



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

UQ SCHOOL OF TOURISM AND LEISURE MANAGEMENT

Undergraduate Program Handbook 2006





Contents

- 2** Introduction
- 3** Welcome from the Head of School
- 4** Location and Facilities
- 5** Industry Partnerships and Employment Services
- 7** Accreditation and Professional Memberships
- 8** TALM Student Association
- 9** Prizes and Scholarships
- 10** School Policy and Support Services
 - Assessment Guidelines
 - Plagiarism
 - Policy in the Event of Timetable Changes
 - Submitting Assignments
 - Applying for an Extension of Time for an Assignment
 - Blackboard
 - mySI-net
 - Student Support Policy
 - Computer Facilities
- 13** Programs
 - Bachelor of Business
 - (Event Management)
 - (Hospitality Management)
 - (Sport and Leisure Management)
 - (Travel and Tourism Management)
 - Bachelor of International Hotel and Tourism Management
- 23** Dual Degrees
- 24** Honours
- 25** Course Descriptions
- 34** Contact Information

Introduction to the School of Tourism and Leisure Management

The School of Tourism and Leisure Management was created in its present form and structure on 1st January, 2000, but the academic unit has a rich history going back to the early 1970s with the former Queensland Agricultural College at Gatton offering tertiary education in hospitality and tourism.

The School moved from Gatton to the new UQ Ipswich Campus at the beginning of 2000 and has since offered courses on both the St Lucia and Ipswich campus.

Today the School is one of the first institutions in Australia to be accredited by the United Nations World Tourism Organization (UNWTO), and is currently the Chair of the UNWTO Education Council. The School is also a founding member of the Asia-Pacific Education and Training Institutes in Tourism, a member of the Pacific Asia Travel Association Education Committee and a member of the prestigious TTF Australia (Tourism and Transport Forum), a national, member-funded CEO forum for the Australian transport, property, tourism and infrastructure sectors.

The School offers a sophisticated suite of undergraduate and postgraduate coursework and postgraduate research programs. The School accepts a select number of students into research higher degree programs and is committed to giving them a high level of support. Many of our PhD students, working collaboratively with academic staff, are publishing in leading academic journals, presenting at conferences and actively engaging with the international academic community.

Beyond its mandate to provide professional and innovative programs, the School has a dedicated sense of social responsibility and is quickly establishing itself as a beacon of best practice in the industry. Demonstrating our commitment to excellence throughout the sector, the School is currently offering developmental scholarships to high quality candidates associated with the United Nations World Tourism Organization. A number of international journals are edited by School staff including the *Annals of Leisure Research*, *Australian Journal of Environmental Education*, *Journal of Hospitality and Tourism Management*, *International Events eJournal*, *Current Issues in Tourism*, and *Visitor Studies*.

Welcome from the Head of School



It is with much enthusiasm that I welcome you to the School of Tourism and Leisure Management, 2006 looks to be an exciting year. Each year we enrol more than 500 undergraduate and postgraduate students into our School. Every student becomes a significant part of one of Australia's oldest tourism and leisure management schools, which has a proud history of creating leaders in event, hotel, recreation and tourism management.

The School has achieved a remarkable position within the tourism education sector, successfully bridging gaps between academia, consulting and industry. Its innovations and achievements have been interwoven to create an educational service that has received international recognition in the form of elite accreditations and partnerships; while the facilities and comprehensive support services it offers to its student body provide the best opportunity for their academic and professional success.

The quality and vibrancy of the School's 20 academic and research staff also contributes significantly to the School's competitive edge. All teaching staff have PhD qualifications or are working towards higher degrees, and can boast of valuable industry expertise and membership of networks in sectors such as destination management, technology services in hospitality, and cultural diversity in event management. School staff also hold responsible leadership positions in the broader research community, evidenced by the six respected journals managed by the School.

The School has enjoyed a number of successes over the past twelve months, not least its recent appointment as Chair of the United Nations World Tourism Organization's Education Council based in Madrid. We were also the first university to be admitted into the prestigious TTF Australia (Tourism and Transport Forum),

I know that you will enjoy your experience here with the School of Tourism and Leisure Management, we are fortunate to be based in Australia's foremost tourism state. Queensland is home to the major theme parks and largest concentration of accommodation stock in the country as well as the World Heritage listed Great Barrier Reef, the Daintree National Park, and the world's largest sand island, Fraser Island.

Once again, I am delighted to welcome you to the School of Tourism and Leisure Management at The University of Queensland.

A handwritten signature in black ink that reads "Chris Cooper." The signature is written in a cursive, slightly slanted style.

PROFESSOR CHRIS COOPER
Head of School
School of Tourism and Leisure Management

Locations and Facilities

Renowned for its stunning architecture, high-tech facilities and perfectly manicured grounds, UQ's spectacular St Lucia and Ipswich campuses provide students with access to state-of-the-art facilities, ongoing study support and unique opportunities to further their own personal and professional development.

Since moving from Gatton in early 2000, the School of Tourism and Leisure Management has delivered a variety of programs at the University's St Lucia and Ipswich sites. Both campuses are fully equipped with resources that facilitate superior student learning. All lecture and seminar rooms are equipped with multi-media facilities. Students have 24-hour access to computer laboratories, which feature the latest software for study and research projects. Both campuses offer dedicated computing facilities for Masters Degree and research students, which promote a sense of community and a culture of collaboration.

Students also have 24-hour online access to the state's largest university library, which holds more than two million volumes and spans 14 branches. It also holds the most significant tourism collection in Australia. Online resources include the United Nations World Tourism Organization's eLibrary, which features UNWTO publications in their respective languages and a Tourism Fact Book of statistical information about individual countries. The magnitude and quality of the University's tourism collection reflects its steadfast commitment to tourism education and research.

The School also offers students:

Academic Advisors – staff from the School and the Faculty of Business, Economics and Law (BEL) provide students with guidance on course choice, program planning and credit from prior studies.

Peer Assisted Study Sessions (PASS) – small, interactive study groups conducted in first year courses in addition to regular tutorials by high achieving students from previous years.

Resource Centres – located on both the St Lucia and Ipswich campuses, providing a one-stop shop for student resources, such as general enquiries, 24-hour computer access and lodgement of assignments.

Computer Skills – Information Technology Services (ITS), AskIT and the UQ Library offer a large range of courses on a variety of software packages. Details on the variety of courses ITS offers can be found at www.uqtrainit.its.uq.edu.au/.

Research and Library Skills – The Library offers an excellent range of programs on research skills, researching on the internet and the use of library facilities, as well as some library-based computer programs such as Endnote.

Other Support Services – UQ Student Support Services offer an extensive range of workshops, support groups and individual sessions to assist with time management, assignment writing, job seeking and more.

While undertaking your studies with the School, you will have access to all of the facilities available to the Faculty of Business, Economics and Law (BEL) and more.

Industry Partnerships and Employment Services

The School is committed to keeping its programs and activities current and relevant to the business domain. To this end, the School has established a dedicated Industry Partnership Development team, which manages ongoing private consultancy projects and a highly successful executive shadowing program.

Many of our partners are industry leaders who have come directly from our graduate ranks, while others come from private industry and the public sector. With nearly 40 per cent of graduates working abroad, the School boasts excellent industry contacts worldwide and, importantly, international recognition of its programs. Our Industry Partnership team manages a coordinated program of guest speakers and mentoring relationships, as well as two unique programs; the Meet the Industry Leaders Event and the Executive Shadowing Program.

Meet the Industry Leaders Event

Now in its fifth year, the event is a dynamic interaction between students, School staff, industry practitioners, professional associations and government regulators.

Representatives from Australia's leading tourism, events and sporting organisations offered insights and advice to the School's students against the backdrop of UQ's Customs House facility.

Students are able to take advantage of the open-plan, careers expo format and networking opportunities with industry representatives including Hilton Hotels, Accor Hotel Group, Dreamworld, Flight Centre, Marriott International, Rydges Hotels & Resorts, Suncorp Stadium, Wotif.com and Tourism Queensland.

Held annually in September, this event provides students with valuable exposure to the industry's leading practitioners, and allows them to develop and leverage their networks to secure continuing employment upon graduation.

Executive Shadowing Program

The Executive Shadowing Program represents a key initiative of the School's ongoing development of strategic relationships across industry segments in tourism, hospitality, events, leisure and recreation.

In 2003 the School of Tourism and Leisure Management instituted a new course, hoping to create better linkages between students and the reality of industry and career choices. It was designed to provide a small number of our best students with an opportunity to do a placement in an industry segment of their choice.

What makes this program unique is that this is not work experience or a traditional internship, but rather a chance for a selection of our finest students to work with someone senior in industry, to see what happens in their organisations at a more strategic level.

