Academies Australasia Polytechnic Pty Ltd

Bachelor of Tourism and Hospitality Management
Program Structure – Academic Handbook

Updated as at 20 March 2015
Program Overview and Subject Syllabus
Bachelor of Tourism and Hospitality Management

Why study Tourism and Hospitality Management?

According to Tourism Australia’s Corporate Plan (2011-2014), tourism is a vital industry for Australia. It currently generates $94 billion in spending and directly employs around half a million Australians. As a sector, tourism contributes $34 billion in Gross Domestic Product – that is 2.6% of Australia’s total Gross Domestic Product. Tourism is Australia’s number one services export. ̈

“In 2006-7, the tourism industry employed 482 800 persons ranging from tour guides to hotel staff; the industry is both an exciting and rewarding place to develop a career. Hospitality covers drinking, dining and accommodation venues, and as you would expect - there is a strong cross over with the Tourism Industry. Hospitality positions are subject to strong shifts in demand, and for this reason a large proportion of people working in the hospitality industry are employed part-time, making this an attractive option for people who wish to combine work and study or who find the flexible hours agree with their lifestyle." ́

Tourism Training Australia reported in 2011 that “with an employment base of more than 1.3 million people, the industry is now preparing for an additional 325,000 new jobs in all sectors of tourism and hospitality. Each year more than 268,000 people undertake full and part-time training which is a salute to the progress being made by partnerships between industry and Registered Training Organisations.”

A Bachelor degree in Tourism and Hospitality would offer graduates a wide choice of career development upon graduation. Graduates are expected to be able to operate in hospitality as well as in tour operations.

Program Overview and graduate attributes

The Bachelor of Tourism and Hospitality prepares graduates for an entry level management position in either a tourism or hospitality organisation. This course is designed with a strong emphasis that students will graduate with a client focus as part of their professional practices.

The program is made up of 24 subjects, including two industry-placement subjects, over a three-year period. Students will be given opportunities to integrate the theoretical aspects they have learnt into practice through the two work-integrated placement subjects.

Graduates from this program will possess a range of academic and vocational attributes such as:

- Disciplinary knowledge and understanding of professional practice:
  A- Coherent theoretical and practical knowledge of the tourism and hospitality industry

---

B- Professional understandings of the execution and context of the tourism and hospitality industry

- Commitment to ethical, socially responsible and sustainability behaviours
  A- Works and lives with integrity
  B- Commitment to the principles of resource sustainability
  C- Application of social as well as business criteria to problems

- Strong problem solving and analytical skills
  A- Quantitative and conceptual
  B- Future focused and creative

- Excellent verbal, written and interpersonal communication skills
  A- Succinct advocacy and articulation of ideas
  B- Can engage customers, collaborators and external stakeholders
  C- Information technology literate
  D- Leadership and team participation skills

- Entrepreneurial and opportunity seeking orientations
  A- Measured risk taker
  B- Identify and recognize opportunities
  C- Mobilize resources beyond those under direct control

- A global perspective on business and society
  A- Culturally sensitive
  B- Understands the global context of consumers, suppliers and competition
  C- Adapts to different global contexts

According to Tourism Training Australia (2011)\(^4\), the tourism and hospitality industries are customer-service driven. People skills are an essential part of working in the industry. These skills include:

- good communication skills
- a strong customer focus
- smart presentation and grooming
- organisational skills
- ability to work in a team
- ability to work well under pressure
- good technical skills and knowledge

These key industry career success factors are encapsulated in AAPoly’s Graduate Attributes.

**Program Structure**

In order to ensure that graduates from this program are well-prepared for an effective starting career in tourism and hospitality, this degree is designed with a strong emphasis on case based learning that builds progressively through the three-year degree. Students will be given ample opportunities to relate the theories to real life case studies. There will be visiting lecturers who are practitioners who share their knowledge and experiences, and field trips that helps students to gain current understanding of the tourism and hospitality environments.

To give students an added advantage in their career, subjects such as EcoTourism and Cultural & Heritage Tourism will be introduced to expose students to upcoming and niche tourism sectors. Subjects such as Project Management for Events, and Work-integrated

---

\(^4\) Tourism Training Australia website, retrieved on March 4, 2012
Learning gives students a more practical orientation towards their study and better prepare them for their careers.

