

Bachelor of Business (Tourism Management) (BBUSTOR17)

1. About the Bachelor of Business (Tourism Management)

The Bachelor of Business (Tourism Management) (BBUSTOR17) course, together with the nested awards of the Associate Degree and Diploma, has been designed to provide a broad understanding of business for those graduates wishing to enter the diverse areas found within the business sector in Australia, and globally. The course design enables graduates to combine key core business knowledge with their chosen specialisation majoring in Tourism Management. The course also offers a student the possibility, within the Bachelor of Business, to experience a range of knowledge and skills from across the specialisations.

The course aims to develop graduates with attitudes of intellectual curiosity, independent thinking, a commitment to lifelong learning, and to be ethical, reflective professional practitioners.

Graduates may find a range of career pathways and employment opportunities related to their area of expertise and use their acquired skills to develop successful business practice. The proposed course structure will prepare graduates for, and provide pathway opportunities to, further academic and professional study.

Graduate employment opportunities

- Tourism Entrepreneur
- Destination Marketing Manager
- Regional Tourism Manager
- Operations Director
- Business Analyst and Consultant
- Tour Manager
- Government Policy Advisor
- Cruise Ship Manager
- Theme Park Manager
- Attractions Manager
- Tourism Authority (National, State or Local) Manager
- Casino Manager
- Guest Relations Manager

Course Overview

Course Title	Bachelor of Business (Tourism Management) (BBUSTOR17)		
Study Options – Domestic Australian students	Face to Face delivery Online delivery Full-time and part-time options available.	Study Options – International students	International students on a student visa must not enrol into any more than a third or 33% of online subjects over their course and must study at least one subject that is face to face in each trimester. International students on a student visa are required to study full time, i.e. the student must complete a minimum of 1.0 EFTSL of study per year.
Start Dates	February, June, September For specific dates visit the website .	Course Length	Full-time: 3 years Accelerated: 2 years Part-time: 6 years
Payment Options - Domestic Australian students	Upfront payment This means tuition fees will be invoiced each trimester and payment is required on or before the due date. FEE-HELP FEE-HELP is Australian Government’s loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold. Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.	Payment Options – International students	Upfront payment This means tuition fees will be invoiced each trimester and payment is required on or before the due date.
Course study requirements	Each subject involves 10 hours of study per week, comprising 3 hours of facilitated study and 7 hours self-directed study.	Assessment	Essays, reports, presentations, reflective journals and practical demonstration and observation.
Locations	Sydney, Online	Delivered by	William Blue College of Hospitality Management at Torrens University Australia
Provider	Torrens University Australia Ltd is registered as a self-accrediting Australian university by the Tertiary Education Quality and Standards Agency (TEQSA).	CRICOS Course Code	094176J
Provider obligations	Torrens University is responsible for all aspects of the student experience, including the quality of course delivery, in	Accrediting body	Torrens University Australia Limited ABN 99 154 937 005,

	compliance with the Higher Education Standards 2015		CRICOS Provider Code: 03389E RTO No. 41343
Course Fees	For details, refer to the website .	Any other fees	For details, refer to the website .

2. Essential requirements for admission

The general admission criteria that apply to Torrens University Australia courses can be located by visiting the Torrens University Australia website - <https://www.torrens.edu.au/general-admission-information-for-torrens-university-australia-ltd>.

3. Student Profile

The table below gives an indication of the likely peer cohort for new students in this course. It provides data on students who commenced in this course in the most relevant recent intake period, including those admitted through all offer rounds and international students studying in Australia.

Applicant background	Trimester one / Full year intake [2020]	
	Number of students	Percentage of all students
(A) Higher education study (includes a bridging or enabling course)	<5	N/P
(B) Vocational education and training (VET) study	<5	N/P
(C) Work and life experience (Admitted on the basis of previous achievement not in the other three categories)	<5	N/P
(D) Recent secondary education: <ul style="list-style-type: none"> Admitted solely on the basis of ATAR (regardless of whether this includes the consideration of adjustment factors such as equity or subject bonus points) Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, extra test, early offer conditional on minimum ATAR) Admitted on the basis of other criteria only and ATAR was not a factor (e.g. special consideration, audition alone, schools recommendation scheme with no minimum ATAR requirement) 	<5 N/A <5	N/P N/A N/P
International students	6	40%
All students	15	100%

Notes: "**<5**" – the number of students is less than 5.
N/A – Students not accepted in this category.
N/P – Not published: the number is hidden to prevent calculation of numbers in cells with less than 5 students.

