

## **Bachelor of Business (Tourism and Hospitality) (Top-Up)**

**La Trobe University, Australia**

### **Brief Module Outlines**

#### **Food and Beverage Supervision**

This subject introduces all areas of restaurant and 'front-of-house' operations, ensuring you have the knowledge and skills needed to identify and provide high-quality service to clients. The subject introduces you to relevant industry issues including product promotions, hygiene, health and safety, responsible service of food (RSF), current product knowledge and customer relations. You are required to obtain a reasonable competence in food service techniques. Additionally, there is a strong emphasis on acquiring practical operational skills through a simulated restaurant.

#### **Principles of Gastronomy**

In this subject, you will investigate the contemporary context of gastronomy by exploring the development of gastronomy and its application to food tourism in the 21st century. Topics covered include world and Australian cuisines, celebrity chefs, tourism and gastronomy, dining etiquette and food rituals.

#### **Sustainability**

This subject introduces you to the concept of sustainability, and a systems approach to understanding the complex interactions between the environmental, economic and social dimensions of sustainability. The subject attracts students from a range of fields, bringing a multidisciplinary team perspective to the researching, analysis and problem-solving aspects of creating positive change for sustainability. In teams, you are required to critique, design and present an action plan aimed at resolving a sustainability issue that has impacts now and for future generations. This subject provides you with the opportunity to enhance, demonstrate and document work-ready skills appropriate to your chosen career path.

#### **Social Media and Relationship Marketing**

Social media and relationship marketing is one of the most important areas in marketing today. This subject covers the evolution of communication in a new landscape where traditional and digital media coexist. With an increasing amount of marketing budgets going towards social and unpaid promotion, marketers now face significant challenges in achieving strategic outcomes. You will explore the interaction between traditional and social media, the use of social media platforms (including YouTube, Facebook, Twitter, LinkedIn, Google Plus+, etc.), consumer behaviour in social media, the role of social media in integrated marketing communication campaigns, the metrics and analytics associated with such digital campaigns and the application of Big Data in digital marketing.

#### **International Tourism and Hospitality**

This subject aims to investigate tourism as a force for economic development and will consider the problems inherent in a cross-cultural context. You will be shown the size and scope of international tourism and will analyse its business potential from an Australian perspective. The subject will examine the various factors which influence

international tourism such as political factors (including terrorism and government stability), economic factors (balance of trade, multiplier effect), transportation (particularly air links), cultural factors (historic links and cultural differences) and climatic and health factors.

### **Tourism, Hospitality and Event Futures**

This cutting edge subject challenges students by anticipating the future of the tourism, hospitality and events sector. By the end of this subject you will be expected to understand the range of factors likely to be influential in the future of this industry. Such factors include the demographic, political, economic and technological changes which will influence the nature, trends and participation in tourism, hospitality and events. These factors are important to be recognised to ensure the long-term sustainability of tourism in different countries and destinations.

### **Consumer Behaviour**

This course provides students with useable, individual, consumer and managerial understanding of consumer behaviour principles. It directly applies concepts, principles, and theories from the various social sciences such as psychology, economics, sociology, cultural anthropology that influence the consumer's decision-making process. The understandings available from the subject empower consumers, marketers, and managers to apply consumer behaviour principles to respectively monitor their own consumption decisions, stimulate consumption, or manage marketing systems.

### **Social Marketing**

In this subject you will learn about social marketing. Social marketing is the application of marketing principles to solve social problems. Increasingly social marketing is developing its own theory base and also drawing on research in allied areas such as health communication. It is increasingly being adopted by governments, non-governments organizations (NGOs) and others institutions around the world as they seek effective solutions relating to social issues and social problems in poverty, public health, road safety, racism and climate communication and change, along with environmental issues. In this subject you will be introduced to the theory and application of social marketing, explaining how techniques such as branding, segmentation and the marketing mix can be used to respond to social and health issues. Working individually and in small groups, you will learn to analyse real world problems and develop innovative and creative solutions using social marketing frameworks.

### **Computer Reservation Systems**

This subject provides training in reservations and ticketing procedures for the travel industry including an understanding of automated processes and front office reservations. You will learn to use two different computer reservations systems and need to enroll in both classes. Class 1 introduces you to the Global Reservation Systems Component, Galileo. The subject delivers vocational skills in operating and managing global reservations and ticketing systems. The class also provides you with a conceptual understanding of how the process works to maintain the information needed by travellers, travel retailers, travel operators and destination managers. An industry-recognised certificate will be issued on obtaining a minimum of 80% on the final exam. Class 2 introduces you to the Micros computer system, Opera, at an introductory level over 6 weeks. You will achieve a basic understanding of how hotel reservation databases work through a self-guided training manual. This software is internationally-recognised and gives insights into front office and night audit procedures.

### **Tourism and Hospitality Simulation**

This capstone subject explores the real-time working of a hotel through the use of a computer-based simulation called HOTS. Based in teams, you will be able to use the HOTS software to simulate all business decisions of a hotel over a five-year period. You are required to apply your knowledge of service operations, finance and marketing principles through SWOT analysis, cash flow statements and other appropriate methods of interpreting data. The HOTS program simulates real decision-making and will prepare you for working in teams and making managerial decisions for hotels.

### **Destination Marketing and Management**

In this subject you will examine the management and marketing of tourism destinations at supra-national, national, state, regional and local/city levels. You will cover a variety of topics such as the economics of tourism destinations; tourism demand; destination choice behaviour; destination competitiveness; the role of Destination Marketing Organisations (DMOs); and the role of partnerships and alliances to promote the destination; destination image, branding and marketing; sustainable tourism destination development; and strategic planning. You will learn about the important link between destination marketing and strategic planning for development.

### **Entrepreneurship**

This subject offers you the opportunity to use disciplinary knowledge and skills to resolve a business challenge. The subject attracts students from a range of fields, bringing a multidisciplinary perspective to the researching, analysis and problem-solving aspects of the challenge. In teams, you will be required to design entrepreneurship validation tools aimed at creating sustainable value through the provision of a particular product or service to meet an identified market opportunity. The projects aim to enhance the well-being of your community or aim to solve a social, health, economic or environmental problem. The subject is designed to provide you with the opportunity to enhance, demonstrate and document work-ready skills appropriate to your chosen career path.