Subject Code | TOU501  
Subject Name | Introduction to the Tourism Industry  
Credit points | 6  
Study Level | Year 1  
Delivery mode | On campus  
Location | Melbourne  
Prerequisites | None  

Subject Overview
This subject introduces the concept of tourism and examines the contemporary trends and issues that impact on the tourism and hospitality industry. It builds an overview of the industry structure and the political, economic and environmental factors that affect it. These are examined from the point of view of both the tourism and hospitality industry and visitor experience, providing students with a sound knowledge base in a contemporary context.

Learning Outcomes
- Identify and discuss the broad concepts of tourism in an historical context
- Discuss the various types and methods of travel, the psychology of travel and its relationship to tourism and hospitality
- Outline the different sectors in the tourism and hospitality industry
- Describe the roles played by governments, industry bodies and non-government organisations in shaping the development of the tourism and hospitality industry

Assessments
<table>
<thead>
<tr>
<th>Details</th>
<th>Weighting</th>
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</thead>
<tbody>
<tr>
<td>Presentation (groups of 3-4)</td>
<td>15%</td>
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<tr>
<td>Weekly quiz</td>
<td>10%</td>
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<tr>
<td>Report</td>
<td>35%</td>
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<tr>
<td>Examination</td>
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Graduate Attributes addressed in this subject
- Ethical and social understanding
- Systematic and coherent body of knowledge
- Cognitive skills to analyse and critique knowledge
- Scholarly skills
- Communication skills
- Personal attributes - time management, self motivation