4. Admission Criteria

Title of course of study	Bachelor of Business (Tourism Management)
Applicants with higher education study	<p>A completed higher education qualification at AQF level 5 (diploma) or above, or equivalent, from an Australian University or another accredited higher education provider</p> <p>OR</p> <p>Successful completion of at least 1 EFTSL (equivalent full-time student load, or one full year) of an AQF level 6 (Associate Degree) or above, or equivalent, from an Australian University or another accredited higher education provider</p>
Applicants with vocational education and training (VET) study	<p>A completed vocational education qualification at AQF level 4 (Certificate IV) or above, or equivalent, from a registered training organisation (RTO)</p> <p>OR</p> <p>Successful completion of at least 1 EFTSL (equivalent full-time student load, or one full year) of an AQF level 5 (Diploma) or above, or equivalent, at a registered training organisation (RTO)</p>
Applicants with work and life experience	<p>Demonstrated ability to undertake study at the required level:</p> <ul style="list-style-type: none"> • broadly relevant work experience (documented e.g. CV), demonstrating a reasonable prospect of success; OR • formal, informal or non-formal study, completed or partially completed, demonstrating a reasonable prospect of success; OR • written submission to demonstrate reasonable prospect of success.
English Language Proficiency (applicable to international students, and in addition to academic or special entry requirements noted above)	Equivalent IELTS 6.0 (Academic) with skills band no less than 5.5
Applicants with recent secondary education (within the past two years) with ATAR or equivalent* (for applicants who will be selected wholly or partly on the basis of ATAR)	Year 12 (or equivalent)

Title of course of study	Bachelor of Business (Tourism Management)									
<p><i>*ATAR profile for those offered places wholly or partly on the basis of ATAR in T1 2020:</i></p> <table border="1"> <thead> <tr> <th>(ATAR-based offers only, across all offer rounds)</th> <th>ATAR (OP in QLD) (Excluding adjustment factors) *</th> </tr> </thead> <tbody> <tr> <td>Highest rank to receive an offer</td> <td><5</td> </tr> <tr> <td>Median rank to receive an offer</td> <td><5</td> </tr> <tr> <td>Lowest rank to receive an offer</td> <td><5</td> </tr> </tbody> </table> <p><i>Notes: * "<5" – indicates less than 5 ATAR-based offers were made</i></p>			(ATAR-based offers only, across all offer rounds)	ATAR (OP in QLD) (Excluding adjustment factors) *	Highest rank to receive an offer	<5	Median rank to receive an offer	<5	Lowest rank to receive an offer	<5
(ATAR-based offers only, across all offer rounds)	ATAR (OP in QLD) (Excluding adjustment factors) *									
Highest rank to receive an offer	<5									
Median rank to receive an offer	<5									
Lowest rank to receive an offer	<5									

5. How to apply

Through a TAC

- <http://www.uac.edu.au>

Via direct application to the institution

- <https://apply.torrens.edu.au/>

6. Advanced standing/academic credit/recognition of prior learning (RPL)

You may be entitled to credit for prior learning, whether formal or informal. Formal learning can include previous study in higher education, vocational education, or adult and community education. Informal learning can include on the job learning or various kinds of work and life experience. Credit can reduce the amount of study needed to complete a degree.

Applicants admitted based on prior higher education study may be eligible for Advanced Standing in the form of credit and/or recognition of prior learning (RPL) under the Torrens University Australia [Credit Policy - \(https://www.torrens.edu.au/policies-and-forms\)](https://www.torrens.edu.au/policies-and-forms).

- Students with completed subjects may be eligible for specified credit and/or elective exemptions
- Students who have completed a qualification at AQF level 5 (diploma) or above may be eligible for block credit (where a block credit agreement exists)
- Students with a mix of formal study and informal and/or non-formal learning may be eligible for recognition of prior learning in addition to any credit approved.

Credit will not be applied automatically. Applicants must apply for credit and/or RPL as early as possible prior to each study period, with applications not accepted after week 2.

For further information about credit and recognition of prior learning please see

<http://www.torrens.edu.au/apply-online/course-credits>.

7. Where to get further information

- Torrens University Australia (TUA) Website
 - <https://www.torrens.edu.au/>
- Universities Admissions Centre (UAC) Website

Torrens University Australia Ltd, ABN 99 154 937 005, RTO41343, CRICOS 03389E.

Information provided in this document is current at the time of publishing (Feb 2021).

- <http://www.uac.edu.au/>
- Quality Indicators for Learning and Teaching (QILT) Website
 - <https://www.qilt.edu.au/>

8. Additional Information

Course Structure

The course structure comprises 8 common business core subjects, 12 specialised tourism subjects and 4 elective subjects.

