

BUSM 7042 HOSPITALITY AND TOURISM IN SOCIETY

Credit Points 10

Legacy Code 200837

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Description This unit unpacks the concept of hospitality and addresses the questions of what the hospitality industry is, and what its role is in the broader societal context. Linking together elements of tourism and leisure, consideration is given to the impacts, both positive and negative, of hospitality on individuals, communities and economies. Discussions of the integration, communication, planning, and interconnection between hospitality and tourism and their implications in society are also considered.

School Business

Discipline Hospitality Management

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in a postgraduate Business program.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate a developed understanding of the positive and negative outcomes of tourism and hospitality;
2. Interpret the latest social issues and impacts of tourism and hospitality;
3. Analyse the impact of hospitality and tourism on society;
4. Discuss the implications of tourism and hospitality in a developing and developed world context;
5. Project the current impacts of hospitality and tourism.

Subject Content

1. Hospitality and tourism within a context of culture
2. The impact of tourism and hospitality together on local environments
3. The positive and negative social impacts of hospitality and tourism
4. Tourism and hospitality in a developing and changing world
5. The theory of hospitality - the work of Conrad Lashley
6. The impacts of tourism and the hospitality industry - from the third world to post industrial cities

Prescribed Texts

- Compiled readings

Teaching Periods