



Course Code:	2232HSL
Course Name:	International Tourism and Hotel Management Principles
Semester:	Trimester 3, 2018
Program:	Associate Degree in Commerce & Business
Credit Points:	10
Course Coordinator:	Dr David Ponton
Document modified:	15 October 2018

### **Teaching Team**

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

Email: [david.ponton@griffithcollege.edu.au](mailto:david.ponton@griffithcollege.edu.au)

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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**

This course is a 10 Credit Point course within the Associate Degree in Commerce. It introduces students to 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 economic, socio-cultural and environmental sustainability.

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## **Rationale**

International Tourism and Hotel Management Principles provides students with an overview of the interdependent sectors within the tourism industry from an international perspective. The key elements examined include the role of government and intermediaries in facilitating tourism, and the hospitality, transportation, attraction, events and gaming sectors. Students will gain an appreciation of the complexity, diversity, interrelationships and interdependencies of these different sectors of tourism operating within the competitive global environment. Students will examine both the micro organisational and also the macro industry relationships that exist between tourism and hospitality.

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## **Aims**

Many organisations in the tourism and hotel industries operate in global, competitive and culturally diverse environments. To provide a context for working in this environment this course has two main aims:

1. The first is to provide theoretical frameworks for studying the 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 inter-dependent and complementary overall tourism system.
2. 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 sustainable orientation of the tourism and hotel industries. Achieving these aims will help students gain industry specific knowledge, as well as the skills and knowledge required for their studies in subsequent degree courses.

## **Learning Outcomes**

Upon successful completion of this course you 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 and operational requirements of the tourism and hospitality industries, through skill development in researching and interpreting tourism and hotel management literature and also through applied learning approaches.
  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**

### **Required Text:**

Walker, J.R. (2017). *Exploring the Hospitality Industry*. (Global Edition: 3rd ed.). Essex, England: Pearson Education Ltd.

### **Required Supporting Materials:**

Tutorial Student Exercises. These exercises are to be downloaded and printed from the portal (weekly) and completed prior to tutorial sessions. Further discussion will be completed during tutorial/workshop sessions to compliment and support responses

### **Recommended Text Readings:**

Baloglu, S. & Bowen, J. (Eds). (2015). *What is the Current and Future Impact of Social Media on Hospitality and Tourism*. Bradford, England: Emerald.

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*. London: 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.

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

Ninemeier, J.D. (2008). *Discovering Hospitality and Tourism: The World's Greatest Industry*. Upper Saddle River, NJ: Pearson Prentice Hall.

O'Shannessy, V. & Minett, D. (2008). *The Road to Hospitality: Skills for the New Professional* (3rd ed.). Frenchs Forest, NSW: Pearson Australia.

Seba, J.A. (Ed.). (2012). *Tourism and Hospitality: Issues and Developments*. New York: Apple Academic Press.

Walker, C. & Carr, N. (Eds.). (2013). *Tourism and Archaeology: Sustainable Meeting Grounds*. Walnut Creek, CA: Left Coast Press.

Walker, J.R. (2013). *Introduction to Hospitality Management* (4th 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.

### **Recommended Journals:**

Annals of Tourism Research

Asia Pacific Journal of Tourism Research

Cornell Administration Quarterly

International Journal of Hospitality and Tourism Administration

International Journal of Tourism Research

International Journal of Contemporary Hospitality Management

Journal of Foodservice Business Research

Journal of Hospitality and Leisure Management

Journal of Hospitality and Tourism Research

Journal of Restaurant and Foodservice Marketing

Journal of Travel Medicine

Journal of Travel Research

Journal of Tourism Studies

Journal of Vacation Marketing

Scandinavian Journal of Hospitality and Tourism and Tourism Management

### **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).

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## **Organisation and Teaching Strategies**

A range of experiences have been developed to optimise learning for students of International Tourism and Hotel Management Principles.

(1) Lectures. The lecture is conducted weekly in two hour sessions and is interactive. You are encouraged to ask questions and regularly participate in class. Thus, assisting active learning rather than allowing you to be passive recipients of information. Active learning is further facilitated by case study analysis and discussion. YouTube links and journal articles will also be used to enhance the learning environment. Guest lecturers may also be organised where relevant.

(2) The Tutorial/Workshops are two hours each week and provides you with the opportunity to learn through activities that are related to course content. At these sessions you are expected to complete a variety of exercises then participate via group discussion or case study analysis that will provide the types of experiences useful for developing a deeper understanding of the key course concepts.

