Tourism 2019
Study plan

Section 1: School statement

School:	Queensland Curriculum and Assessment Authority
Subject code:	6422
Combined class:	No
School contact:	SEO
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Section 2: Course and assessment overview

Tourism is a four-unit course of study.

Units 1 and 2 of the course are designed to allow students to begin their engagement with the course content, i.e. the knowledge, understandings and skills of the subject. Course content, learning experiences and assessment increase in complexity across the four semesters as students develop greater independence as learners.

Units 3 and 4 consolidate student learning.

QCAA approval

QCAA officer:	**Date:**

Unit	Module number and description	Time in hours	Electives and Perspectives	Core concepts and ideas	Assess no.	Assessment technique, description and conditions	Dimensions
1	**Module 1: Introduction to tourism** This module provides an overview of tourism as an activity and an industry in Australia, including the different tourism sectors and the sources of tourism information.	25	**Electives** • Technology and tourism • Forms of tourism • Types of tourism **Perspectives** • National	**Tourism as an industry** • C1.1 Defining tourism • C1.2 Employment in tourism **The travel experience** • C2.1 Travelling **Sustainable tourism** • C3.1 The impacts of tourism • C3.2 Sustainability in tourism	1	**Examination** Respond to questions relating to the essentials of tourism. 60.0–90.0 minutes • Short response test A range of questions, including visual and written stimulus. 50–150 words per item	• Knowing and understanding • Analysing and applying • Planning and evaluating
1	**Module 2: Tailoring the travel experience** This module investigates different forms of tourism using the local area as a case study. Students will develop understanding and skills in responding to and planning for prospective clients.	30	**Electives** • Forms of tourism • Tourist destinations and attractions • Tourism client groups **Perspectives** • Local	**Tourism as an industry** • C1.1 Defining tourism • C1.2 Employment in tourism **The travel experience** • C2.1 Travelling • C2.2 Travel preparation **Sustainable tourism** • C3.2 Sustainability in tourism	2	**Project** Prepare a report about tourism in the local area and use this information to develop and present an itinerary to a prospective client, including responding to unscripted client questions. • Written component Research report. 400–700 words • Product and performance component Client itinerary and presentation. Variable conditions	• Knowing and understanding • Analysing and applying • Planning and evaluating
2	**Module 3: Theme parks and attractions** This module investigates models of sustainable tourism using local theme parks and attractions as case studies. Students will apply their understanding of the concept of sustainability to tourism products and practices.	30	**Electives** • Tourist destinations and attractions **Perspectives** • Local	**Tourism as an industry** • C1.1 Defining tourism **The travel experience** • C2.1 Travelling • C2.2 Travel preparation **Sustainable tourism** • C3.1 The impacts of tourism • C3.2 Sustainability in tourism	3	**Investigation** Investigate and evaluate a chosen aspect of one area of sustainability for a theme park. • Multimodal response — presentation Presentation made to a live audience. 3.0–5.0 minutes	• Knowing and understanding • Analysing and applying • Planning and evaluating

Unit	Module number and description	Time in hours	Electives and Perspectives	Core concepts and ideas	Assess no.	Assessment technique, description and conditions	Dimensions

2	**Module 4: Niche tourism**
	This module examines tourism marketing using niche market case studies. Students develop understanding and skills to respond to and evaluate tourism marketing strategies.
		25	**Electives**
			• Tourism marketing
			• Types of tourism
			• Tourism client groups
			
			Perspectives
			• National
				Tourism as an industry
				• C1.1 Defining tourism
				The travel experience
				• C2.1 Travelling
				• C2.2 Travel preparation
				Sustainable tourism
				• C3.1 The impacts of tourism
				• C3.2 Sustainability in tourism
					4	**Extended response**
						Analyse a range of marketing material and promotional strategies used by Australian niche tourism sectors.
						• Spoken response
						  Completed in small groups. Each student must speak for 2–4 minutes.
						  2.0–4.0 minutes
							• Knowing and understanding
							• Analysing and applying
							• Planning and evaluating