**Distinctive features of the Bachelor of Tourism and Hospitality Management**

The dual-sector focus of Bachelor of Tourism and Hospitality Management program aims to prepare graduates for management positions in the tourism and hospitality industries. The program will provide students with adequate knowledge of the tourism and hospitality disciplines and an understanding of how these closely related components interface to create synergistic benefits in the tourism and hospitality value chain. Consistent with the priorities of the National Tourism Accreditation Framework (2009), this program is designed with a strong customer service orientation as part of their professional practice.

The program comprises 24 subjects delivered over three years. Starting from broad-based business essentials subject, students will progress to discipline-specific subjects to acquire relevant management perspectives on tactical and operational aspects of the tourism and hospitality industry. Compulsory and elective subjects will provide added focus on the growing industry segments. Towards the later part of the program, students will integrate the knowledge of both industries and apply them within a strategic and global perspective. As a capstone feature, the students will complete two work-integrated placement subjects to apply their knowledge and skills and obtain practical industry insights.

A schematic of the program components is shown below:
Bachelor of Tourism and Hospitality Management
Program and Subjects Overview (2012)

Award: Bachelor of Tourism and Hospitality Management

Course Code: BTHM

VTAC Code: Not applicable

Credit Points: 360

Duration: 3000 (EFTSL)

Contact Hours: Full-time: 12-16 hours
Part-time: 3-12 hours

Course Requirements

Student’s workload in this course will involve 4 subjects of 15 credit points per semester for full-time students. Contact hours will normally be 12 hours per week.

The course is made up of a total of 24 subjects which includes foundation units, core units and electives. There are 6 foundation units which should be completed in the first year of study. To fulfil the academic requirements of the BTHM, a student will complete an approved course of study comprising the following:

Gain a minimum of 360 credit points of which 18 subjects are mandatory units (including the Foundation subjects) and six electives. For students with advanced standing in disciplines other than Tourism and/or Hospitality, the Introduction to Tourism and Hospitality subject cannot be exempted and is a prerequisite for most Year 2 subjects.

Foundation Subjects
1. AFA1105 Accounting for Management
2. MGE1108 Economics for Business
3. MGH1106 Human Resource Management
4. MGK1103 Principles of Marketing
5. MGM1101 Introduction to Management
6. THB1104 Introduction to Tourism and Hospitality

Core Subjects
1. THH2104 Hospitality Services Management
2. THT2106 Festival and Event Management
3. THT2102 Tourism Management
4. THB2107 Work-Integrated Learning 1 or Project (for international students only)
5. THB3108 Work-integrated Learning II
6. THT3101 Ecotourism
7. THT3103 Cultural and Heritage Tourism
8. THH3102 Resort Development and Management
9. THT3105 Tourism Analysis
10. THH3104 International Hospitality Management
11. MGM3106 Entrepreneurship in Tourism and Hospitality
12. MGM3107 Strategic Management in Tourism and Hospitality
Six elective subjects can be selected from the following:
1. MGC1102 Business Communications (elective)
2. THH1107 Food & Beverage Management (elective)
3. MGL2110 Business Law and Ethics (elective)
4. THT2109 Project Management (for Events) (elective)
5. THH2108 Managing Commercial Food Production (elective)
6. THH2101 Accommodation Management (elective)
7. THT2103 Tourism Information Systems (elective)
8. THT2105 Tourism and Transport (elective)

As part of continuous improvement, the structure of this program will be reviewed in mid 2013 and new subjects will be considered including:
1. AFA2101 Personal Financial Planning (new)
2. MGK2101 e-Marketing (new)
3. MGK2102 Marketing Communications (new)

Some of the pre-requisites subjects will also be reviewed.

Calculation of Grade Average

Students will receive a point allocation for subjects completed on the following basis:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
<th>Grade Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD</td>
<td>High Distinction</td>
<td>4 points</td>
</tr>
<tr>
<td>D</td>
<td>Distinction</td>
<td>3 points</td>
</tr>
<tr>
<td>C</td>
<td>Credit</td>
<td>2 points</td>
</tr>
<tr>
<td>P</td>
<td>Pass</td>
<td>1 point</td>
</tr>
<tr>
<td>F</td>
<td>Fail</td>
<td>0 point</td>
</tr>
</tbody>
</table>

Degree with Distinction

To be awarded a Degree with Distinction, students must:

1. Have passed all units at first attempt
2. Have attained a HD grade in at least 50% of the 24 subjects required for the program and
3. At least a D grade assessment in 50% of the remaining subjects
Subject Summaries

MGM 1101 Introduction to Management
Credit Points: 15
Prerequisites: Nil

This unit provides an understanding of management functions and the evolving approaches to management thinking. Students will analyse current issues and challenges and explore the management principles and practices to deal with them. In addition, students will be introduced to principles of business ethics and their application to management practices.

