



1. General Course Information

1.1 Course Details

Course Code:	1005HSL
Course Name:	People & Places in the Service Industries
Trimester:	Trimester 3, 2019
Program:	Diploma of Hotel Management
	Associate Degree in Commerce & Business
Credit Points:	10
Course Coordinator:	Amber Reiher
Document modified:	27 th August 2019

Course Description

People and Places in the Service Industries is a 10 Credit Point course within the Diploma of Hotel Management and the Associate Degree in Commerce and Business. 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.

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.

Assumed Knowledge

There is no assumed prior knowledge for students in this course.

1.2 Teaching Team

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

Name	Email
Amber Reiher	amber.reiher@staff.griffithcollege.edu.au
Dr Mary-Anne Smith	mary-anne.smith@staff.griffithcollege.edu.au
Joseph Endres	joseph.endres@staff.griffithcollege.edu.au

1.3 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 "Support and Services/Teacher Consultation Times" link.

1.4 Timetable

Your timetable is available on the Griffith College Portal at Class Timetable in Student and Services.

1.5 Technical Specifications

All students must have access to a computer or suitable mobile device.

2. Aims, Outcomes & Generic Skills

2.1 Course 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.

2.2 Learning Outcomes

After successfully completing this course you should be able to:

1. **Explain** the social and economic relationships between people, geographical features of places within 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

2.3 Generic skills

For further details on the Generic Skills please refer to the Graduate Generic Skills and Capabilities policy.

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 and Capabilities	Taught	Practised	Assessed
Acquisition of discipline knowledge and skills with critical judgement	✓	✓	✓
Communication and collaboration		✓	✓
Self-directed and active learning		✓	✓
Creative and future thinking	✓	✓	✓
Social responsibility and ethical awareness		✓	
Cultural competence and awareness in a culturally diverse environment	✓	✓	

3. Learning Resources

3.1 Required Resources

- 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.

3.2 Recommended Resources

- APA Sixth Edition Style Guide tutorial-<http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx>
- Journal of Service Research - available from ProQuest or library
- Journal of Retailing and Consumer Services - available from the library

3.3 College Support Services and Learning Resources

The College provides many facilities and support services to assist students in their studies. Links to information about College support resources that are available to students are included below for easy reference.

[Digital Library](#) – Databases to which Griffith College students have access to through the Griffith Library Databases.

MyStudy – there is a dedicated website for this course via MyStudy on the Griffith College Portal.

[Academic Integrity Tutorial](#) - this tutorial helps students to understand what academic integrity is and why it matters. You will be able to identify types of breaches of academic integrity, understand what skills you will need in order to maintain academic integrity, and learn about the processes of referencing styles.

Services and Support provides a range of services to support students throughout their studies including personal support such as Counselling; Academic support; and Welfare support.

Jobs and Employment in the [Student Hub](#) can assist students with career direction, resume and interview preparation, job search tips, and more.

[IT Support](#) provides details of accessing support, information on s numbers and internet access and computer lab rules.

3.4 Other Learning Information

Attendance

You are expected to attend all lectures and tutorials and to actively engage in learning during these sessions. You are expected to bring all necessary learning resources to class such as the required textbook and /or Workbook. In addition, you may BYOD (bring your own device) to class such as a laptop or tablet. This is not a requirement as computer lab facilities are available on campus, however, the use of such devices in the classroom is encouraged with appropriate and considerate use principles being a priority.

Preparation and Participation in Class

In order to enhance learning, prepare before lectures and tutorials. Read the relevant section of your text book before a lecture, and for a tutorial read both the textbook and the relevant lecture notes. If you have been given tutorial exercises, make sure you complete them. Active participation in lectures and tutorials will improve your learning. Ask questions when something is unclear or when you want to bring some issue to your lecturer or tutor's attention; respond to questions to test your knowledge and engage in discussion to help yourself and others learn.

