### Subject Overview

This subject introduces students to the concept of identity and sense of others within the hospitality phenomenon. Ideas of authenticity and the implications of commodification of place are discussed to allow students to apply a level of knowledge broader than traditional management education. Application of this knowledge enables students to make informed decisions when working at senior levels in a hotel or resort environment and act as future change makers.

### Learning Outcomes

- Debate the pursuit of authenticity in hospitality and its relationship to the commodification of people and place
- Distinguish destination discourses and how these persuade and seduce the traveller
- Articulate ideas of otherness and difference
- Analyse how identity is performed through hospitality choices
- Undertake and communicate the results of bounded research activities

### Assessments

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<thead>
<tr>
<th>Details</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Critical text analysis</td>
<td>25%</td>
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<tr>
<td>Report</td>
<td>35%</td>
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<tr>
<td>Essay</td>
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</tbody>
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### Graduate Attributes addressed in this subject

- Ethical and social understanding
- Systematic and coherent body of knowledge
- Cognitive skills to critique and synthesise knowledge
- Scholarly skills
- Communication skills
- Personal attributes – social awareness