Setting the Standard

Paul A Whitelaw

Project Leader

26 July 2013

Setting the Standard

Key points:

- Based on our previous OLT Project

  Building a Stronger Future:

  Balancing Liberal and Professional Education in

  Australian Tourism and Hospitality Education

- Team Members
  - Dianne Dredge (SCU)
  - Michael Gross (UniSA)
  - Pierre Benckendorff (UQ)
  - Paul A Whitelaw (VU) – Project Leader

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Key points:
- Field of Study
    - Hospitality
    - Tourism
    - Events
- Course Level
    - Undergraduate (AQF 7)
    - Post graduate coursework (AQF 9)

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SETTING THE **STANDARD:**
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VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

THE UNIVERSITY OF QUEENSLAND
AUSTRALIA

Southern Cross University

University of South Australia

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Key points:
- 18 months
- $193k
- Project Champions
  - Degree Granting Hotel Schools
  - Degree Granting TAFEs
  - Universities

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Standards

A

- Social responsibility
- Analysis
- Knowledge
- Judgement
- Communication

B

- Knowledge
- Skills
- Application

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Graduateness

- see a problem, recognise and understand it
- have a body of knowledge that conceptualises the problem and explicates its solution
- communicate the solution to colleagues and customers and prosecute it
- evaluate the solution and identify areas for improvement
- reflect upon your performance and identify opportunities for improvement

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The challenge:

- Selling standards to industry

- Selling pathway to VE

- Demonstrating our "legitimacy" to HE

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No such thing as a free lunch:

- Respond to discussion papers in:
  - Mid October 2013
  - Mid March 2014
- Attend CAUTHE 2014
- Attend two overnight conferences:
  - Melbourne July 1-2 2014 (the standards)
  - Brisbane December 2-3 2014 (documentation)
    In person or by video link

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The Next Steps

- Website and project newsletter coming shortly.

- Nominations for Project Champions very welcome.