

Faculty of Higher Education

Subject Code	TOM709
Subject Name	Tourism Market Research
Credit points	6
Study Level	Year
Delivery mode	On campus
Location	Melbourne
Prerequisites	TOU551 Tourism Theories and Concepts

Subject Coordinator
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Subject Overview	This subject will introduce students to the principles of research and inquiry and the managerial applications in the tourism context. Students will develop the skills necessary for the appropriate application of logic and reasoning by applying critical thinking skill in the investigation and interpretation of data to form conclusions. Students will also develop an understanding of market research and its role in decision-making.
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Learning Outcomes	Identify suitable contexts for the application of tourism market research
	Critique market research methodologies including potential ethical considerations
	Critically evaluate data, information and other research using basic interpretive techniques.
	Communicate market research findings to a range of stakeholders

Assessments	Details	Weighting
	Journal critique	25%
	Critical Report	35%
	Research report.	40%

Graduate Attributes addressed in this subject	Preparedness
	Ethical and social understanding
	Systematic and coherent body of knowledge
	Cognitive skills to synthesise knowledge
	Communication skills