutorial each week.

Independent Study
You are expected to reinforce your learning gained during class time by accessing, studying and working through the information and assessment exercises, that is undertake independent study. For this 10 CP course, you will need to spend at least 10 hours per week engaged in activities that will help your learning and fulfil the course objectives. Thus, provided you have well used the 4 hours per week of formal contact, you would then complete at least 6 hours per week of independent study.

Content Schedule

The course content and its sequencing are summarised in the weekly schedule (see table below) and provides you with an overview of the industry sectors, the relevant disciplines and assists you in acquiring the learning skills needed to progress to further studies. Any changes to the course content or sequencing will be announced in lectures, in tutorials, and on the course website.

Weekly Teaching Schedule

Week	Topic	Activity	Readings
1	Overview of People & Places in Society	Lecture	Hayllar, Griffin & Edwards – Tourism Precincts: Engaging with the field.
	Holiday Destinations	Tutorial	Written Exercise

	Communication and groups	Workshop	Dream Building
2	Accessing Tourism and Hotel Places	Lecture	Darcy & Dickenson - A whole-life approach to tourism. Supplementary reading: Lew & McKercher - Model of tourist travel patterns
	Impacts of Tourism	Tutorial	Team Discussion
	Reading Circles	Workshop	Introduction and practise
3	Sense of Place in Tourism Settings	Lecture	Convery, Corsane & Davis - Making sense of place Supplementary reading: Ramkissoon, Weiler, Smith - Place Attachment
	Accessing Tourism and Hotel Places	Tutorial	Team Discussion
	Quiz	Assessment	
4	Tourist and Guest Behaviour	Lecture	Chang, Backman & Huang – Creative tourism, tourist behaviour & motivation. Supplementary reading: Cohen, Prayag & Moital - Consumer behaviour in tourism
	Sense of Place in Tourism Settings	Tutorial	Written Exercise
	Reading Circles Activity	Workshop	Team Collaboration Assessment
5	Digital Travel and Guest Consumers	Lecture	Hudson & Thal - Impact of social media
	Tourist and Guest Behaviour	Tutorial	Team analysis – Media-ready Business
	Reading Circles Activity	Workshop	Team Collaboration Assessment
6	Preparing for Fieldwork	Lecture	Local Government Planning Reports: Brisbane and Gold Coast

	Link Precincts to Field Trip	Tutorial	Class Discussion
	Link Theory to Places	Workshop	Activity
7	Promoting Tourism and Hotel Places Brands	Lecture	Hudson & Ritchie - Destination Branding Supplementary reading: Dinnie – Nation branding
	Create a new Brand	Tutorial	Pairs Analysis
	Reading Circles Activity	Workshop	Team Collaboration Assessment
8	Evolution in Tourism and Hotel Places	Lecture	Spirou – Evolution of tourism precincts
	Branding Elements	Tutorial	Written Exercise
	Reading Circles Activity	Workshop	Team Collaboration Assessment
	Homework	Practical	Research a tourism area
9	Introducing Urban Places	Lecture	Edwards, Griffin & Hayllar – Urban tourism precincts: an overview
	Butler's Tourism Area Life Cycle	Tutorial	Pairs Research
	Reading Circles Activity	Workshop	Team Collaboration Assessment
10	Urban Tourism and Hotel Places	Lecture	Griffin, Hayllar & Edwards – Places and people: Precinct typology
	Urban development and stakeholders	Tutorial	Team/class discussion
	PORTFOLIO ASSESSMENT DUE	Workshop	Coaching and finalisation

11	Trends in Tourism and Hotel Places	Lecture	
	Tourism Trends Activity	Tutorial	Collaborative Exercise
	Exam Practise	Workshop	Class Discussion
12	Course Review	Lecture	Hayllar, Griffin & Edwards – City spaces – tourist places: Reprise
	Exam Practise	Workshop	Written Exercise
	Exam Practise	Workshop	Written Exercise

Assessment

This section sets out the assessment requirements for this course.

In order to pass this course, all pieces of assessment must be attempted.

Summary of Assessment

Item	Assessment Task	Weighting	Relevant Learning Outcomes	Due Date
1	Quiz	10%	1	3
2	Reading Circle Comprehension	20%	2,3,4,	4, 5, 7-9
3	Portfolio	30%	1,2,3,4	10
4	Final Exam	40%	1,2,3,4	13-14

Assessment Details

Quiz (10%): HELD in Week 3 Workshop
The quiz will consist of a number of multi-choice and short-answer questions based on the lectures in Week 1 and 2. (Learning Outcome 1.)

Reading Circle Comprehension: (20%): HELD in weeks 4, 5, 7, 8 and 9
You are required to prepare the reading individually, collaborate your ideas as a team, then, as requested by your tutor, you will be asked about a section of the reading to demonstrate your preparation, comprehension and application of that knowledge. (Learning Outcomes 2, 3, and 4).

Portfolio Evidence in Teams (30%): Due Week 10 as per Moodle Assignment
As instructed, you will need to submit a portfolio. This is a purposeful collection of your work that exhibits your learning, critical thinking and analytical skills. The series of workshops in the course will guide you in the development of your portfolio. (Learning Outcomes 1, 2, 3 and 4.)

Final Exam (40%): During Exam Period Weeks 13-14

The exam will run for two (2) hours plus ten (10) minutes reading time. Exam questions will focus on the course material of Weeks 8 – 11, including the readings and will also include foundational knowledge learnt in Weeks 1 - 3. The exam format is two parts. Part A will be three short answer questions, approximately 250 words each, and you have to answer all questions. Part B you will need to write **one** short essay, of approximately 400 words. You will choose **one** essay topic from a choice of three options. Complete details of this assessment item are posted on Learning@Griffith College/Course Notes. (Learning Outcomes 1, 2, 3, and 4.)

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
Information Literacy	Yes	Yes	Yes
Secondary Research		Yes	Yes
Critical and Innovative Thinking	Yes	Yes	Yes
Academic Integrity	Yes	Yes	Yes
Self Directed Learning		Yes	Yes
Team Work	Yes	Yes	Yes
Cultural Intelligence		Yes	Yes
English Language Proficiency		Yes	Yes

Additional Course Generic Skills

Specific Skills	Taught	Practised	Assessed
Ethical behaviour in social/professional/work environments	Yes	Yes	Yes

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Additional Course Information

Teacher and Course Evaluation

Feedback from previous students highlighted that they feel they need a lot of practise in relation to academic writing and referencing. Thus the additional guidance and practise for the short essay and individual essay brought success to the students. Again the students reported that they enjoyed the Observation Research project. Last semester a lot more time and practical exercises were given which enabled the students to grasp the concept and thus produce presentations that were of a much higher quality than previous semesters. Students reported that this method of honing their skills should continue

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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.

In the case of any allegation of academic misconduct made against a student he or she may request the guidance and support of a Griffith College Student Learning Advisor or Student Counsellor.

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

There are no out of the ordinary risks associated with this course.

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