Whilst students' first position after university will most likely be a line-level position, this program gives them the opportunity to see the world from a more senior viewpoint, and should be a major benefit in their professional development and as they progress through their career.

Employment Services

The Faculty of Business, Economics and Law provides a dedicated Employment Service for both students and industry. The service aims to maximise student satisfaction by providing recruitment and employment information.

Employment Service Officers are available to assist you with careers and employment related inquiries.

An International Employment Services Officer is available to assist international students with work experience and employment information in their home country.

When students are in their final year of study they are advised to meet with the School's Employment Services Officer for advice and guidance. The Employment Services Officer distributes notices regarding professional development opportunities and employment services initiatives to all students in the School.

UQ CareerHub is your online 'one-stop-shop' for:

- Graduate recruitment and entry level opportunities
- Vacation employment
- International opportunities
- Work experience
- Part time/casual
- Experienced/ professional
- Industry Workshops/Presentations/Networking
- Career employment resources

To access this service to find all employment related needs, you must register on the University's Careers and Employment Website - **UQ CareerHub. Use your UQ student name and password (same as mySI-net). You can access this website at any time. Additionally, you will be sent email updates weekly.**

Regular updates of the Faculty's Careers and Employment events are advertised on the electronic notice boards in Colin Clark Building (39), the General Purpose North Building (39A), Building 12 on the Ipswich Campus and via your student email. For further information, visit www.uq.edu.au/careers.

Student Support Services (SSS) offers free and confidential careers and employment counselling.

A comprehensive range of careers and employment related workshops are available and SSS also maintains an extensive collection of career related information for the benefit of students in the "Resource Centre", Building 21D, St Lucia campus (Tel: (07) 3365 1704). At Ipswich, assistance is available at the Student Centre, Building 8 (Tel: (07) 3381 1011). Please phone for an appointment or visit UQ CareerHub (www.careerhub.uq.edu.au) to register for workshops.

The Centre also has a resource room, open from 8am to 5pm Monday to Friday (including semester breaks), which contains reference materials on graduate careers, companies and government careers; employment-related videos; details of undergraduate and postgraduate study options in Australia and overseas; as well as local, interstate and Singaporean newspapers. Free access to computers for career related Internet searching and using UQ CareerHub is also available.

Accreditation and Professional Memberships

United Nations WTO.TedQual Certification



The School of Tourism and Leisure Management is one of the first institutions in Australia to be accredited by the United Nations

World Tourism Organization. In 2002 the School's programs were assessed under the UNWTO.TedQual Certification System. This system aims to contribute to the quality and efficiency of tourism education. It proposes a methodology and voluntary standards with universal scope to more clearly define the quality of tourism education systems. The UNWTO.TedQual Certification System is thus a quality assurance system for tourism education and training.

THE-ICE Membership

The School is a member of the elite International Centre of Excellence in Tourism and Hospitality Education (THE-ICE), an Australian government initiative that establishes and profiles outstanding capability in this field. Universities and colleges that are members of THE-ICE have attained high standards of program excellence. Their tourism and hospitality education programs are independently assessed by an international panel to ensure they meet THE-ICE Standards of Excellence.

Professional Recognition and Membership

Event Management

Meetings and Events Australia (MEA)

Festivals and Events Association (FEA)

Hospitality Management

Australian Hotels Association

International Council on Hotel, Restaurant and Institutional Education (I-CHRIE)

Sport and Leisure Management

Australian Council for Health, Physical Education and Recreation

Sport Management Association of Australia and New Zealand

Australian and New Zealand Association for Leisure Studies

World Leisure

Travel and Tourism

United Nations World Tourism Organization

Australian Institute of Travel and Tourism (AITT)

TTF Australia – Tourism and Transport Forum

TALM Student Association

Want a brighter future in tourism or hospitality management?

Since its inception in 2005 the School of Tourism and Leisure Management's Student Association has injected new enthusiasm into the student community's social, academic and professional development activities. Dedicated to all of the School's undergraduate, postgraduate and higher degree students, the Association spans both the Ipswich and St Lucia campuses.

Connections and industry experience are keys to success in the business of tourism, hospitality, sport and event management. The mission of the TALM Student Association is to provide students with unique opportunities to gain relevant, professional experience while at UQ. The Association produces a monthly calendar of events which features a range of activities such as the recent seminars on resume writing and interviewing skills which were run in conjunction with the University's Student Support Services unit, and 2006 work experience opportunities such as the Australian Scholar Athlete Games, the Brisbane International Boat Show, and market research for the Brisbane Riverfestival.

The Association also offers a range of exciting social activities that focus on building strong friendships between international and domestic students including a three day camping trip Moreton Bay Island for swimming, snorkelling and sand dune surfing.

The association is open to all interested undergraduate and postgraduate students studying in fields offered by the School of Tourism and Leisure Management. For further information email s.schindeler@uq.edu.au or visit the School of Tourism and Leisure Management website at www.talm.uq.edu.au.

Prizes and Scholarships

Students seeking information on Prizes and Scholarships available to undergraduate or postgraduate students are referred to The University of Queensland Calendar Series Year Book, which lists all prizes available together with application procedures. Students may also contact the Prizes Officer by e-mail at prizes@admin.uq.edu.au or visit a Student Centre.

Example prizes and scholarships open to students studying in the School of Tourism and Leisure Management include:

Channel View Publications Prize in the Bachelor of Business

An annual gift from Channel View Publications of three books (published by Channel View Publications) to the total value of \$300 and a subscription to a journal of the student's choice to the value of \$100.

Inaugural Bachelor of Business Awards

The Bachelor of Business of the School of Tourism and Leisure Management and the UQ Business School jointly offer four \$1,500 prizes to outstanding first year students entering the program.

School of Tourism and Leisure Management Honours Study Assistance Scholarships

The Honours Study Assistance Scholarship has been established to provide financial assistance to students enrolled in either The Bachelor of Business (Honours) or the Bachelor of International Hotel & Tourism Management programs.

Queensland–South Carolina Tourism and Hospitality Exchange Program Bursary

A \$2,000 bursary is available from the Queensland Government. This program also stipulates that students only pay university fees to their Queensland institution (in this instance, UQ) and that they remain eligible for all other university scholarships and travel bursaries.

Ipswich Region Chamber of Commerce Prize

Established in 2003 and maintained as an annual gift from the Ipswich Region Chamber of Commerce, this \$500 prize is awarded to the third year student of the Bachelor of Business with the highest cumulative grade point average (GPA) as at the end of the second year of fulltime study. The student must be a resident of the city of Ipswich.

Ipswich and District Law Association Prize in Business at the UQ Ipswich Campus

This prize is awarded for greatest overall proficiency in the course LAWS1100 Business Law. Value: \$500.

City of Ipswich Scholarship

An annual gift of \$5000 from the Ipswich City Council to encourage undergraduate study at The UQ – Ipswich Campus. This scholarship is awarded for the purpose of assisting a meritorious student to study an undergraduate program at UQ Ipswich.

Friends of UQ Ipswich Undergraduate Scholarship

An annual gift of \$5000 from the Friends of UQ Ipswich to encourage study in an undergraduate program at UQ Ipswich. This scholarship is awarded for the purpose of assisting a meritorious student to study an undergraduate program at the University of Queensland Ipswich.

Honours Study Assistance Scholarships

The School of Tourism and Leisure Management Honours Study Assistance Scholarship has been established to provide financial assistance to students enrolled in either the Bachelor of Business (Honours) program or the Bachelor of International Hotel and Tourism Management (Honours) program. To assist with expenses involved in continuing study, six scholarships of \$4,000 each are available and will be awarded by the School on the basis of the applicant's academic merit and covering letter.

School Policy and Student Support

Assessment guidelines

The School of Tourism and Leisure Management has a comprehensive Assessment Policy which is available on the School website. The policy encompasses extension requests and late submission, resubmission of assignments, availability of feedback on assessment, and final grading scale. New students are encouraged to familiarise themselves with School policy prior to commencing their studies.

Plagiarism

The submission of work or ideas which are not your own and for which you claim credit is called plagiarism. When knowingly applied this is considered a form of cheating.

Under University Statute 4, cheating constitutes misconduct, and is viewed very seriously by the University community. Students who have cheated may undergo misconduct proceedings, and, if found guilty, receive a penalty under the Statute. Any material taken from texts and other references, including electronic resources, CD-ROMS, and the Internet, must be acknowledged using the accepted school style which is outlined on the UQ library website. A clear statement on plagiarism (definition, unacceptability, penalties) is usually included in all Tourism and Leisure Management course materials.

Policy in the event of timetable changes

If a class is cancelled because of staff illness or other unforeseen events, students will be notified of arrangements to reschedule at a time and location convenient to both staff and students.

