



INCOMPATIBLE SUBJECTS	NIL	DEPENDENT SUBJECTS	NIL
PREREQUISITE SUBJECTS	NIL	POTENTIAL QCE POINTS	4
COURSE DURATION	TWO YEARS	CONTRIBUTES TO ATAR	YES
FINANCIAL COMMITMENT	REFER TO FEE SCHEDULE	SUBJECT PATHWAY	APPLIED

COURSE CONTENT

UNIT 1 – Tourism and Travel	ASSESSMENT
<p>Impacts of Tourism: Students investigate tourist destination by collecting and examining data and information and proposing a management strategy for an identified challenge.</p> <p>Traveller Information Pack: Students develop a traveller information package for an international tourism destination.</p>	<p>Investigation: Short Response</p> <p>Project: Report</p>
UNIT 2 – Tourism Marketing	ASSESSMENT
<p>Marketing Campaign Evaluation: Students examine current marketing campaign for an Australian tourism product by collecting and examining information.</p> <p>Tourism Promotion: This module examines tourism marketing using niche market case studies. Students develop a tourism promotion to attract visitors to an Australian destination.</p>	<p>Investigation: Research Report</p> <p>Extended Response: Project</p>
UNIT 3 – Tourism Trends	ASSESSMENT
<p>Tourism Trends: Students investigate a tourism trend, considering relevant social, cultural, economic or environmental impacts, by collecting and examining information.</p> <p>Sustainable Tourism Guide: Students will investigate models of sustainable tourism using local theme parks and attractions as case studies. Students will apply their understanding of the concept of sustainability to develop a guide about sustainable tourism practices.</p>	<p>Project: Multimodal</p> <p>Investigation: Multimodal</p>
UNIT 4 – Tourism and Industry Careers	ASSESSMENT
<p>Value of the Tourism Industry: Students will investigate the economic value and opportunities of the tourism industry for an Australian tourism region.</p> <p>Careers in Tourism: Students will develop a promotional tool for careers in the tourism industry.</p>	<p>Investigation: Multimodal</p> <p>Project</p>

CAREER PATHWAYS



Real people talking about Tourism:

“By studying tourism you...will learn skills that are transferable to many other industries. Being a service and human-to-human industry, it is also one of those that will need hard-working and creative people in the future.” – Juho Pesonen

“Tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world.” - United Nations World Tourism Organisation

“If you value ...things such as having fun, meeting new people, enjoying life and doing what you like, tourism and hospitality offers plenty of options. People studying and working in the field are typically relaxed, outgoing and international.” – Juho Pesonen