



International College of Management Sydney

In association with



**MACQUARIE
UNIVERSITY**

FACULTY OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS

GRADUATE STUDIES OFFICE

International Tourism
ICMS831

UNIT OUTLINE
Semester 1 - 2009

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit.

Lecturer:

Susana Heraud

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ABOUT THIS UNIT

- Unit description

This unit has been designed to draw together contemporary issues in international tourism. These issues reflect current perspectives and theories of tourism that are examined within the context of the evolution of tourism as a discipline. The unit builds on the events and literature of recent years, discusses current political and economic issues and analyses international developments in tourism that change the way these services are branded and packaged. Theoretical frameworks are used with practical applications highlighting the linkages that exist in the international market.

The tourism industry is the largest and most fragmented industry in the world economy. As societies have increased their wealth, education and leisure time, so has domestic and international tourism. This growth in international visitor numbers has changed the dependence of many national and regional economies. Tourism receipts have become the main economic driver for many communities, however this has come at a cost to each and every destination. International Tourism studies the evolution of the tourism industry, its benefits and negative impacts and provides critical commentary on potential mitigation programs. Considering domestic and international destinations, students will understand and appreciate tourism as a destination management system.

- Unit objectives

The aim of this unit is to ensure that future managers and decision makers working in tourism gain a thorough knowledge of its complex nature and the characteristics that underpin this discipline.

There are no pre-requisites for this subject.

TEACHING STAFF

The lecturer is Ms Susana Heraud

Any consultation may be done via email at sheraud@icms.edu.au

CLASSES

The timetable for classes can be found on the GSO web site at: <http://www.gacc.mq.edu.au/ttable.htm>

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

- Prescribed texts

Hall, C. M. (2003) *Introduction to Tourism; development, dimensions and issues*, 4th Ed. Longmann, South Melbourne.

- Recommended texts and readings

Pearce, P.L., Morrison, A.M. & Rutledge, J.L. (1998) *Tourism: Bridges across continents*, McGraw-Hill, Roseville.

Cooper, C. (1998) *Tourism principles and practice*. England, Addison Wesley Longman Higher Education.

Weaver, D. & Lawton, L. (2002) *Tourism Management*, 2nd Ed., Wiley, Brisbane.

Bull, A. (1991) *The Economics of Travel and Tourism*, Pitman, Melbourne.

Jafar, J. (Ed) *Encyclopaedia of tourism*, USA, Routledge.

Ross, G. (1998) *The Psychology of Tourism*, 2nd Edition, Melbourne, Hospitality Press.

Tourism Task Force (2002) Bringing tourism jobs home to regional Australia: The tourism employment atlas. Paper presented by Oliver Jenkins at the 12th International Research Conference and Council for Australian Tourism and Hospitality Educators (CAUTHIE). Freemantle February 2002
<http://www.ttf.org.au/bookshop.asp>

Journals

Annals of Tourism Research
Australian Journal of Hospitality and Tourism Management
Information Technology and Tourism
Journal of Leisure Research
Journal of Sustainable tourism
Journal of Tourism Studies
Journal of Travel and Tourism Marketing
Tourism, Culture & Communication
Tourism Economic
Tourism Management

Websites

Department of Resources, Energy and Tourism (RET):
<http://www.ret.gov.au/Pages/default.aspx>
World Tourism organisation: <http://www.world-tourism.org/>
Travel and Tourism Intelligence: <http://www.t-ti.com/index.htm>
Australian Bureau of Statistics: <http://www.abs.gov.au/>
Tourism Australia: <http://www.tourism.australia.com>
Tourism Research Australia: <http://www.tre.australia.com>

UNIT WEB PAGE

- Blackboard - <http://learn.mq.edu.au>

LEARNING OUTCOMES

At the end of this unit the student will be able to:

- develop critical analytical skills which are important in the development and delivery of global tourism products;
- discuss the role of government in the delivery of tourism;
- outline the process of developing tourism policies;
- outline the broad process of tourism development and delivery with particular emphasis on the application to individual case studies;
- critically evaluate the performance of destination marketing strategies and campaigns
- understand the issues of sustainable tourism;
- summarise the economic, social and environmental impacts of tourism from an international perspective;
- analyse the issues and challenges that destinations face, with respect to development and delivery of tourism;
- be acquainted with various tourism special interest groups.

TEACHING AND LEARNING STRATEGY

Presented in a lecture/tutorial/case study format, the classes emphasise *analytical learning*. Students gain the maximum benefit by thinking critically about the concepts discussed in lectures/tutorials and then applying them to case studies and class activities. This unit uses and critiques the relevant theory necessary to understand international tourism and link these concepts to specific destinations in the real world. Using this method of learning, students will understand how these theories have been applied in many destinations with variable results.