Submitting Assignments

St Lucia Campus

BEL Faculty Resource Centre
Level 1, Colin Clark building (39)

When submitting assignments, students must:

- Collect and fill in all details outlined on the BEL assignment cover sheet
- Sign and date the declaration on the bottom of the assignment cover sheet
- Secure the assignment cover sheet to the assignment and secure disks, if any
- Lodge the assignment with the appropriate area depending on campus. Unless otherwise directed by the lecturer, submissions should be made to the Faculty Resource Centre in Building 39.

Ipswich Campus

The Student Centre, Building 8

All assignments must be submitted with an attached cover sheet and be lodged by the due date at the Student Centre in Building 8 on the Ipswich campus. Students must:

- Download the assignment coversheet from UQI Assist at <http://www.assist.uqi.uq.edu.au>
- Fill in all details, sign and date the declaration on the bottom of the assignment cover sheet
- Secure the assignment cover sheet to the assignment and secure disks, if any
- Lodge the assignment in building 8, staff from the Student Centre will assist.

There is an after-hours slot to the right of the Building 8 entry doors and penalties will apply for late assignments.

Applying for an extension of time for an Assignment

Extensions are normally only considered for acute medical conditions or for unexpected personal hardship or distress. Poor workload planning is NOT considered to be grounds for granting an extension.

Documentary evidence such as a medical certificate or a statement provided by another recognised professional service (e.g. a counselling service) should be included with the request. Extension applications should be submitted in writing to your tutor or lecturer at least 24 hours in advance of the due date of the assignment.

Blackboard

To facilitate communication and provide information and core content, many Tourism and Leisure Management courses are supported by Blackboard, which provides students with centralised access to all Blackboard-supported courses on the server and includes features:

1. A learning guide, including objectives of courses, staff contact details, study chart and assessment requirements.
2. Discussion boards – students are encouraged to use the discussion board throughout the semester to interact with peers and the lecturer.
3. Gradebook – a running tally of your marks may be available on Blackboard. Students only have access to their own marks and cannot view other students' marks.

Further information and access to Blackboard may be found at <http://blackboard.elearning.uq.edu.au>.

mySI-net

Students must enrol on-line and maintain personal details using mySI-net at <http://www.sinet.uq.edu.au>. Students are asked to ensure that they have completed all enrolment requirements as set out in The University of Queensland Enrolment Guide, which can be accessed via mySI-net. All students are also provided with an email account. It is extremely important that students check email regularly as the Faculty and School will often correspond this way.

Student Support Policy

The University of Queensland is committed to providing a high level of support to students. Student Support Services, which have offices at on all Tourism and Leisure Management campuses; Ipswich and St Lucia, have Learning Advisors who can assist you with your studies. Their services include:

- improving the quality of your assignments
- understanding what is required from different types of academic writing
- adjusting to university study
- increasing motivation and concentration
- study and time management
- improving oral presentations
- referencing
- reading, research and note-taking.

For further information see Student Support Services in Contact Information.

Support for students with a disability

Any student with a disability who may require alternative academic arrangements in this program is encouraged to seek advice at the commencement of the semester from a Disability Adviser at Student Support Services. Assessment variation is possible for students with a disability.

Computer Facilities

St Lucia Campus

The BEL Faculty computer laboratories consist of a general use main lab plus five teaching labs located on level 2 of the Chamberlain Building and two teaching labs located in the GPN3 Building. The Chamberlain main lab is open for general access from Monday–Friday between 7:45am–10:00pm. Access outside of these hours is available with an after hours swipe card.

Ipswich Campus

Computing facilities in Building 8 on the Ipswich Campus are available to all students, which include near to 150 computers, 5 computer booths, wireless laptops for loan, independent and group study rooms, as well as printers, photocopiers and scanning facilities.

Dean's Honour Roll

Undergraduate and postgraduate students, who attain a specified cumulative GPA across their entire program, are considered eligible for placement on the Dean's Honour Roll.

Undergraduate students must gain a GPA equivalent to second class honours across their entire program.

Upon graduation, eligible students will receive a certificate, commemorative badge, their name will be placed in a congratulatory advertisement in *The Courier-Mail* and a noting will be placed on their academic record.

Alumni

When you graduate from the School of Tourism and Leisure Management at The University of Queensland you are considered part of our alumni. Strong alumni provide the means for graduates to keep in touch with their discipline, colleagues and friends through a variety of events and activities.

The School believes that maintaining excellent relations with alumni is mutually beneficial. By providing you with opportunities to attend such events as professional development and career seminars or to network and socialise with colleagues and peers, you in turn continue to be ambassadors for the University.

Undergraduate Academic Advising

Ipswich Campus

Faculty of Business, Economics and Law
The University of Queensland
11 Salisbury Road
Ipswich Qld 4305 Australia

Tel: + 61 7 3381 1004

Fax: + 61 7 3381 1308

Email: belenq@staff.uqi.uq.edu.au

St Lucia Campus

Faculty of Business, Economics and Law
The University of Queensland
Queensland 4072 Australia

Tel: +61 7 3365 7111

Fax: +61 7 3365 4788

Email: facbel@bel.uq.edu.au

Programs

Bachelor of Business

DURATION	3 years full-time. Part-time equivalent available to Australian residents and citizens.
LOCATION	Ipswich
PREREQUISITES	English, Maths A or B or C
QTAC CODES	753001

Program Outline

The Bachelor of Business offers students an opportunity to combine business knowledge and skills with a variety of specific study areas including accounting, online business, event management, sport and leisure management, hospitality management and travel and tourism management. It also provides for students who want a broad general business degree. The program challenges students to think and operate independently and equips them with the knowledge, skills and confidence essential for working successfully in today's competitive global business environment.

The Bachelor of Business ensures a meaningful learning experience via a mix of learning modes that allow flexibility in a collaborative learning environment. Depending on choice of major, students may engage in involvement with industry through projects, placement, and/or work experience options during the program.

Majors/Specialisations

Studies may be undertaken in the following specialisations. Some major areas of study must be undertaken with the UQ Business School (*).

- » Accounting*
- » Event Management
- » Hospitality Management
- » Online Business*
- » Sport and Leisure Management
- » Travel and Tourism Management

Bachelor of Business

Program Structure

The business program promotes choice. All students complete 12 compulsory courses, and then choose how to structure the remaining 12 courses from Part B. For example students may complete a major and 6 elective courses, or select two majors each comprising 6 courses, or 6 business elective courses and 6 general elective courses for those students who wish to complete a more general degree.

A student is required to obtain 24 courses (#48 units) from the BBus List comprising -

#24 of compulsory courses from Part A; and either

(1) Students who wish to complete a major:

- #12 from one major in Part B (#6 must be at level 3); and
- #12 of general elective courses from Part B or from almost any other undergraduate program in the University as approved by the Executive Dean. Only #4 may be at level 1; or
- #24 from two majors in Part B, each comprising #12 (#12 must be at level 3);

OR

(2) Students who do not wish to complete a major:

- at least #12 of Business elective courses from Part B (#6 must be at level 3); and
- up to #12 of general elective courses from Part B or from almost any other undergraduate program in the University as approved by the Executive Dean. Only #4 may be at level 1.

Students may not undertake studies at another campus until they have completed at least 8 courses (#16 units).

Further Study

In addition to Honours programs, graduates can undertake further study leading to Graduate Certificates, Graduate Diplomas, Masters and Doctoral programs.

Bachelor of Business Program List

Part A

Section 1

Students must complete #18 from the following -

Course Code	Units	Course Title	Prerequisites
ACCT1101	2	Accounting for Decision Making	Nil
ECON1010	2	Introductory Microeconomics	Nil
ECON1310	2	Quantitative Economic & Business Analysis A	Maths A or Maths B or Maths C
FINM2401	2	Financial Management	ACCT1101 or BSAC1101 or COMM1101 or 1102 or 1301
LAWS1100	2	Business Law	Nil
MGTS1201	2	Computer-based Information Systems	Nil
MGTS1301	2	Introduction to Management	Nil
MGTS1601	2	Organisational Behaviour	Nil
MKTG1501	2	Introduction to Marketing	Nil

Section 2

Students must complete #6 the following -

ACCT2101 ¹	2	Financial Reporting	ACCT1101 or BSAC1101 or COMM1102 or 1301
ACCT2102 ¹	2	Fundamentals of Cost Accounting	ACCT1101 or BSAC1101 or COMM1102 or 1301
ECON1020 ¹	2	Introductory Macroeconomics	Nil
HOSP1005 ²	2	Tourism, Leisure, Hospitality: Principles	Nil
MGTS2606	2	Managerial Skills & Communication	BSEB1301 or BSOC1601 or 1602 or MGMT1000 or 1200 or 1300 or MGTS1301 or 1601 or 1602
TOUR2004	2	Comparative Business Cultures	Nil
TOUR2005	2	Services Management	Nil

Part B

EDUC3079 ³	2	Teacher's Work in Contemporary Context
LAWS5136 ⁴	2	Commercial Law

At least six courses from a Major course list.