Consultation Sessions

Teachers offer extra time each week to assist students outside the classroom. This is known as 'consultation time.' You may seek assistance from your teacher on email or in person according to how the teacher has explained this to the class. Attendance during consultation time is optional but you are encouraged to use this extra help to improve your learning outcomes.

Course Materials

Lecture notes will be made available to you in MyStudy on the Griffith College Portal and you are advised to either print these out and bring them to each class so that extra notes can be added or BYOD (bring your own device) and add extra notes digitally.

Self-Directed Learning

You will be expected to learn independently. This means you must organise and learn the course content even when you are not specifically asked to do so by your lecturer or tutor. This involves revising the weekly course material. It also means you will need to find additional information for some assessment items beyond that given to you in textbooks and lecture notes, and to construct your own response to a question or topic. All of this requires careful planning of your time. Expect to spend, on average, at least 10 hours per week including class time for each of your courses.

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 [please see Griffith College Policy Library - Program Progression Policy - for more information].

Teacher and course Evaluation

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 via Griffith College's evaluation tool whenever these are available.

4. Learning and Teaching Activities

4.1 Weekly Learning Activities

Week	Topic	Activity	Readings	Learning Outcomes
1	Overview of People & Places in Society	Lecture	Hayllar, Griffin & Edwards – Tourism Precincts: Engaging with the field.	1,2
		Tutorial	<i>Icebreakers</i>	
		Workshop	<i>Portal & assessment overview</i>	
2	Accessing Tourism & Hotel Places	Lecture	Darcy & Dickenson – A whole life approach to Tourism	1,2,3
		Tutorial	<i>Activity - Impacts of Tourism</i>	
		Workshop	Case Study <i>Introduction and practise</i>	
3	Sense of Place in Tourism Settings	Lecture	Coverly, Corsane & Davis – <i>Making Sense of Place</i>	1,2,3
		Tutorial	<i>Activity - Accessing Tourism & Hotel Places</i>	
		Workshop	Case Study	
4	Tourist & Guest Behaviour	Lecture	Fayed, Wafik & Gerges – <i>Impacts of Motivations, Perceptions & Satisfaction on Consumer Loyalty</i>	1,2,3
		Tutorial	<i>Activity – Sense of Place</i>	
		Workshop	<i>Portfolio Introduction – Allocate groups</i>	
5	Digital Travel & Guest Consumers	Lecture	Hudson & Thal – <i>Impact of Social Media</i>	1,2,3
		Tutorial	Activity	
		Workshop	Activity	
6	Promoting Tourism Places	Lecture	<i>Effective Digital & Traditional Advertising</i>	1,2,3
		Tutorial	<i>Activity – Media Ready</i>	
		Workshop	<i>Portfolio – Field Trip Discussion</i>	
7	Place Branding	Lecture	Hudson & Ritchie – <i>Destination Branding</i>	1,2,3,4
		Tutorial	Case Study	
		Workshop	<i>Case Study</i>	

8	Evolution in Tourism & Hotel Places – Changing Landscapes & Urban Renewal	Lecture	<i>Butler – Tourism Area Life Cycle</i>	1,2,3,4
		Tutorial	<i>Activity – Branding Elements</i>	
		Workshop	<i>Activity – Create a new Brand</i>	
9	Introducing Urban Precincts	Lecture	<i>Griffin, Hayllar & Edwards – Places and People: Precinct Typology</i>	1,2,3,4
		Tutorial	<i>Activity – Tourism Area Life Cycle</i>	
		Workshop	<i>Portfolio – Drafts and finalisation</i>	
10	Urban Tourism & Hotel Precincts	Lecture	<i>Edwards, Griffin & Hayllar – Urban Tourism Precincts: An Overview</i>	1,2,3,4
		Tutorial	<i>Activity – Development & Stakeholders</i>	
		Workshop	<i>Portfolio – Finalisation & Field Trip Submission</i>	
11	Trends in Tourism & Hotel Places	Lecture	<i>Hayllar, Griffin & Edwards – City Spaces – Tourist Places</i>	1,2,3,4
		Tutorial	<i>Activity – Tourism Trends</i>	
		Workshop	Activity	
12	Revision and Exam Preparation	Lecture	<i>Guided review of trimester lectures</i>	1,2,3,4
		Tutorial	<i>Exam Prep</i>	
		Workshop	<i>Exam Prep</i>	