Course Rules

To be awarded the Bachelor of Business (Tourism Management) students must complete 240 credit points over 24 subjects including 2 Industry Practicums. Each subject has a value of 10 credit points.

Subjects

SUBJECT DETAILS
SUBJECT TITLE, DESCRIPTOR
<p>BIZ101 Business Communications</p> <p>The aim of this subject is to provide you with the knowledge and skills to enhance your personal effectiveness, employability, and academic success. This subject introduces you to the concepts of business communications and transferable academic skills. You will examine the different stakeholders and communication contexts which occur in the internal and external business environment, developing the skills and knowledge to effectively interpret and deliver messages in a variety of business situations. This subject will provide you with essential business skills in information literacy, presenting, writing, academic integrity and the use of technology.</p>
<p>MKT101A Marketing Fundamentals</p> <p>Students will gain a solid foundation in the marketing discipline introducing relevant and contemporary concepts, theories and models. The unit magnifies the importance of understanding consumer behaviour, segmentation, targeting and positioning, the extended marketing mix and ethics in marketing. Industry relevance provides students with the opportunity of applying key concepts in practical settings. These marketing foundations are expanded on in other subjects available as electives.</p>
<p>BIZ102 Understanding People and Organisations</p> <p>The aim of this subject is to develop an understanding of modern organisations, their structure and how people collaborate within these structures to achieve the organisation's strategic objectives and deal with the uncertainty of the 21st Century economy. This knowledge will form a foundation of theoretical knowledge about organisational behaviour that will be built on in future subjects. Moreover, it will develop the student's emotional intelligence and the understanding of their strengths and their application in the business context. These learning objectives will be achieved through a mixture of theoretical readings, class discussions and group projects focusing on how theoretical concepts apply to the work environment. Additionally, reflective journals will be used to apply theory to develop the students own professional capability.</p>
<p>BIZ104 Customer Experience Management</p> <p>The 21st Century economy is dynamic and driven by customers ever changing wants and needs. To remain competitive businesses need to understand what their customers want and how to deliver a quality customer experience that goes beyond the product or service offering. This subject explores how a customers' perceptions – both conscious and subconscious – effect their relationship with a brand's value proposition. Students will explore how a customer's interactions with a brand during the customer life cycle will determine</p>

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<p>levels of customer satisfaction. Students will analyse Customer Journey Mapping techniques, Employees engagement in the customer experience strategy and metrics of satisfaction, loyalty and advocacy.</p>
<p>THE101 Introduction to Tourism, Hospitality and Events</p> <p>This subject explores the major components and organisational structure of the hospitality, tourism and events industries. It presents historical development, opportunities and current trends in relation to food service, lodging, tourism, and event management. Topics will include key issues within the larger visitor economy discipline including transportation and distribution systems, attractions, accommodation, and event management. This subject will introduce students to both global and local brands as well as develop skills required to source information on the tourism, hospitality and events industries. In addition, students will investigate potential career paths in the tourism, hospitality & events industry and incorporate their Gallup Strengths into their future career planning.</p>
<p>PCD101 Place, Culture and Destination Management</p> <p>This subject introduces students to the strategic management of tourism destinations. Students will explore the role of destination management organisations (DMOs) and the challenges they face in destination management & marketing. The subject examines the factors that contribute to destination image formation and strategies used to ensure that destinations are viewed by consumers as desired by the DMO. Students will investigate the influence of culture on the tourist experience and strategies used by destinations to manage barriers to successful cross-cultural communication. In addition, emerging international tourism trends will be considered from the perspective of the major generating and destination regions. This subject will provide an opportunity for in-depth study of issues and aspects critical to tourism destination management, including planning, management and marketing.</p>
<p>TTE101 The Tourist Experience</p> <p>This subject introduces students to the conceptual approaches to the study and management of tourist experiences by combining the perspectives of the tourist consumer with that of experience managers. The subject begins by examining the social construction of the tourist experience, the psychology of the tourist, tourist motivation and the journey from desire to execution and the various influences. It then explores the different interactions of tourists with tourism service providers, hosts and host cultures. In addition it considers how tourist operators manage tourist satisfaction and assesses and evaluates the tourist experience.</p>
<p>BIZ201 Accounting for Decision Making</p> <p>The unit aims to provide non-accounting students with a broad, business-based introduction to the conceptual foundations of accounting and finance and the use of management accounting information to assist in key areas such as planning and decision making. It introduces students to basic accounting concepts and functions such as financial statements, techniques for analysing financial statements, investment decisions, costing and opportunity costing analysis and managing working capital.</p>
<p>BIZ202 The Business Environment</p> <p>The aim of this subject is to help students develop an understanding of how organisations work and the ability to evaluate factors that influence them. This includes all aspects of modern business and the changing external environmental forces at the micro and macro level.</p> <p>Students should be able to take a strategic view of a business and contribute to the process of developing and implementing strategy. The focus will be on the political, legal, economic, social, cultural and technological environment. Analytical techniques will be used to uncover the opportunities and threats to businesses. An awareness of potential risks and challenges as well as corporate social responsibility of the organisation will be introduced as a key learning goal. This case-based unit is designed to provide an overview of the business environment at the global, market and organisational level. This subject is designed to develop effective problem solving, critical analysis, and communication skills around the contemporary issues challenging the pursuit of sustainable business practice.</p>