Course lists for Majors offered by the School of Tourism and Leisure Management are provided in this handbook within individual Major profile pages.

Endnotes

1. Must be studied by students wishing to major in Accounting and wishing to obtain ICAA and CPA accreditation.
2. Must be studied by students wishing to major in Event Management, Hospitality Management, Sport and Leisure Management, or Travel and Tourism Management.
3. Available only to those students enrolled in the dual BBus/BEd program.
4. Available only to those students enrolled in the dual BBus/LLB program.

Bachelor of Business (Event Management)

Program Outline

Event management is a dynamic and rapidly growing industry with an increasing demand for graduates around the world. The event management major offers students a comprehensive and professional understanding of all aspects of event management, exploring frameworks for understanding festivals and special events, developing skills to manage event facilities and delving into the highly sought-after area of event sponsorship and fundraising. Event management is an exciting and rewarding profession to work in – this program equips students with the skills, understanding and necessary ‘edge’ to succeed.

Career Opportunities

Graduates find employment in arts and music festivals coordination; corporate convention management; events coordination and management; exhibitions and special events; and major sporting events. Graduates from event management are currently in great demand across private enterprise and local, state and federal governments.

Professional Membership

- Meetings and Events Australia (MEA)
- Festivals and Events Association (FEA)

Further Study

In addition to Honours programs, graduates can undertake further study leading to Graduate Certificates, Graduate Diplomas, Masters and Doctoral programs.

Specialist Event Management Courses:

In addition to nine Part A Section 1 Compulsory Courses, event management students must undertake three courses from the Part A Section 2 list. For the event management Major, these must include HOSP1005 Tourism, Leisure, Hospitality: Principles and TOUR2004 Comparative Business Cultures. Students are recommended to undertake TOUR2005 Services Management as their third course from the Part A Section 2 list.

Plus at least six courses from the following must be taken -

EVNT2000	2	Festivals & Special Events
EVNT2001	2	Event Sponsorship & Fundraising
EVNT2002	2	Event Management & the Arts
EVNT3000	2	Meetings & Conventions Management
EVNT3001	2	Event Industry Operations
EVNT3002	2	Event Facilities Management
[MGTS3000	2	Professional Development – Project [or
[MGTS3004	2	Professional Development – Placement

Sample First Year Pathway for Event Management

YEAR ONE			
SEMESTER 1		SEMESTER 2	
HOSP1005	Tourism, Leisure, Hospitality: Principles	MKTG1501	Introduction to Marketing
EVNT2000	Festivals & Special Events	MGTS1301	Introduction to Management
MGTS1201	Computer-based Information Systems	LAWS1100	Business Law
ECON1010	Introductory Microeconomics	TOUR2004	Comparative Business Cultures

Bachelor of Business (Hospitality Management)

Program Outline

Hospitality Management thoroughly encompasses the vibrant and varied worlds of hotel, restaurant and resort management and more. This major delves into international hotel operations management, technological applications in hospitality management and large-scale services management as well as small business operations. As the hotel and hospitality industry moves increasingly from a skills-based to a knowledge-based industry, higher learning has become increasingly critical to opening career doors and being fully attuned to the culture, service and competitive aspects of the sector.

Career Opportunities

Our graduates work in hotel, motel, club and casino management; restaurant, bar and catering management; conference, conventions and special events management; sales and marketing in the hospitality industry; operation and human resource management; tertiary and technical education; and consultancy.

Professional Membership

- Australian Hotels Association
- International Council on Hotel, Restaurant and Institutional Education (I-CHRIE)
- International Centre of Excellence in Tourism and Hospitality Education (THE-ICE)

Specialist Hospitality Management Courses:

In addition to nine Part A Section 1 Compulsory Courses, hospitality management students must undertake three courses from the Part A Section 2 list. For the hospitality management Major, these must include HOSP1005 Tourism, Leisure, Hospitality: Principles and TOUR2004 Comparative Business Cultures. Students are recommended to undertake TOUR2005 Services Management as their third course from the Part A Section 2 list.

Plus at least six courses from the following must be taken -

HOSP2001	2	Hotel Management Operations
HOSP2002	2	Hotel Management Technology Applications
HOSP2003	2	Hospitality Small Business Operations
HOSP3000	2	International Gaming Management
HOSP3001	2	International Hotel Management
HOSP3003	2	Food and Beverage Management
[MGTS3000	2	Professional Development – Project
[or		
[MGTS3004	2	Professional Development – Placement

Sample First Year Pathway for Hospitality Management

YEAR ONE			
SEMESTER 1		SEMESTER 2	
HOSP1005	Tourism, Leisure, Hospitality: Principles	MKTG1501	Introduction to Marketing
HOSP2001	Hotel Management Operations	MGTS1301	Introduction to Management
MGTS1201	Computer-based Information Systems	LAWS1100	Business Law
ECON1010	Introductory Microeconomics	HOSP2003	Hospitality Small Business Operations

Bachelor of Business (Sport and Leisure Management)

Program Outline

Sport and leisure management is an expansive and eclectic field which encompasses many sectors, including sport and fitness, adventure and outdoor tourism, wilderness and natural park recreation, event and facility management and community recreation. The sport and leisure management major provides students with the skills essential to achieving professionally in the workforce while also providing a deeper understanding of sport and leisure in a modern sociological context. During this program students examine various leisure industry operations; overview contemporary sport management issues; and learn to evaluate current industry operations.

Career Opportunities

Our graduates work throughout the vast leisure and recreation industry, with sporting agencies and centres, commercial venues and amusement parks, event management agencies, tourist resorts, community-based agencies, and federal, state and local government bodies.

Professional Membership

- Australian Council for Health, Physical Education and Recreation
- Sport Management Association of Australia and New Zealand
- Australian and New Zealand Association for Leisure Studies
- World Leisure

Specialist Sport and Leisure Courses:

In addition to nine Part A Section 1 Compulsory Courses, sport and leisure management students must undertake three courses from the Part A Section 2 list. For the sport and leisure management major, these must include HOSP1005 Tourism, Leisure, Hospitality: Principles and TOUR2004 Comparative Business Cultures. Students are recommended to undertake TOUR2005 Services Management as their third course from the Part A Section 2 list.

Plus at least six courses from the following must be taken -

LEIS2003	2	Commercial Recreation
LEIS2004	2	Leisure in Society
LEIS2005	2	Community & Outdoor Recreation
LEIS3002	2	Sport Management
LEIS3004	2	Leisure Venues & Attractions
LEIS3005	2	Leisure and Lifestyle
[MGTS3000	2	Professional Development – Project
[or		
[MGTS3004	2	Professional Development – Placement

Sample First Year Pathway for Sport and Leisure Management

YEAR ONE			
SEMESTER 1		SEMESTER 2	
HOSP1005	Tourism, Leisure, Hospitality: Principles	MKTG1501	Introduction to Marketing
LEIS2003	Commercial Recreation	MGTS1301	Introduction to Management
MGTS1201	Computer-based Information Systems	LAWS1100	Business Law
ECON1010	Introductory Microeconomics	TOUR2004	Comparative Business Cultures

Bachelor of Business (Travel and Tourism Management)

Program Outline

World tourism is predicted to grow to 1 billion international travellers by 2010, with 195 million in the Asia Pacific alone. As the only Australian member of the United Nations World Tourism Organization, the School gives students majoring in travel and tourism management the opportunity to learn from the best in this stimulating and globally significant field. Students look at tourism behaviours; International tourism policy and planning, transport systems and the concepts of sustainability and tourism impact on the environment, with the opportunity to focus on either the travel side or the tourism side of the industry or select courses from both. Students focusing on travel management are also counselled to sit for the industry recognised certificates of Fares and Ticketing I and II.

Career Opportunities

Our graduates are chiefly focused on working within the travel or tourism industries, such as tourist resorts and attractions; tourist bureaus; travel agencies and tour operators; cruise shipping companies; retail travel and travel wholesalers; airlines; coach and car hire companies; travel management consultancies, and federal and state tourism and travel departments. There are also a range of opportunities available within supporting tourism enterprises, such as marketing, retail, financial and consultancy firms.

Professional Membership

- Australian Institute of Travel and Tourism (AITT)
- TTF Australia – Tourism and Transport Forum
- United Nations World Tourism Organization
- International Centre of Excellence in Tourism and Hospitality Education (THE-ICE)

Specialist Travel and Tourism Management Courses:

In addition to nine Part A Section 1 Compulsory Courses, travel and tourism management students must undertake three courses from the Part A Section 2 list. For the travel and tourism management major, these must include HOSP1005 Tourism, Leisure, Hospitality: Principles and TOUR2004 Comparative Business Cultures. Students are recommended to undertake TOUR2005 Services Management as their third course from the Part A Section 2 list.