3	**Module 5: Procedures and protocols**
	This module focuses on the requirements, roles and relationships for effective customer service. Students will explore challenging and routine customer service scenarios and develop the skills to respond to these effectively.
		30	**Electives**
			• Technology and tourism
			• Forms of tourism
			• Tourism client groups
			
			Perspectives
			• Local
				Tourism as an industry
				• C1.1 Defining tourism
				• C1.2 Employment in tourism
				The travel experience
				• C2.2 Travel preparation
				Sustainable tourism
				• C3.1 The impacts of tourism
				• C3.2 Sustainability in tourism
					5	**Project**
						Analyse and evaluate data and information about customer service to make recommendations to management and prepare new procedures.
						• Written component
						  Procedures statement and file note.
						  500–900 words
						• Multimodal component —
						  presentation
						  Presentation to management recommending changes to customer service procedures.
						  3.0–6.0 minutes
							• Knowing and understanding
							• Analysing and applying
							• Planning and evaluating

3	**Module 6: Employment and employability**
	This module explores employment issues and opportunities across the tourism industry. Students will consider factors affecting their employability and employment trends.
		25	**Electives**
			• Technology and tourism
			• Forms of tourism
			• Types of tourism
			• Tourism client groups
			
			Perspectives
			• Global
				Tourism as an industry
				• C1.2 Employment in tourism
				The travel experience
				• C2.2 Travel preparation
				Sustainable tourism
				• C3.1 The impacts of tourism
				• C3.2 Sustainability in tourism
					6	**Investigation**
						Investigate an entry-level position and its career pathway to analyse and evaluate its suitability for them, and the career's long-term viability.
						• Multimodal response —
						  presentation
						  Video clip: career pathway case study.
						  4.0–7.0 minutes
							• Knowing and understanding
							• Analysing and applying
							• Planning and evaluating

Unit	Module number and description	Time in hours	Electives and Perspectives	Core concepts and ideas	Assess no.	Assessment technique, description and conditions	Dimensions

4	**Module 7: World tourism**
	This module investigates different forms of tourism servicing different client groups, using tourism hotspots and sustainable global destinations and attractions as case studies.
		55	**Electives**
			• Technology and tourism
			• Tourist destinations and attractions
			• Types of tourism
			• Tourism client groups
			
			Perspectives
			• Global
				Tourism as an industry
				• C1.1 Defining tourism
				• C1.2 Employment in tourism
				The travel experience
				• C2.1 Travelling
				• C2.2 Travel preparation
				Sustainable tourism
				• C3.1 The impacts of tourism
				• C3.2 Sustainability in tourism
					7	**Project**
						Investigate a global destination or attraction to prepare a written report and a virtual tour. Evaluate the site and justify the choice made in a client presentation, including responding to unscripted questions.
						• Written component
						  Research report.
						  500–900 words
						• Product and performance component
						  Virtual tour and client presentation.
						  Variable conditions
							• Knowing and understanding
							• Analysing and applying
							• Planning and evaluating

					8	**Examination**
						Respond to questions relating to overseas travel.
						60.0–90.0 minutes
						• Short response test
						  A range of questions and visual and written stimulus.
						  50–250 words per item
							• Knowing and understanding
							• Analysing and applying
							• Planning and evaluating

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Teacher:
Student name:

Class:

Year:

Unit	Module of work	Assessment Instrument No.	Assessment Instrument	Formative or Summative	Knowing and understanding	Analysing and applying	Planning and evaluating
1	**Module one** Introduction to tourism	1	Examination	F			
	Module two Tailoring the travel experience	2	Project	F			
2	**Module three** Theme parks and attractions	3	Investigation	F			
	Module four Niche tourism	4	Extended response	F			
Interim Standards							
Interim Result							
3	**Module five** Procedures and protocols	5	Project	S			
	Module six Employment and employability	6	Investigation	S			
4	**Module seven** World tourism	7	Project	S			
		8	Examination	S			
Exit Standards							
Exit Result							