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<p>INP201 Industry Practicum 1</p> <p>This industry placement allows students to challenge, test, and hone the knowledge and skills they have acquired and developed in the classroom and to anticipate future areas of study. Through this experience, students become familiar with the culture of their chosen industry, developing the values, attitudes, and behaviours that will make them successful in the workplace. Each student must complete this 400-hour supervised placement at an approved placement site.</p>
<p>INP202 Industry Practicum 2</p> <p>This industry placement allows students to further challenge, test, and hone the knowledge and skills they have acquired and developed in the classroom and to anticipate future areas of study. Through this experience, students will be immersed further within the culture of their chosen industry, developing the values, attitudes, and behaviours that will make them successful in the workplace. Each student must complete this 400-hour supervised placement at an approved placement site.</p>
<p>PDR201 Product Distribution and Revenue Management</p> <p>This subject covers the information technology demands of hospitality and tourism businesses. The subject will focus on the digital technology as tools that influence hospitality and tourism businesses. Emphasis is placed on providing a thorough understanding of how e-marketing, e-commerce and online information distribution are keys to commercial success and explore examples such as global distribution systems (GDS). Students will be taught about the opportunities and problems created by the development of e-commerce and distribution business models, and the legal and ethical issues of e-commerce through the context of yield and revenue management. Students will also learn to use various tools which will assist them in predicting customer demand at the micro market level, and the maximization of revenue through pricing optimization. Students will be required to interpret and utilize financial data to make revenue and yield decisions.</p>
<p>GIT201 Global Innovations and Trends in Tourism and Hospitality</p> <p>Managers in any area of a business need to be equipped to predict, analyse and explain the Hospitality or Tourism industry they're currently immersed in. In this subject, students will learn how to stay up to date with current innovations within the industry as well as explore and predict future trends and develop ideas through analysing various data sources, spotting trends, prioritizing details, and highlighting information most pertinent to Hospitality and Tourism decisions.</p>
<p>PMT201 Project Management in Tourism</p> <p>Tourism businesses today are increasingly adopting a project-based approach to undertake and manage a diverse mix of business activities ranging from recruitment and change management to product development and implementation. Project management allows organisations to more effectively manage human and financial resources and to meet specific time constraints. This subject introduces students to the field of logistics and project management from a tourism context. It explores the historical development of project management and introduces students to the Project Management Body of Knowledge and how the concepts are applied from a customer travel itinerary through to implementation of marketing strategies.</p>
<p>BIZ301 Organisational Creativity and Innovation</p> <p>This subject seeks to build the knowledge, skills and attitudes required to succeed as an entrepreneur. These knowledge and skills are then applied to identify and evaluate innovative high-growth product and service opportunities in the context of a start-up, a corporation, a not-for-profit or a government institution. The subject equips students with practical skills, including creativity tools, cash-flow modelling, business model analysis and lean experimentation.</p>
<p>MGT301A Ethics & Sustainability</p> <p>This subject is built on broad aspects of sustainable development, corporate responsibility, stakeholder thinking and accountability. It explores how organisations acknowledge their impact of their activities in economic, social and environmental terms. Students will examine why organisations around the world are</p>