Plus at least six courses from the following must be taken -

TOUR2001	2	Tourism & Leisure Behaviour
TOUR2002	2	International Transport Systems
TOUR2003	2	International Travel Management
TOUR3000	2	Tourism Impact & Sustainability
TOUR3001	2	Tourism Policy & Planning
TOUR3002	2	Tourism Destination Marketing
[MGTS3000	2	Professional Development – Project
[or		
[MGTS3004	2	Professional Development – Placement

Sample First Year Pathway for Travel and Tourism Management

YEAR ONE			
SEMESTER 1		SEMESTER 2	
HOSP1005	Tourism, Leisure, Hospitality: Principles	MKTG1501	Introduction to Marketing
TOUR2003	International Travel Management	MGTS1301	Introduction to Management
MGTS1201	Computer-based Information Systems	LAWS1100	Business Law
ECON1010	Introductory Microeconomics	TOUR2004	Comparative Business Cultures

Bachelor of International Hotel and Tourism Management

DURATION	3 years full-time. Part-time equivalent available to Australian residents and citizens.
LOCATION	St Lucia
PREREQUISITES	English, Maths A or B or C
QTAC CODES	777001

Program Outline

Graduates of the prestigious Bachelor of International Hotel and Tourism Management (BIHTM) are in strong demand by employers in both Australia and overseas. The BIHTM contains a range of compulsory higher learnings such as Asia-Pacific Cultures and Tourism, International Hotel Management and International Gaming Management. Students are also given a solid foundation in fundamental business principles, ensuring that our graduates have an understanding of areas such as management, marketing and finance.

Program Structure

The Bachelor of International Hotel and Tourism Management requires students to complete a total of 24 courses (#48 units) comprising #24 from Part A, #12 from Part B. Students may not undertake studies at another campus until they have completed at least 8 courses (#16 units) at their home campus. The Bachelor of International Hotel and Tourism Management is only offered at the St Lucia campus.

A student is required to obtain #48 from the BIHTM List comprising -

- #24 of compulsory courses from Part A; and either
 - (1) Students who wish to complete a major:
 - #12 from one major in Part B (#6 must be at level 3); and
 - #12 of general elective courses from Part B or from almost any other undergraduate program in the University as approved by the Executive Dean. Only #4 may be at level 1; or
 - #24 from two majors in Part B, each comprising #12 (#12 must be at level 3);

OR

- (2) Students who do not wish to complete a major:
 - at least #12 of elective courses from Part B (#6 must be at level 3); and
 - up to #12 of general elective courses from Part B or from almost any other undergraduate program in the University as approved by the Executive Dean. Only #4 may be at level 1.

Refer to BIHTM rules for further information.

Majors/Specialisations

Studies may be undertaken in the following specialisations:

- » Event Management
- » Hospitality Management
- » Tourism Management

Bachelor of International Hotel and Tourism Management Program List

Part A

Compulsory

Course Code	Units	Course Title	Prerequisites
HOSP1005	2	Tourism, Leisure, Hospitality: Principles	Nil
LAWS1100	2	Business Law	Nil
ACCT1101	2	Accounting for Decision Making	Nil
MGTS1301	2	Introduction to Management	Nil
MKTG1501	2	Introduction to Marketing	Nil
TOUR2000	2	Asian Cultures & Tourism	Nil
TOUR2001	2	Tourism & Leisure Behaviour	Nil
EVNT2000	2	Festivals & Special Events	Nil
HOSP2001	2	Hospitality Management Operations	Nil
LEIS2004	2	Leisure in Society	Nil
FINM2401	2	Financial Management	ACCT1101 or BSAC1101 or COMM1101 or 1102 or 1301
MGTS2604	2	Introduction to Human Resource Management	Nil

Part B

Majors

Event Management

#12 from -		
EVNT2001	2	Event Sponsorship & Fundraising
EVNT2002	2	Event Management & the Arts
EVNT3000	2	Meetings & Conventions Management
EVNT3001	2	Event Industry Operations
EVNT3002	2	Event Facilities Management
[MGTS3000	2	Professional Development – Project
[or		
[MGTS3004	2	Professional Development – Placement

Hospitality Management

#12 from -		
HOSP2002	2	Hotel Management Technology Applications
HOSP2003	2	Hospitality Small Business Operations
HOSP3000	2	International Gaming Management
HOSP3001	2	International Hotel Management
HOSP3002	2	Services Management in Hospitality
HOSP3003	2	Food and Beverage Management
[MGTS3000	2	Professional Development - Project
[or		
[MGTS3004	2	Professional Development - Placement

Tourism Management

#12 from -		
[MGTS3000	2	Professional Development - Project
[or		
[MGTS3004	2	Professional Development - Placement
TOUR2002	2	International Transport Systems
TOUR2003	2	International Travel Management
TOUR3000	2	Tourism Impact & Sustainability
TOUR3001	2	Tourism Policy & Planning
TOUR3002	2	Tourism Destination Marketing

Bachelor of International Hotel and Tourism Management

Career Opportunities

Graduates of the Bachelor of International Hotel and Tourism Management can expect to find employment throughout the hotel and resort industry, including restaurant and club management, amusement parks, tourist centres, related travel sectors, private consultancy firms and conference and convention centres.

Professional Membership

- United Nations World Tourism Organization
- International Centre of Excellence in Tourism and Hospitality Education (THE-ICE)
- Australian Hotels Association
- International Council on Hotel, Restaurant and Institutional Education (I-CHRIE)
- Australian Institute of Travel and Tourism (AITT)
- TTF Australia – Tourism and Transport Forum

Additional for event management majors:

- Meetings and Events Australia (MEA)
- Festivals and Events Association (FEA)

Further Study

In addition to undertaking an honours degree, graduates can undertake further study leading to Graduate Certificates, Graduate Diplomas, Masters and Doctoral programs.

Sample First Year Pathway for International Hotel and Tourism Management

YEAR ONE			
SEMESTER 1		SEMESTER 2	
HOSP1005	Tourism, Leisure, Hospitality: Principles	LEIS2004	Leisure in Society
EVNT2000	Festivals and Special Events	MKTG1501	Introduction to Marketing
HOSP2001	Hotel Management Operations	TOUR2000	Asian Cultures & Tourism
MGTS1301	Introduction to Management	ACCT1101	Accounting for Decision Making

Dual Programs

Dual programs, also known as 'double degrees', 'combined programs' or 'dual degrees' enable students to undertake two degrees at the same time, more quickly than two separate programs. A dual program gives students the flexibility to study several interest areas at once and slightly broadening career possibilities and professional expertise.

Applying for a dual program

Applicants for UQ dual programs must satisfy prerequisites and entry score requirements for both programs. Entry Procedures are consistent with other undergraduate programs offered by the School.

Bachelor of Business / Bachelor of Applied Science (Environmental Tourism)

DURATION	4 years full-time. Part-time equivalent available to Australian residents and citizens.
LOCATION	Ipswich, Gatton
PREREQUISITES	English, Maths A or B or C
QTAC CODES	750009

Bachelor of Business / Bachelor of Education

DURATION	4 years full-time. Part-time equivalent available to Australian residents and citizens.
LOCATION	Ipswich, St Lucia
PREREQUISITES	English, Maths A or B or C
QTAC CODES	750009

Bachelor of Business / Bachelor of Business Communication

DURATION	4.5 years full-time. Part-time equivalent available to Australian residents and citizens.
LOCATION	Ipswich
PREREQUISITES	English, Maths A or B or C
QTAC CODES	750009

Bachelor of International Hotel and Tourism Management / Bachelor of Arts

DURATION	4.25 years full-time. Part-time equivalent available to Australian residents and citizens.
LOCATION	St Lucia
PREREQUISITES	English, Maths A or B or C
QTAC CODES	777001

Bachelor of Business / Bachelor of Arts

DURATION	4.5 years full-time. Part-time equivalent available to Australian residents and citizens.
LOCATION	Ipswich
PREREQUISITES	English, Maths A or B or C
QTAC CODES	707001

Honours

An Honours program is designed to give students a firm grounding in the techniques and methodologies of research. It gives a competitive edge to a graduate in the workforce, but also acts as a valuable preparation for further studies at higher degree level.

The goal of the honours program is to provide outstanding students with an extra year of high quality study to enhance their analytical skills and knowledge of the current research literature in the Tourism and Leisure field. Under normal circumstances, the student must enrol for the honours degree not more than 2 years after the completion of the requirements for the pass degree and complete the program in 1 year, for a full-time student, or 2 years for a part-time student. The Honours degree is awarded in one of the following classes: Honours Class I; Honours Class IIA; Honours Class IIB; Honours Class III.