MGC1102 Business Communications
Credit Points: 15
Prerequisites: Nil

This unit equips students with the writing, speaking, teamwork, and interpersonal communication skills necessary for managers. Students will learn through discussions, role plays and cases and apply the pertinent communication principles, strategies, and methods for effective communication in a business and professional context such as project management, conflict management, group dynamics and team management.

MGK 1103 Principles of Marketing
Credit Points: 15
Prerequisites: Nil

This unit introduces students to the theory and application of marketing. Students will integrate concepts with hands-on problem solving through discussions, cases and projects.

THB 1104 Introduction to Tourism and Hospitality
Credit Points: 15
Prerequisites: Nil

As an introductory unit, this subject will enable the student to gain the fundamental knowledge of how the tourism industry functions as an integrated system, and how its three broad components: hospitality, travel and visitor services are connected while meeting the demand side with its supply of tourism products and services.

AFA 1105 Accounting for Management
Credit Points: 15
Prerequisites: Nil

This unit focuses on the use of financial information as a management tool for planning, control, motivation and decision-making. Students will have an understanding of the accounting process from an end-user perspective to enable them to make more informed decisions and to appreciate the limitations of financial information.
MGH 1106 Human Resource Management
Credit Points: 15
Prerequisites: Nil

This subject introduces students to the theoretical, applied and professional issues associated with the management of human resources within organisation. Students will learn about the various aspects of human resource management (HRM) function, and theoretical perspectives on how human resource management impacts on effectiveness at the organisational and individual levels.

THH 1107 Food & Beverage Management
Credit Points: 15
Prerequisites: Nil

This unit provides students with the knowledge and skills required in the management of food and beverage operations. It covers the main processes and controls in food and beverage management; the key legal and regulatory requirements; and developments in the external environment that may impact on the strategic approach to managing this function.

MGE 1108 Economics for Business
Credit Points: 15
Prerequisites: Nil

The aim of this subject is to introduce students to the economic concepts, theories and relevant instruments that can be used in analysing and solving problems in the tourism/hospitality industry.

This subject will be useful and relevant for second and third year subjects in the Bachelor of Tourism and Hospitality Management.

THH 2101 Accommodation Management
Credit Points: 15
Prerequisites: THB1104 Intro. To Tourism & Hospitality

This unit introduces the students to management within the accommodation sector of the hospitality industry. It covers the management of the operations from reservations to departure; use of technologies to support these functions; and the principles and skills to provide quality guest services.

THT 2102 Tourism Management
Credit Points: 15
Prerequisites: THB 1104 Intro. To Tourism & Hospitality

This subject introduces students to the existing structure, process and stage of the global tourism industry. Students will learn about tourism from a business management perspective and how tourism related business activities are organised in a disciplined and ethical manner.

THT 2103 Tourism Information Systems
Credit Points: 15
Prerequisites: THB 1104 Intro. To Tourism & Hospitality
Students will acquire the knowledge and skills to recognise and analyse the strategic role of information technologies in tourism industry. This subject exposes students to the impact information technologies have on the operations of a global tourism industry.

**THH 2104 Hospitality Services Management**  
Credit Points: 15  
Prerequisites: THB 1104 Intro. To Tourism & Hospitality

This unit focuses on the concept of service quality and its application in hospitality operations. Students will learn to formulate strategies to deliver and manage quality service and how it can be implemented through technology and other practical tools.

**THT 2105 Tourism and Transport**  
Credit Points: 15  
Prerequisites: THB 1104 Intro. To Tourism & Hospitality

The primary focus of the subject is to enable students to comprehend the important role of different modes of transport in moving tourists locally and globally. This subject showcases the importance of transport as one of the major components of the global transport industry. Students will learn how various modes of transport and their intermodality determine the success of various regional and global tourist circuits over time.

