

Diploma of Business (Tourism Management) (DIPBUSTOR17)

1. About the Diploma of Business (Tourism Management)

The Diploma of Business (Tourism Management) (DIPBUSTOR17) has been designed to provide a broad understanding of business for those graduates wishing to enter the tourism sector in Australia, and globally.

The purpose of the Diploma qualification type is to qualify individuals who apply integrated technical and theoretical concepts in a broad range of contexts to undertake advanced skilled or paraprofessional work and as a pathway for further learning.

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.

This qualification reflects the role of individuals who possess a sound theoretical knowledge base in business and demonstrate a range of skills to ensure that tourism management functions are effectively conducted in an organisation.

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

Graduate employment opportunities

- Customer Service Officer – Tourism Information Centre
- Hotel Guest Services Agent
- Casino Guest Services Agent
- Tourism and Travel Advisers
- Tour Guides
- Marketing Officer
- Theme Park Attendant
- Cruise Ship Attendant

Course Overview

Course Title	Diploma of Business (Tourism Management) (DIPBUSTOR17)		
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: 1 year Accelerated: 2 Trimesters Part-time: 2 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	094174M
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	0	0%
(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) 	0 0 <5	0% 0% N/P
International students	0	0%
All students	8	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	Diploma of Business (Tourism Management) (DIPBUSTOR17)
Applicants with higher education study	A completed higher education qualification at AQF level 5 (diploma) or above, or equivalent, from an Australian University or another accredited higher education provider OR 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
Applicants with vocational education and training (VET) study	A completed vocational education qualification at AQF level 4 (Certificate IV) or above, or equivalent, from a registered training organisation (RTO) OR 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)
Applicants with work and life experience	Demonstrated ability to undertake study at the required level: <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 5.5 (Academic) with skills band no less than 5.0
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	Diploma of Business (Tourism Management) (DIPBUSTOR17)								
<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>0</td> </tr> <tr> <td>Median rank to receive an offer</td> <td>0</td> </tr> <tr> <td>Lowest rank to receive an offer</td> <td>0</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	0	Median rank to receive an offer	0	Lowest rank to receive an offer	0
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Highest rank to receive an offer	0								
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Lowest rank to receive an offer	0								

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/>

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

- Universities Admissions Centre (UAC) Website
 - <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 4 common business core subjects, 3 specialised tourism subjects and 1 elective subjects over level 100 as follows: Level 100: 4 common core subjects, 3 specialised subjects, and 1 elective. Students must complete a minimum of 80 credit points at level 100.

Course Rules

To be awarded the Diploma of Business (Tourism Management) students must complete 80 credit points over 8 subjects. 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'</p>

SUBJECT DETAILS
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<p>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 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>Students are required to choose an additional 1 subject from the Bachelor of Business suite.</p>

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

Locations

The Diploma 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 Ltd, ABN 99 154 937 005, RTO41343, CRICOS 03389E.

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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->
- FEE-HELP booklets:
<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](#).