Program Requirements

In order to undertake an Honours program with the UQ School of Tourism and Leisure Management, a student must either –

- have completed the pass degree program requirements within 2 years of application;
- have received credit-standard results, GPA requirement 5.0 for BIHTM (Honours), for courses set by the Executive Dean; and
- have satisfied the Executive Dean that they are suitably qualified to undertake honours.

OR

- have satisfied the Executive Dean that based on the applicant's qualifications from UQ or elsewhere and potentially subject to completion of additional work, the student is suitably qualified to undertake honours.

If more than 2 years have passed since the student completed the pass degree or approved award, the student must get approval to enrol from the Executive Dean and Head of School. The Executive Dean may set conditions. To apply for the the School of Tourism and Leisure Management Honours programs students normally must have a GPA of 5.0.

How to Apply

Entry to the Honours program is normally by invitation only which usually results after a prospective student has demonstrated, on their application form, that they meet certain criteria. In addition, there may be a quota on the number of Honours places available in any one year. This quota, if applied, is dependent on the proposed field of research and the resulting capacity of the School to ensure your appropriate supervision.

Australian Students – must apply to the Programs Manager for the School Tourism and Leisure Management (see Contact Information) using the 2006 Postgraduate Application Form. The deadline for applications is usually the 31 October, for enrolment the following year, although later applications will be considered subject to availability of places and suitability of candidates. During November applicants will be contacted so that a suitable time for an interview can be arranged. Students are advised, in writing, whether or not their application is successful.

International Students – initial application must be made on an “Application for Admission as an International Undergraduate and/or Honours Student” Form. These forms are available online on the School website. After completing application forms, students are to lodge them with the Programs Manager for the School Tourism and Leisure Management (see Contact Information). The deadline for applications is usually the 31 October, for enrolment the following

year, although later applications will be considered subject to availability of places and suitability of candidates. The School of Tourism and Leisure Management contacts applicants, in due course, to discuss their submission.

Student Entitlements

An expense allowance of \$300 is provided to Honours students to support their candidature. This is to cover the cost of any research related expenses, and includes photocopying, printing and travel to attend any conferences to conduct research or to present papers. Students wishing to use this allowance must supply all receipts, details of the purpose of the expense, its relationship to the thesis topic, and the amount of the expense. This information must be submitted to the Head of School for approval. If the allowance is to be used for travel purposes, then the student must contact the School Manager in advance to arrange the bookings through UQ's preferred agencies. The School also covers the cost of permanent binding for your Thesis.

Honours Study Assistance Scholarships

*see scholarships and prizes on page 9.

Honours Program Structure

Bachelor of International Hotel and Tourism Management (Honours)

An Honours student is required to obtain #16 from the BIHTM (Hons) List comprising:

- #12 from the Compulsory List; and
- #4 of elective courses selected from the Elective List.

Compulsory Courses

MGTS6000	#6	Honours Thesis
MGTS6001	#2	Independent Study
TOUR6000	#2	Tourism & Leisure Seminars
[RBUS6901	#2	Qualitative Business Research Methods

OR

[RBUS6902	#2	Quantitative Business Research Methods
-----------	----	--

Elective List

EVNT6000	#2	Festival Management & Sponsorship (Hons)
EVNT6001	#2	International Event Management (Hons)
HOSP6000	#2	International Hotel Services Management (Hons)
HOSP600	#2	International Hotel Management Operations (Hons)
TOUR6001	#2	Sustainability for Tourism Business (Hons)
TOUR6002	#2	Tourism Transport & Development (Hons)
RBUS6901	#2	Qualitative Business Research Methods
RBUS6902	#2	Quantitative Business Research Methods

Bachelor of Business (Honours)

Bachelor of Business (Honours) structure is still to be advised. Please contact the School directly for further information.

Course descriptions

Key:

#	Units
C	Class
L	Lecture
T	Tutorial
Sem	Semester
Inc	Incompatible with

EVNT –

EVNT2000 Festivals & Special Events

#2 (2L1T) Sem 1 Ipswich, St Lucia

Inc: QB340 or TALM2502

Coordinator: Dr M Whitford

Assessment: Festival Case Study 25%,
Research Paper 30%, Integrative Responses 15%,
Examination 30%

Festivals & special events play a significant role and make a considerable contribution to Australia's economic and cultural development. This course allows students to focus their understandings of festivals and special events, and provides an opportunity to further their understanding of the nature of events. A number of case studies in Australian festivals and special events will be explored.

EVNT2001 Event Sponsorship & Fundraising

#2 (2L1T) Sem 1 Ipswich, St Lucia

Inc: TALM2503

Coordinator: Dr M Whitford

Assessment: Journal 30%, Oral Presentations 40%,
Written Sponsorship proposal 30%

Corporate sponsorship and government initiatives play a significant role in the development and professional staging of events. This course

explores sponsorship issues and develops key skills in sponsorship research, sponsorship design, sponsorship leveraging and sponsorship management. Students will also have the opportunity to develop skills in fundraising, writing grants and placing bids.

EVNT2002 Event Management & the Arts

#2 (2S) Sem 2 Ipswich, St Lucia

Inc: QB340 or TALM2502

Coordinator: Ms M Axelsen

This course responds to the growth and significance of events in the arts environment by introducing students to the diverse nature of events within the Arts industry and examining the development and organisation of such events. As the importance of events to the Arts industry increases, it is vital that students become cognisant of the specific issues associated with the management and administration of events in the Arts industry.

EVNT3000 Meetings & Conventions Management

#2 (2L1T) Sem 2 Ipswich, St Lucia

Inc: QB330 or TALM3104

Coordinator: Dr M Whitford

Assessment: Brief & Bid Proposal 20%, Event
Management Plan 50%, Exam 30%

The aim of this course is to apply theoretical principles studied in the general core of the business degree to the study of meetings, exhibitions and conventions management. This course will cover the strategic relationships of those involved in the meetings management process ie the clients, planners and suppliers of services.

EVNT3001 Event Industry Operations

#2 (2L1T) Sem 1 Ipswich, St Lucia

Inc: TALM3109

Coordinator: Ms M Axelsen

Assessment: Training Workshop 20%, Operations Report 40%, Examination 40%.

This course explores a variety of operational issues which are significant for effective event management. Key issues explored will include event logistics and problem solving, virtual events and technology applications, operational issues in entertainment management and developments in event professionalism.

EVNT3002 Event Facilities Management

#2 (2L1T) Sem 2 Ipswich, St Lucia

P: EVNT2000 or LEIS2003 or TALM2203 or 2502

Inc: QB252 or TALM3203

Coordinator: Ms M Axelsen

Assessment: Presentation 15%, Event Facility Report 35%, Examination 50%

Entrepreneurial approach to management of recreation facilities.

HOSP –

HOSP1004 International Hotel Management – Special Topic

#2 NOT AVAILABLE IN 2006

Inc: TALM1111

Assessment: To be negotiated on an individual basis. Total word length will not exceed 5000 words

The course enables students to undertake studies in a special topic within the field of International Hotel Management, under the direction and supervision of the academic co-ordinator. Topics to be covered will be advised on an individual basis, in consultation with students.

HOSP1005 Tourism, Leisure, Hospitality: Principles

#2 (3C) Sem 1 Ipswich, St Lucia

Inc: QB127 or TALM1201

Coordinator: Assoc Prof S Craig-Smith & Ms N Breakey

Assessment: Essay 25%, Group Presentation 15%, Examination 50%.

Introduction to the inter-relationship between leisure, travel, tourism and hospitality in the Global setting.

HOSP2001 Hotel Management Operations

#2 (2L1T) Sem 2 Ipswich, St Lucia

Inc: QB118 or TALM2105

Coordinator: Dr T Lee

Assessment: Industry Forum Report 30%, Group Case Study 35%, Examination 35%.

This course develops an understanding of key functions of Food and Beverage and Rooms Division Management. Students will study the essential activities of planning, delivery and control systems for the production of goods and services in the hospitality industry.

HOSP2002 Hotel Management Technology Applications

#2 (2L1T) Sem 1 Ipswich, St Lucia

Inc: TALM2106

Coordinator: Ms N Breakey

Assessment: Technology Portfolio 45%, Examination 25%, Tutorial Exercises 30%.

Students will gain an overview of current and future computer technologies specifically employed in the hotel industry with emphasis on implications for hotel managers. Students will evaluate a variety of software programs, which have applications for the hotel industry.

HOSP2003 Hospitality Small Business Operations

#2 (3C) Sem 2 Ipswich, St Lucia

Inc: TALM2107

Coordinator: Ms N Breakey

Assessment: Essay 30%, Group Presentation 30%, Final Examination 40%.