**THT 2106 Festival and Event Management**  
Credit Points: 15  
Prerequisites: THB 1104 Intro. To Tourism & Hospitality

Special event tourism industry contributes enormously to many urban and regional economies within Australia and the Asia-Pacific recognition. This subject seeks to allow students to take cognizance of the changing nature of the hosting of festivals and special events for the betterment of the community and local business.

**THB 2107 Work-Integrated Learning I**  
Credit Points: 15  
Prerequisites: Completed all Year 1 subjects.

This work-integrated learning subject provides students with the opportunities to apply the skills and knowledge gained through the first and second year of the degree in a practical environment. This subject gives students an opportunity to gain a firsthand knowledge of the nature and requirements of the business environment with a managerial approach.

**THH 2108 Managing Commercial Food Production (Elective)**  
Credit Points: 15  
Prerequisites: THB 1104 Intro. To Tourism & Hospitality; THH 1107 Food & Beverage Management.

This unit covers the principles and approaches in managing commercial food production in the hospitality industry. Students will have an understanding of the organisation and management of
the facility, processes and resources to support operations as well as to comply with the relevant legal and regulatory requirements.

**THT 2109 Project Management for Events (Elective)**
Credit Points: 15  
Prerequisites: THT 2106 Festival and Event Management

Events, festivals, meetings and conferences are multi-billion industries that have a close association with the leisure, hospitality, tourism and travel industries. This subject provides students with a theoretical and operational understanding of the project management life cycle.

**MGL 2110 Business Law and Ethics (Elective)**
Credit Points: 15  
Prerequisites: Nil

This subject introduces students to main areas of business law and ethics, with coverage of areas of law that are relevant to the tourism and hospitality industries. A selected overview of law relating to the travel industry is also included to give students an understanding of the relevancy of law in tourism and when and where to refer matters for further investigation.

**THT 3101 Ecotourism**
Credit Points: 15  
Prerequisites: Completed four Year 2 subjects

Students will acquire knowledge of the salient aspects of ecotourism management and how they are important in developing sustainable tourism in tourism destinations.

**THH 3102 Resort Development and Management**
Credit Points: 15  
Prerequisites: Completed four Year 2 subjects

To introduce students to the basic functional differences between a resort hotel and a normal hotel that caters mostly to corporate guests. The unit seeks to assist students in appreciating the importance of the organisational structure of various resorts that come into operation based on the prevailing locational aspects of their physical environment.

**THT 3103 Cultural and Heritage Tourism**
Credit Points: 15  
Prerequisites: Completed four Year 2 subjects

This subject examines the various fundamentals of heritage and cultural tourism management and marketing. Cultural and heritage are popular attractions for tourism and increasingly so. It is critical that development of cultural assets is appropriate and sustainable. This subject allows students to recognise the various ways to develop cultural and heritage tourism attractions in such a way that the interests of major stakeholders and cultural assets are respected.

**THH 3104 International Hospitality Management**
Credit Points: 15  
Prerequisites: Completed four Year 2 subjects

This unit provides students with an international perspective of the hospitality industry. Students will extend the principles and practices in hospitality service management in the context of the global environment.

**THT 3105 Tourism Analysis**
Credit Points: 15  
Prerequisites: Completed four Year 2 subjects

This subject introduces students to tourism and hospitality research. Students will be familiarised with sources of tourism and hospitality data made available through secondary data and with ways to collect primary data. The focus of the subject is to give students a practical understanding of research proposals and data analysis.

**MGM 3106 Entrepreneurship in Tourism and Hospitality**
Credit Points: 15  
Prerequisites: Completed six Year 2 subjects

This unit provides a framework for understanding the process of developing and managing entrepreneurial businesses. By drawing on current and historical cases in the tourism and hospitality industries in Australia and overseas, the unit will cover the challenges and opportunities facing developmental entrepreneurs and the emerging business models. Students are required to integrate and apply knowledge and skills from multiple disciplines as well as knowledge about the hospitality or tourism industry to develop a business proposal and recommend the approach to implement it. Students will have the opportunity to present this to industry practitioners.

**MGM 3107 Strategic Management in Tourism & Hospitality**
Credit Points: 15  
Prerequisites: Completed six Year 2 subjects

This unit covers the key concepts to understanding the strategic management processes and the analytical approaches that guide the formulation and implementation of organisational strategy. It requires students to integrate the knowledge drawn from other units in the program and use the analytical models and practical tools to develop a strategy for an organisation in the tourism or hospitality industry.

