

# Tourism

## Applied senior subject

Applied

### Rationale

Tourism is one of the world's largest industries and one of Australia's most important industries, contributing to gross domestic product and employment.

The term 'tourism industry' describes the complex and diverse businesses and associated activities that provide goods and services to tourists who may be engaging in travel for a range of reasons, including leisure and recreation, work, health and wellbeing, and family.

This subject is designed to give students opportunities to develop a variety of intellectual, technical, creative, operational and workplace skills. It enables students to gain an appreciation of the role of the tourism industry and the structure, scope and operation of the related tourism sectors of travel, hospitality and visitor services.

In Tourism, students examine the sociocultural, environmental and economic aspects of tourism, as well as opportunities and challenges across global, national and local contexts. Tourism provides opportunities for Queensland students to develop understandings that are geographically and culturally significant to them by, for example, investigating tourism activities related to local Aboriginal communities and Torres Strait Islander communities and tourism in their own communities.

The core of Tourism focuses on the practices and approaches of tourism and tourism as an industry; the social, environmental, cultural and economic impacts of tourism; client groups and their needs and wants, and sustainable approaches in tourism. The core learning is embedded in each unit. The objectives allow students to develop and apply tourism-related knowledge through learning experiences and assessment in which they plan projects, analyse challenges and opportunities, make decisions, and reflect on processes and outcomes.

### Pathways

A course of study in Tourism can establish a basis for further education and entry level employment in businesses and industries such as:

- Event and tourism management
- Hospitality and hotel management
- Business and marketing
- Travel agencies and tour operations

### Objectives

The syllabus objectives outline what students have the opportunity to learn:

1. Explain tourism principles, concepts and practices.
2. Examine tourism data and information.
3. Apply tourism knowledge.
4. Communicate responses.
5. Evaluate projects.

## Structure

The Tourism course is designed around interrelated core units.

Units Options
<ul style="list-style-type: none"><li>• Unit A: Tourism and Travel</li><li>• Unit B: Tourism Marketing</li><li>• Unit C: Tourism trends and patterns</li><li>• Unit E Tourism Industry and careers</li></ul>

## Assessment

For Tourism assessment from Units C and E is used to determine the student's exit result, and consists of the Instrument-specific standards Explain, Examine, Apply, and Communicate over two different assessment techniques, including:

- two projects
- two investigations

Project	Investigation
Combines multiple components (e.g. written, visual, spoken, or multimodal) to respond to a specific tourism scenario. Projects require students to analyse tourism concepts, solve a problem or explore an issue, and demonstrate understanding through various formats. It typically involves research, planning, and presentation stages.	Focuses on a research-based inquiry into a tourism issue, development, or trend. It requires students to collect and analyse data, interpret findings, and draw conclusions.

**Disclaimer** All of the above information is accurate at the time of publication.