Small businesses make up a significant component of the Hospitality industry so an understanding of small business operations within the service sector will be of significance to students. The course presents a range of material that will assist students in developing a deeper understanding and appreciation of the principles and practice of small business operations within the hospitality industry.

HOSP3000 International Gaming Management

#2 (2L1T) Sem 1 Ipswich, St Lucia

Inc: QB326 or TALM3102

Coordinator: Dr T Lee

Assessment: Essay 30%, Group Seminar 30%, Examination 40%.

This course aims to prepare students for a variety of roles in gaming management. Students will evaluate the negative and positive socio-economic impacts of gambling and will develop an understanding of gambling motivations in an Australian and international context, focusing on Casinos and Gaming venues, the cruise industry, airline catering, speciality rail hospitality and the development in on-line gambling. The growth of this sector of the international tourism and hospitality industries will be examined.

HOSP3001 International Hotel Management

#2 (2L1T) Sem 2 Ipswich, St Lucia

Inc: TALM3107

Coordinator: Dr T Lee

Assessment: Essay 30%, Group Presentation and Research paper 30%, Examination 40%.

This course prepared students to work within the international hotel industry by discussing the management, economic, cultural, legal, and political environment of international hotel management. It will explore the challenges of a complex global environment with particular emphasis on the unique aspects of international hotel structures and operations.

HOSP3002 Services Management in Hospitality

#2 (2L1T) Sem 1 St Lucia

Inc: TALM3108

Coordinator: Mr D Solnet

Assessment: Group Presentation 20%, Essay 40%, Examination 40%.

This course is designed to provide students with an in-depth understanding of hospitality from a service industry perspective. It brings together operations, marketing and human resources as a unified system for effective management and explores service management theory and its practical applications in hospitality. This course aims to examine the particular problems faced by service managers in producing, marketing and delivering services as opposed to physical goods.

HOSP3003 Food and Beverage Management

#2 (2L1T) Sem 2 Ipswich, St Lucia

Coordinator: Mr R Robinson

Assessment: Examination, assignment, presentation.

This course aims to introduce students to the core principles and practices of food and beverage management systems which optimise the marginal and operational efficiency of food and beverage production and service facilities in the international hotel industry.

LEIS –

LEIS2003 Commercial Recreation

#2 (3L) Sem 1 Ipswich

P: LEIS2004 or TALM2206 Inc: QB251 or TALM2203

Coordinator: Ms E Lord

Analysis of structure & operation of leisure industry, including public, commercial & voluntary sectors.

LEIS2004 Leisure in Society

#2 (2L1T) Sem 2 Ipswich, St Lucia

Inc: QB135 or TALM2006

Coordinator: Assoc Prof I Patterson

Leisure in society; an introduction to basic concepts in psychology & sociology as they apply to the leisure industry; psychological & social influences on use of leisure time; influence of economic circumstances on leisure choices & travel implications.

LEIS2005 Community & Outdoor Recreation

#2 (2L1T) Sem 2 Ipswich

Inc: QB233 or TALM2202 or LEIS2001

Coordinator: Ms E Lord

Assessment: Class presentation in pairs, short written handout, assignment, examination.

This course will provide a contemporary exploration of the motivations behind people's participation in community recreation in large built up environments such as in large cities, and their social and environmental responsibility when interacting with the natural environment for outdoor recreation purposes. Students will also gain an overview of the leisure

industry in Australia-particularly looking at the history and philosophy behind community recreation, sport, fitness, outdoor recreation, arts and entertainment and the gambling industry.

LEIS3002 Sport Management

**#2 (2L1T) Sem 2 Ipswich or Sum St Lucia
Inc: TALM3204**

**Coordinator: Dr S Pegg (Sem 2),
Assoc Prof I Patterson & Dr S Pegg (Sum)**

Assessment: Assignments & Presentation

This course is designed to provide students with the skills, knowledge and understanding of the management of sport through the application of management principles and methodologies to sport management practice.

LEIS3004 Leisure Venues & Attractions

**#2 (LT) Sem 2 Ipswich
P: LEIS2003 or TALM2203 C: EVNT3002 or
TALM3203 Inc: QB333 or TALM3201 or LEIS3000**

Coordinator: Dr S Pegg

Assessment: Reports, examination

This course is designed to introduce students to the diverse range of management issues and processes related to the operation of leisure venues and attractions. Over the course of the semester, student will develop an appreciation of a range of basic designs, models and processes that are used to by management of these operations to ensure high levels of efficiency and effectiveness whilst still maintaining the highest service standards. Such standards are paramount for meeting the needs of an increasingly discerning public. By necessity therefore, the course will also introduce students to the methods for evaluating public and private sector leisure operations with a view to assessing the extent to which operations are achieving their goals.

LEIS3005 Leisure and Lifestyle

**#2 (2L1T) Sem 1 Ipswich
Inc: QB226 or TALM2201 or LEIS2000**

Coordinator: Assoc Prof I Patterson & Ms E Lord

Assessment: Seminar and written paper, research paper, case study report.

This course develops a broad conceptual base for the

study of people at different stages of their life cycle in a range of different leisure settings and environments. The relationship between health and leisure will be examined, especially the mediating effect of leisure on health or illness. Students will be introduced to an extensive range of social-psychological and leisure related literature focusing on people's lives at different stages of the lifecycle.

MGTS –

MGTS3000 Professional Development - Project

**#2 (3C) Sem 1 Ipswich, St Lucia
R: Final year students only
Pre: #28 of courses Inc: MGTS3004 or TALM3111
or 3112**

Coordinator: Mr D Solnet & Mr R Robinson

Assessment: Individual Research Report & Final Examination.

This course enables students to undertake a major research project within the travel and tourism, hospitality, events or leisure and recreation industries. Its focus is the application of theoretical work into practical action and knowledge of their field of study.

MGTS3004 Professional Development - Placement

**#2 (3C) Sem 1 Ipswich, St Lucia
R: Final year students only
Pre: #32 of courses and selection process
including GPA and formal interviews Inc:
MGTS3000 or TALM3111 or 3112**

Coordinator: Mr D Solnet & Mr R Robinson

Assessment: Individual Placement-based Report and Final Examination.

This course enables students to have the rare experience of seeing into their future by working directly with industry leaders for a 100-hour placement; students will then prepare a comprehensive report detailing their experiences and learned expertise of the chosen industry.

TOUR –

TOUR2000 Asian Cultures & Tourism

#2 (2L1T) Sem 2 Ipswich, St Lucia

Inc: TALM2301 or 2303 or 2304

Coordinator: Dr C Arcodia & Ms M Axelsen

Assessment: Examinations & Assignments.

This course focuses on some of the philosophical, social and cultural traditions which underpin contemporary Asia-Pacific societies. It offers a broad survey on some of the most important issues relevant to the Tourism, Event and Hospitality industries with particular reference to the Asia-Pacific Rim.

TOUR2001 Tourism & Leisure Behaviour

#2 (2L1T) Sem 2 Ipswich, St Lucia

Inc: TALM2305

Coordinator: Dr N Scott & Assoc Prof I Patterson

Assessment: Assignment (50%), exam (50%).

This course is designed to introduce students to the behaviour of leisured people and tourists. It will provide students with an understanding of how leisure/tourism behaviour is shaped and influenced by a wide variety of internal and external stimuli. The course will also identify the importance of understanding tourism/leisure behaviour within the marketing, planning, and development processes.

TOUR2002 International Transport Systems

#2 (2L1T) Sem 1 Ipswich, St Lucia

Inc: TALM2302 or 2306

Coordinator: Dr N Scott

Assessment: Journal Review 20%, Individual Report 40%, Portfolio 30%.

This course overviews the impact of the transport industry as it relates to international tourism. The role of various transport modes are examined together with the contribution made by both the private and public sectors. The impact of future developments on international transport systems is examined.

TOUR2003 International Travel Management

#2 (2L1T) Sem 1 Ipswich, St Lucia

Inc: TALM2307

Coordinator: Ms L Ruhanen

Assessment: Examination 40%, Assignment 60%.

This course introduces students to the role and operation of the international travel sector. It identifies the key sectors and examines their inter-relationships. Students are encouraged to apply general business principles in the evaluation of the sector.

TOUR2004 Comparative Business Cultures

#2 (2L1T) Sem 2 Ipswich

Inc: TOUR2000

Coordinator: Dr C Arcodia

Assessment: Assignment, research paper, examination.

This course examines the differences and similarities in a variety of cultures and their significance to business management. The course prepares managers to recognise cultural values and practices and how these shape appropriate management behaviour. While the course is broad in focus, there will be a particular emphasis on the services sector. As the world becomes increasingly globalised, and as business becomes increasingly international in scope, it is important to be aware of and appreciate different cultural values and behaviours.