*Class Contact Summary*

### **Attendance**

You are expected to attend all of your lectures, tutorials and workshops. If for some reason you are unable to attend please ensure 1. You provide appropriate documentation to the Griffith College office and a copy to your lecturer. 2. Let your tutor / lecturer know so that time can be organised to catch up students on any material missed.

### **Participation in Class**

In order to successfully complete this course you are expected to participate and interact in all class contact times (lectures, tutorials and workshops). Further, to obtaining a passing grade you must complete a mid-semester exam, annotated bibliography, oral presentation and undertake the final exam. It is also your responsibility to ensure that all assessment pieces are attempted and submitted on time to avoid penalties.

### **Consultation Times**

Each week your lecturer has time to see students outside of normal class contact hours. It is strongly suggested that you take advantage of this consultation time in order to address any issues that you feel you may need additional help with.

### **Course Materials**

Lecture notes, Tutorial exercises and workshop material will be made available to you on the Griffith College site on the student portal and you are advised to print these out and bring them to each class so that extra notes can be added.

### **Independent Learning**

You are expected to have read and/or prepared for your lectures and tutorial sessions (as outlined in your weekly teaching schedule). You are also required to undertake independent study in addition to lectures and tutorials.

## 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].

## Content Schedule

### Weekly Teaching Schedule

Week	Topic	Activity	Readings
1	Introduction to International Tourism and Hotel Management Principles	Lecture	Reading: Chapter 1
	Course overview, assessment items. The nature and characteristics of the tourism industry.	Tutorial / Workshop	Introduction
2	The Nature of Tourism: Historical background, definitions, benefits of tourism and industry stakeholders.	Lecture	Reading: Chapter 2
	Introduction to International Tourism and Hotel Management Principles	Tutorial/ Workshop	Tutorial exercises, Case Study Analysis and/or Quizzes - Review lecture notes and discussion
3	Characteristics of Tourism: Demand and the socio-cultural impacts of tourism, sustainable tourism and eco-tourism	Lecture	Reading: Chapter 3
	The Nature of Tourism: Historical background, definitions, benefits of tourism and industry stakeholders	Tutorial/ Workshop	Tutorial exercises, Case Study Analysis and/or Quizzes - Review lecture notes and discussion
4	Lodging and Lodging Operations: Examine the types of hotel ownership - hotel franchising and management contracts Classification of hotels by type, location and price	Lecture	Reading: Chapters 4 & 5
	Characteristics of Tourism: Demand and the socio-cultural impacts of tourism, sustainable tourism and eco-tourism	Tutorial/ Workshop	Tutorial exercises, Case study analysis and/or quizzes - Review lecture notes and discussion
5	Restaurants and Restaurant Operations: Classifications of restaurants, restaurant operations	Lecture	Reading: Chapters 7 & 8
	Lodging and Lodging Operations: Examine the types of hotel ownership - hotel franchising and management contracts. Classification of hotels by type, location and price	Tutorial/ Workshop	Tutorial exercises, Case study analysis and/or Quizzes- Review lecture notes and discussion

6	Managed Services: The complexities of managed services, The F & B Sector	Lecture	Reading: Chapter 9
	Restaurants and Restaurant Operations: Classifications of restaurants, restaurant operations  MID-SEMESTER EXAM REVISION	Tutorial/ Workshop	Tutorial exercises, Case study analysis and/or quizzes - Review lecture notes and discussion
7	Beverages: Classifications of wine, beer and spirits and service of alcohol	Lecture	Reading: Chapter 10
	Managed Services: The complexities of managed services, The F & B Sector	Tutorial	Tutorial exercises, Case study analysis and or quizzes - Review lecture notes and discussion
8	Cruising: Key players and segments of the cruise industry.	Lecture	Reading: Chapter 6
	Beverages: Classifications of wine, beer and spirits and service of alcohol	Tutorial/ Workshop	Tutorial exercises, Case study analysis and or quizzes - Review lecture notes and discussion
9	Clubs: Club Management and Ellsworth Statler	Lecture	Reading: Chapter 11
	Cruising: Key players and segments of the cruise industry	Tutorial/ Workshop	Tutorial exercises, case study analysis and/or quizzes - Review lecture notes and discussion
10	Theme Parks, Attractions & Gaming: Development, structure and management of theme parks and attractions. Overview of the gaming industry	Lecture	Reading: Chapters 12 & 13
	Clubs: Club Management and Ellsworth Statler	Tutorial/ Workshop	Tutorial exercises, Case study analysis and/or Quizzes - Review lecture notes and discussion
11	Meetings, Conventions and Expositions: Types, venues and management of meetings, conventions and expositions	Lecture	Reading: Chapters 14 & 15
	Theme Parks, Attractions & Gaming: Development, structure and management of theme parks and attractions. Overview of the gaming industry	Tutorial/ Workshop	Tutorial exercises, Case study analysis and/or Quizzes- Review lecture notes and discussion
12	Course Review and Revision : Course review and examination Revision	Lecture	Final Exam Taken from Lecture notes Weeks 7-12
	Meetings, Conventions and Expositions: Types, venues and management of meetings, conventions and expositions	Tutorial/ Workshop	Tutorial exercises, Case study analysis and/or Quizzes- Review lecture notes and discussion