**THB 3108 Work-Integrated Learning II**
Credit Points: 15  
Prerequisites: All Year 1 and Year 2 subjects; concurrent with Year 3 subjects.

The purpose of this project is to solve a business problem in a tourism/hospitality organisation, by applying the theories and knowledge learned in the previous subjects. The added purpose is to enhance the graduate attributes of this degree, also known as “employability skills.”
Assessment Strategies

The Bachelor of Tourism and Hospitality Management was designed with the intention that students should be able to demonstrate their abilities to engage with advanced knowledge and inquiry as follows:

1. Students exhibit interest and motivation to learn about current as well as future issues of tourism and hospitality industries.
2. Demonstrate competent communication skill, ability to synthesise issues and through critical thinking demonstrate problem-solving capacity.
3. Acquire new knowledge through research skills cultivated through exposure to applied research problems, research process and industrial work.
4. Incorporate new knowledge into their existing knowledge, share their knowledge with their peers and as a result expands their discipline knowledge base.

Strategies

To achieve the objectives stated above, the following strategies are taken in the program design:

- Development of progressive problem solving skills through program design and assessment types.
- Fostering of research inquiry through development of research skills and critical thinking through exposure to appropriate problems during study as well as industrial placements.
- Collaborative effort through knowledge building and sharing using collaborative tasks that are both assessable and non-assessable, and through the use of the elearning platform.

Progressive learning

Year 1 foundation units provide students with business essential knowledge that are crucial for further learning in tourism and hospitality disciplines. At Year 2 and Year 3, units are designed to provide students with opportunities to gain management perspective on tactical and operational aspects. Students are required to demonstrate that they are able to apply concepts and theories learnt at Year 1 to synthesise tactical and operational issues in tourism and hospitality. There will be three strategic subjects (International Hospitality Management, Entrepreneurship in Tourism & Hospitality, and Strategic Management in Tourism and Hospitality) that facilitate students in the acquisition of strategic as well as global perspectives. The two work-integrated units (Work Integrated Learning I and II) allow students to put into practice what they have learnt in a practical environment under the guidance of academics and professionals.

An overview of the program design is as follows:
In terms of learning outcomes, the units of the Bachelor of Tourism and Hospitality Management are tailored with different order of thinking skills designed using Bloom’s Taxonomy. A breakdown of the general guideline on learning outcome based on Bloom’s Taxonomy is as follows:

### Year 1
- 70% Knowledge
- 30% Comprehension and application

### Year 2
- 40% Knowledge and Comprehension
- 30% Application
- 30% Analysis

### Year 3
- 30% Comprehension and application
- 30% Analysis and synthesis
- 40% Evaluation and creating
Research inquiry

It is the objective of the program design that students will develop an interest to inquire contemporary issues of relevance to their studies. Each unit from Year 2 include topics either on (1) exposure to current and/or future challenges, (2) current industrial practices, and (3) emerging trends. Furthermore, students will acquire a good understanding of research process and methods through unit such as Tourism Analysis. Complement with topics in Year 3 such as Strategic Management in Tourism and Hospitality that train students on the foundation of the research process, the course envision that it will instil students’ motivation for new knowledge acquisition as well as application of knowledge acquired.

Teaching methods are adjusted accordingly and will include field trips, research projects, case studies, reflective journals as well as industrial placements. In summary, research inquiry are instil through the following mechanisms:

a. Topics covered during the semester that heightens students’ interest to learn more about the industry/sector(s).

b. Assessment types that require students to formulate critical thinking and problem-solving skills

c. Teaching methods that encourage reflective thinking

Collaborative effort

The course is designed with an emphasis that students will share and henceforth enhance their knowledge gained. Group assignments are common assignment tasks within the course. In addition, AAPoly has initiated an elearning platform that allows students to reflect on their learning, and share the knowledge among peers.

The following units have group assignments that require students to share their knowledge and work closely together:

1. Introduction to Management
2. Principles of Marketing
3. Human Resource Management
4. Accounting for Management
5. Accommodation Management
6. Hospitality Services Management
7. Tourism Management
8. Tourism Analysis
9. Festival and Event Management
10. Tourism and Transport
11. Resort Development and Management
12. Cultural and Heritage Tourism
13. Tourism Information System
14. Entrepreneurship in Tourism and Hospitality

An online learning platform will allows students to decide on what they would like to showcase and share, and who they will share with.