SUBJECT DETAILS
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<p>increasingly moving to reduce the adverse effects of business operations on their stakeholders and local communities. It discusses some of the most common practices associated with environmental ethics evolving to sustainability ethics. It also examines the link between social responsibility and corporate governance. This course will equip you with a set of tools for managing and leading organisations more ethically and sustainably.</p>
<p>RCM301 Risk and Crisis Management</p> <p>The subject introduces students to the discipline of risk management in a hospitality and tourism context. Risk management involves the identification, analysis, and monitoring of risks that have the potential to be of significance to organisations as well as how they respond to them. In this subject, students will explore the background to risk management, who the key stakeholders are, the role of risk management in strategic planning, environmental and media scanning, and how risk management impacts upon both the public and private sectors of hospitality and tourism. It discusses risk management strategies and introduces students to the field of crisis communication management and corporate social responsibility. The subject will also explore incident and accident reporting requirements and the financial implications of risk management.</p>
<p>TET301 Tourism Entrepreneurship - TOUR@SIM</p> <p>This subject will draw on industry knowledge and case study research to provide students with the ability to review existing tourism management operations and propose innovative growth strategies based on internal and external factors. Students will identify the circumstances that influence the stagnation and/or decline of a destination or attraction and investigate examples of successful & unsuccessful rejuvenation plans. In addition, students will research emerging consumer and industry trends to identify opportunities within the tourism market and use these to propose enterprising strategies to regenerate a tourism destination or attraction to support its future sustainability. In a simulated environment, students will present their rejuvenation plan to a destination or attraction management organization in an effort to gain implementation approval. This subject will require students to utilise the skills & knowledge gained from previously completed subjects to develop an entrepreneurial mindset in strategic decision-making.</p>
<p>SRM301 Sustainability and Resource Management</p> <p>Sustainable tourism must be seen as a holistic concept so that all aspects of tourism planning, management and sustainability must be considered simultaneously to achieve objectives set within the tourism sector. This subject will explore the concept of sustainability within the tourism context whilst examining the various tools and techniques of environmental planning used by management and the range of socioeconomic relationships that must be nurtured between visitors, host communities and the tourism industry. The aim of this subject is to assist students with an understanding of the economic and social importance of sustainability and the ability to contribute to setting the environmental agenda within the business context through the exploration of examples and case studies within industries such as cruise ships and resorts. At the conclusion of the subject students will be prepared to respond to tourism environmental planning and sustainability issues in the management of businesses within the tourism sector.</p>
<p>TSP301 Tourism Strategy, Planning and Policy</p> <p>This subject introduces you to key concepts associated with tourism policy and planning and the practical experience of analysis in, and application to, contemporary case studies. The course examines contemporary global tourism issues from the perspectives of government and business. The subject integrates the knowledge developed within the tourism specialisations into a subject that uses government policy and planning as the conceptual framework. It examines the importance of tourism policy and planning in terms of sustainable tourism development, addressing the central role of tourism public policy development. The subject analyses a range of critical factors such as carrying capacity, yield management and risk management. It focuses on sustainable tourism development to explain the links between these factors and tourism policy and planning.</p>
<p>Students are required to choose an additional 4 subjects from the Bachelor of Business suite.</p>

*Note that some of the above subjects have pre-requisite requirements.

Locations

The Bachelor of Business (Tourism Management) can be studied fully online or at the below Torrens University Campus:

- The Rocks, New South Wales (Sydney)

Campus Facilities and Services

All campuses are designed to provide students with professional spaces in which to learn and work. They have been planned with student study needs in mind with well-equipped accessible learning spaces as well as student breakout areas for group work and spending time with friends.

A positive student experience

Torrens University Australia values the importance of a positive student experience, and therefore has robust processes to resolve student complaints. The Student Complaints Policy, and associated procedures, can be accessed from the [website](https://www.torrens.edu.au/policies-and-forms) (<https://www.torrens.edu.au/policies-and-forms>).

Paying for your qualification

We offer two payment options for this course:

- **Upfront payment**

If you want to complete your qualification debt-free you can choose to pay as you go. This means tuition fees will be invoiced each trimester and payment is required on or before the due date using EFTPOS, credit card or direct transfer.

- **FEE-HELP**

FEE-HELP is Australian Government's loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold (\$45, 881 in 2019-20). Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.

Further information about FEE-HELP, including eligibility, is available at:

- [FEE-HELP website:](http://studyassist.gov.au/sites/studyassist/help-payingmyfees/fee-help/pages/fee-help-)
<http://studyassist.gov.au/sites/studyassist/help-payingmyfees/fee-help/pages/fee-help->
- [FEE-HELP booklets:](http://studyassist.gov.au/sites/studyassist/helpfulresources/pages/publications)
<http://studyassist.gov.au/sites/studyassist/helpfulresources/pages/publications>

Austudy and Abstudy

Students enrolled in this course may be eligible for government assistance, such as [Austudy](#) or [Abstudy](#).