## 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	20%	1	6
2	Group Assignment: Written Assignment – Annotated Bibliography	20%	1,2,3	8
3	Group Presentations: Technical or Professional Oral Presentation	20%	1,2,3	8-11
4	Final Exam	40%	1,3	Exam Period

### *Assessment Details*

You are required to achieve an overall 50% of the course marks to successfully complete this course.

There are four items for assessment:

#### **(1) Mid-Semester examination (20%):**

The mid-semester test will be comprehensive in nature and test concepts presented from the text book and lectures during week 1-6. The test will consist of multiple choice questions to assess student understanding of course content.

#### **(2) Annotated Bibliography (20%):**

Select a topic which is an issue for operators and/or management within the tourism and hospitality industries. Examples of such a topic may include: sustainability; outsourcing; 24 hour operations; casualization; sexual harassment; shift work; quality provision and control; recruitment and selection of staff; food safety; technological advancements; social impacts of gaming; occupational health and safety; and yield management.

You are Complete an annotated bibliography of nine (9) academic sources that are relevant to your chosen topic and that you will use in your oral presentation. Each listing is to be headed with the correct APA style listing of the article. An annotated bibliography is a summarised list of relevant research on a given topic. It is made up of a number of paragraphs called annotations; each annotation usually describes and evaluates the source.



**The purpose is to:**

- To demonstrate your research ability.
- To become familiar with a range of literature on a subject.
- To give a brief account of the available research in the area of study.
- To demonstrate the quality and depth of reading completed.

**The structure of the material:**

- Alphabetical order according to author's name.
- Divided into one paragraph per annotation.
- Each annotation begins with a citation.
- Provides a brief account of the research.

**Contents of the annotation:**

- Outline of the main argument.
- Indicate the intended audience.
- Identify the research methods.
- Identify the conclusions made by the author.
- Discuss the reliability of the text.
- Discuss the relevance or usefulness of the text for your research.
- State the strengths and weakness of the text.
- Present your view.

**(3) Oral Presentation (20%)**

Students will report the results of their annotated bibliography through a Powerpoint Presentation to other class members and the Course Coordinator. All groups will present their oral presentations during workshops from Week 8 to Week 11. Students will be assessed on their ability to critically evaluate the literature and it is important that a contemporary approach be taken. Students will be required to demonstrate professional oral presentation skills. The in-class group oral presentation will be worth 20% of the final grade.

**Students will be required to:**

- Analyse and discuss a particular issue of tourism and/or hospitality
- Outline key internal and external implications
- Ensure accuracy of information and a high standard of oral presentation skills

**(4) Final examination (40%):**

The final exam will be comprehensive in nature and test concepts presented from week 1 to 11. The exam will consist of short answer and short essay questions to assess student's understanding of the course content.

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 Griffith College 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 Griffith College website - Policy Library > Assessment Policy for guidelines and penalties for late submission.

Marks awarded for in-trimester assessment items, except those being moderated externally with Griffith University, will be available on the Student Portal within fourteen [14] days of the due date. This does not apply to the final assessment item in this course (marks for this item will be provided with the final course result).

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

### Additional Course Generic Skills

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## Additional Course Information

### Teacher and Course Evaluations

Your feedback is respected and valued by your lecturers and tutors. You are encouraged to provide your thoughts on the course and teaching, both positive and critical, directly to your lecturer and tutor or by completing course and lecturer evaluations on the Griffith College portal whenever these are available.

Feedback from students in this course was invaluable.

Students said they particularly enjoyed the personal industry experiences that the lecturer and tutors included in their explanations to clarify subject content. They enjoyed the opportunity to apply the theory knowledge that they have gained to the industry software practised through the semester. Feedback from previous students in this course also suggests that whilst they find the course challenging, the long term benefits have proven fruitful for employment within industry and when linked to other university courses.

## 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 <http://policy.griffithcollege.edu.au/print.php?vdoc=tree-Students/Assessment%20and%20Examinations/Academic%20Integrity>; 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*

In this course you are not exposed to any out of the ordinary risks.

Note: For all Diploma level programs, Griffith College acknowledges content derived from Griffith University.