### Subject Overview
This subject introduces students to the nature and structure of the resort and hotel industry. Knowledge of the industry is developed through the investigation of regulatory bodies and star rating systems, changing ownership and business models and operational departments. Students explore the concept of service and the creation of the service experience in the context of the host-guest relationship within a commercial environment.

Students will commence their self-identification as a professional in the industry though exposure to and interpretation of the meta language used by managers.

### Learning Outcomes
- Define key terms used within the resort and hotel industry and their application to operational departments
- Identify relevant regulatory bodies, accreditation guidelines and star ratings specific to resorts and hotels in varied environments (locations/countries/sectors)
- Interpret the impact of the host-guest relationship and guest service cycle on a variety of operating departments within the resort and hotel industry
- Analyse a range of ownership and business models operating within the sector to determine how these influence management functions and decision making

### Assessments

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### Graduate Attributes addressed in this subject
- Preparedness
- Ethical and social understanding
- Systematic and coherent body of knowledge
- Cognitive skills to analyse and critique knowledge
- Scholarly skills
- Communication skills
- Personal attributes - service mindset, professional identity