5. Assessment Plan

5.1 Assessment Summary

Item	Assessment Task	Weighting	Learning Outcomes	Due Date
1	Case Study - Reading Comprehension	10%	2,3,4,	Weeks 3 & 7
2	Mid-Trimester Quiz	20%	1,2	Week 5
3	Portfolio	30%	1,2,3,4	Week 10
4	Final Exam	40%	1,2,3,4	Exam Period

5.2 Assessment Detail

There will be two examinations during the course. These are designed to test your knowledge and understanding of people and places in service industries and your ability to analyse and apply theory. The exams also provide opportunities to demonstrate your increasing integration and application of the knowledge and understanding you will be building throughout the course.

The in-class **Case Study – Reading Comprehension** (Weeks 4 & 7) are intended to connect theories identified in the lecture to real life scenarios and places. In class you will be required to read a case study individually, collaborate your ideas as a team, then, complete two short answers questions as instructed by your tutor demonstrate comprehension and application of knowledge.

The **Mid Trimester Quiz** (Week 5) is intended to assess students understanding of theories and concepts covered in Lectures 1-3. Further information regarding the mid-trimester exam will be provided during the tutorial in Week 3.

The Tourism Place Portfolio (Week 10) as instructed on the portal, you will need to submit a portfolio. This is a purposeful collection of your work that exhibits your learning, critical thinking and analytical skills. A series of workshops in the course will guide you in the development of your portfolio.

The **Final Examination** (Exam Period) is intended to assess understanding and knowledge of the broad range of people & places concepts covered in Lectures 8-11, including the readings and will also include foundational knowledge learnt in Weeks 1 - 3. Further information regarding the final exam will be provided during in the lecture/tutorial in Week 12.

5.3 Late Submission

An assessment item submitted after the due date, without an approved extension from the Course Coordinator, will be penalised. The standard penalty is the reduction of the mark allocated to the assessment item by 5% of the maximum mark applicable for the assessment item, for each working day or part working day that the item is late. Assessment items submitted more than five working days after the due date are awarded zero marks.

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

5.4 Other Assessment Information

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.

Requests for extension

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 Student Medical Certificate](#)]. Please refer to the Griffith College website - Policy Library - for guidelines regarding extensions and deferred assessment.

Return of Assessment Items

1. 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).
2. Students will be advised of their final grade through the Student Portal. Students can review their exam papers after student grades have been published (see relevant Griffith College Fact Sheet for allocated times at Support> Factsheets). Review of exam papers will not be permitted after the final date to enrol.
3. Marks for **all** assessment items including the final exam (if applicable) will be recorded in the Moodle Course Site and made available to students through the Moodle Course Site.

The sum of your marks overall assessment items in this course does not necessarily imply your final grade for the course. Standard grade cut off scores can be varied for particular courses, so you need to wait for the official release of grades to be sure of your grade for this course.

6. Policies & Guidelines

Griffith College assessment-related policies can be found in the [Griffith College Policy Library](#) which include the following policies:

Assessment Policy, Special Consideration, Deferred Assessment, Alternate Exam Sitting, Medical Certificates, Academic Integrity, Finalisation of Results, Review of Marks, Moderation of Assessment, Turn-it-in Software Use. These policies can be accessed using the 'Document Search' feature within the [Policy Library](#)

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 an allegation of a breach of academic integrity being 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 Griffith College website - Policy Library > Academic Integrity Policy

Reasonable Adjustments for Assessment – The Disability Services policy

The Disability Services policy (accessed using the Document Search' feature with the [Policy Library](#)) outlines the principles and processes that guide the College in making reasonable adjustments to assessment for students with disabilities while maintaining academic robustness of its programs.

Risk Assessment Statement

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

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