TOUR2005 Services Management

#2 (2L) Sem 1 Ipswich

Inc: HOSP3002

Coordinator: Mr D Solnet

Assessment: Examination, assignment, group presentation

This course provides students the opportunity to view businesses from the perspective of service, service quality and customer satisfaction. The focus is on the way in which firms can create competitive advantage through an absolute focus on those processes that lead to creating quality customer experiences.

TOUR3000 Tourism Impact & Sustainability

#2 (3C) Sem 1 Ipswich, St Lucia

Inc: QB227 or TALM3303

Coordinator: Ms D Whiley

Assessment: Report 50%, Case Study 20%, Examination 30%.

Analysis of impacts of tourism on host societies, destination economies & natural & built environment.

TOUR3001 Tourism Policy & Planning

#2 (2L1T) Sem 2 Ipswich, St Lucia

Inc: TALM3301 or 3302 or 3304

Coordinator: Dr N Scott

Assessment: Policy essay 50%, Tourism Plan - group assignment & individual report 50%.

This course outlines the principle concepts and definitions of policy making and strategic planning in tourism. It looks at policy and strategic planning developments and implications at international, national, regional and local levels. Contemporary debates and issues in tourism policy and planning are discussed. It overviews and evaluates the tourism strategic planning process via a project focusing on an organisation or local area in South East Queensland.

TOUR3002 Tourism Destination Marketing

#2 (2L1T) Sem 2 Ipswich, St Lucia

Inc: TALM3305

Coordinator: Ms L Ruhanen

Assessment: Executive Review 20%, Individual Report 50%, Group Seminar and Report 30%.

This course overviews the inbound tourism industry and evaluates future growth scenarios. It looks at the concept of tourism destinations and examines the management and marketing strategies with a view to sustainable development.

Honours Course Outlines

MGTS6000 THESIS

Inc: TALM6103

Research project on selected topic within relevant field of study. Topic to be approved by Head of School.

Your Honours thesis forms the centrepiece of your Honours degree. Your thesis must be between 15,000 and 20,000 words in length and is to be completed and ready for binding no later than the last Friday of classes of the semester in which you intend to complete your degree (ie the week BEFORE the official revision period of the relevant semester). Earlier submission of the thesis will be encouraged, while submission after this due date will incur a penalty. No extensions for late submission will be given.

MGTS6001 INDEPENDENT STUDIES

Inc: TALM6108

The course provides students with an understanding of how to undertake a critical literature review as an integral part of the research process. An ability to critically analyse published academic work is of central importance to the development of high quality research projects and the advancement of knowledge through research. This will lead to students being able to fully integrate their own research and published work and build upon it in a constructive and justified manner.

TOUR6000 TOURISM AND LEISURE SEMINARS

Inc: TALM6110

This course will provide an analytical framework for students to understand contemporary issues in tourism, event, leisure and hospitality sectors. The course will be seminar based and utilise guest speakers and leading academics in the field. Students will be required to give a seminar presentation on their own research during the semester.

EVNT6000 FESTIVAL MANAGEMENT & SPONSORSHIP (HONS)

Inc: TALM6206

This course provides an understanding of significant festival management and sponsorship issues. The nature and organisation of the event industry is examined, with emphasis on the various impacts of festivals and events and issues in sponsorship management.

EVNT6001 INTERNATIONAL EVENT MANAGEMENT (HONS)

Inc: TALM6207

This course provides an understanding of the event management industry. It particularly explores key factors in international event management such as event planning, event technologies, facilities and staff management, and the cultural implications of international event management.

HOSP6000 INTERNATIONAL HOTEL SERVICES MANAGEMENT (HONS)

Inc: TALM6301

This is an advanced study in hospitality management theory and the leading edge strategies available to hospitality organisations. This course will focus predominantly on the competitive advantages of nascent service strategies and how they can be adopted for practical application in hospitality organisations.

HOSP6001 INTERNATIONAL HOTEL MANAGEMENT OPERATIONS (HONS)

Inc: TALM6304

This course will develop an understanding of operations management in the international hotel industry. Students will have the opportunity to critically evaluate the key operational areas of food and beverage and rooms division management within the context of international hotel management. The course also introduces the student to the unique aspects of the international hotel industry environment and analyses the cultural and economic influences of contemporary hotel management on a global scale.

TOUR6001 SUSTAINABILITY FOR TOURISM BUSINESS (HONS)

Inc: TALM6205

This course analyses the growing interest in society for sustainable development and contains an overview of key events in sustainable thinking and legislation. Tourism development is examined and sustainable principles and the development process are studied in unison. Issues in green tourism, ecotourism and sustainability are critically reviewed.

TOUR6002 TRAVEL & TRANSPORT SYSTEMS (HONS)

Inc: TALM6404

Much of the growth in the global tourism industry can be linked to the introduction of new transport technologies such as aircraft and the private car. An understanding of the transport system and how its component parts operate will provide students with a broader understanding of how the tourism industry operates and indicate areas where efficiencies can be achieved. This course examines a number of the more significant issues including the impact of globalisation, current developments in all transport modes and the role of technology in the future of the transport industry.

MGTS6004 STRATEGIC SPORT MANAGEMENT

Inc: TALM6601

This course will provide an in depth exploration of the key sport management skills that are required by middle & upper management employees in the sport industry. This course will examine & critically evaluate the main skills & knowledge required by the sport manager such as strategic sport planning, organisational change, financial accounting, sport marketing, facility management, human resource management, legal & risk management & leadership & programming.

LEIS6000 COMMERCIAL RECREATION AND ENTREPRENEURSHIP

Inc: TALM6602

This course is intended to explore the current structure & operation of the leisure industry so as to provide students with a deeper understanding of the complexities involved in delivering commercial recreation services. As part of this exploration, a consideration of key elements that drive day-to-day leisure service delivery will be undertaken. Such a venture will, by necessity include a review of some of the myriad of situations that leisure professionals encounter in seeking to provide opportunities for meaningful engagement in leisure.

UNDERGRADUATE STUDIES:

- Bachelor of Business
 - > Event Management
 - > Hospitality Management
 - > Sport and Leisure Management
 - > Travel and Tourism Management
- Bachelor of International Hotel and Tourism Management
- Bachelor of Business (Honours)
- Bachelor of International Hotel and Tourism Management (Honours)

Contact Information

SCHOOL OF TOURISM & LEISURE MANAGEMENT

The University of Queensland
Email: talm@uq.edu.au
Web: www.talm.uq.edu.au

Ipswich Campus

11 Salisbury Road,
Ipswich Qld 4305
Australia
Phone: +61 7 3381 1010
Fax: +61 7 3381 1012

St Lucia Campus

Building 39A
General Purpose North 3
Brisbane Qld 4072
Australia
Phone: +61 7 3346 8717
Fax: +61 7 3346 8716

SCHOOL UNDERGRADUATE COORDINATOR

Dr Charles Arcodia

School of Tourism and Leisure Management
The University of Queensland
Phone: +61 (7) 3381 1027
Fax: +61 (7) 33811012
Email: c.arcodia@uq.edu.au

SCHOOL PROGRAMS MANAGER

Ms Sue Morgan

School of Tourism and Leisure Management
The University of Queensland
Phone: +61 (7) 3381 1337
Fax: +61 (7) 3381 1012
Email: susan.morgan@uq.edu.au

STUDENT SUPPORT SERVICES

Web: <http://www.sss.uq.edu.au>

Ipswich Campus, Building 8
Phone: +61 7 3381 1011

St Lucia Campus, The Relaxation Block #21D
Phone: +61 7 3365 1704

FACULTY OF BUSINESS, ECONOMICS & LAW

The University of Queensland
Email: facbel@bel.uq.edu.au
Web: www.uq.edu.au/bel

Ipswich Campus

Level 2, Building 12
The University of Queensland
Ipswich Campus
11 Salisbury Road, Ipswich Qld 4305
Phone: +61 7 3381 1004
Fax: +61 7 3381 1308

St Lucia Campus

Level 3, GPN3 Building 39A
The University of Queensland
St Lucia Qld 4072
Phone: +61 7 3365 9017
Fax: +61 7 3365 4788

CYBRARY – IPSWICH LIBRARY

General Enquiries

Email: ipswich@library.uq.edu.au
Phone: +61 7 3381 1281

Loans Enquiries

Email: circ@library.uq.edu.au
Phone: +61 7 3381 1281

Document Delivery

Phone: +61 7 3381 1222
Fax: +61 7 3381 1283

CYBRARY – SOCIAL SCIENCES & HUMANITIES LIBRARY

General Enquiries

Email: ssah-mgr@library.uq.edu.au
Phone: +61 7 3365 6346

Loans Enquiries

Email: circ@library.uq.edu.au
Phone: +61 7 3365 6305