Typically, the class-time structure will be as follows:

Time	Type	Activity
45 min	Revision and discussion of previous topics, activities and	<ul style="list-style-type: none">• Revision of materials/case studies from previous sessions• Brief discussion of questions students might have• Discussion of the current lecture's topics

	case studies	<ul style="list-style-type: none"> • Break
1 hour 30 min	Lecture	<ul style="list-style-type: none"> • Presentation and discussion of course content and theories • Discussion of examples linked to theories • Break
45 min	Distribution of case studies or activities	<ul style="list-style-type: none"> • Direction on learning objectives of self directed activities • Discussion of activity in small groups • General class discussion

- Revision and discussion: students are required to study the theories presented in class and fully understand the author's application. The students should then critique the validity of such theories on selected destinations. Application of the theories to selected destinations and activities will be undertaken and actively discussed in class.
- Lectures: international tourism theory and concepts will be presented from the primary text, while additional theories will be introduced from supplementary readings. The primary objective of these sessions is to present, explain and apply the theory to selected destinations. Students are encouraged to think of their home cities and places to which they have travelled.
- Case studies or activities: During tutorial sessions students will split in small groups to discuss case studies or undertake various activities related to the lecture. Groups will then be asked to present their ideas/comments and a general class discussion will follow.
- The lecture notes, case studies and activities will be posted on **Blackboard** prior to the subject delivery. Please note: there may be changes to these notes due to updates and ongoing research.

Week	Date	Topic	Readings
1	26/02	The Scope of Tourism Studies	Hall, Chapters 1 and 2.
2	05/03	Destinations and Attractions	Pearce Chapter 13 Reference: Weaver and Lawton
3	12/03	Motivations and Marketing in the Tourism Industry	Hall, Chapter 3
4	19/03	Governments and their Interaction with Tourism	Hall, Chapters 5 and 6
5	26/03	The Economics of Travel and Tourism	Hall, Chapters 7 and 8

6	02/04	Distribution, Transport and Accommodation	Pearce Chapters 6, 7, 8, 12 and 14
7	09/04	Destination Branding Individual Assignment due	Hall Chapter 4, Pearce Chapter 4.
Mid semester break	13/04 – 26/04	No classes	
8	30/04	Sustainable Tourism	Course notes and selected websites
9	07/05	Environmental Impacts of Tourism	Hall Chapter 10
10	14/05	Social and Cultural Impacts of Tourism	Hall Chapter 9
11	21/05	Tourism Planning	Hall Chapter 11 Weaver & Lawton Chapter 10
12	28/05	Tourism Trends	Hall Chapters 12, 13 and 14
13	04/06	Final Exam	

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

The assessment components of this unit are as follows:

Component	Weighting	Assessment
Individual Assignment	20%	One mark per report
Group Assignment and Presentation	30%	One mark per report
Final Exam	50%	Individual mark
Total	100%	

- All students are required to complete assigned readings; prepare for and attend all classes (i.e. class attendance and participation is compulsory); participate in class discussions; complete assignments and complete the final examination.
- 80% attendance at classes (i.e. lectures and tutorials) is a prerequisite to passing this course. Attendance will be taken at the *beginning of class* to ensure this.
- Any assignment submitted after the due dates have to be accompanied by a doctor's certificate. Five marks will then be deducted for each day late. If you are unable to provide a doctor's certificate, you will be awarded zero marks.

- *Appeals for alteration of grades:* Students wishing to appeal their grade must do so through the authorised University channel. The only time marks can be changed is due to an error in adding up. As this is done automatically through a spread-sheet, it is highly unlikely that this situation will ever arise.

Individual Assignment

The individual assignment aims to evaluate students' capacity to critically understand and analyse the various factors affecting international tourism. Students are required to choose either a current *challenge* to the tourism industry or a *tourism trend* and write a 1500 word essay evaluating its existing and potential impact on the industry.

Issues to consider may include: expected changes in visitor patterns and behaviour, economic impact, effect on the various types of tourism services, potential impact on legislation changes, etc. The analysis needs to be specific as possible – a more detailed explanation and some examples will be provided in class. The assignment must be submitted in hard copy during class, by 5pm Thursday 9 April 2009. Marked assignments will be returned on week 8.

Group Assignment and Presentation

The group assignment aims to evaluate the students understanding of the various concepts analysed in class and their capacity to use them in a practical manner to a specific tourism destination.

In small groups (numbers and members need to be defined by Session 3), students will choose a tourism destination and undertake a thorough analysis including:

- Snapshot of the destination: location, major attractions, visitation trends and main competitors
- Macro tourism indicators; eg tourism as a % of GDP, employment, etc.
- Key stakeholders and their roles
- Branding and marketing strategies used – how successful are these
- Economic, environmental, social and cultural impacts of tourism in this destination

Detailed contents of this assignment will be discussed in class. The final report should have 2500 - 3000 words (excluding appendices). Group presentations will be conducted during sessions 11 and 12; scheduled dates are fixed and all group members must participate. The report must be submitted in hard copy by 2pm Thursday 28 May 2009.

EXAMINATION

The final exam will consist primarily of essay-type questions and will take place on week 13 during regular class times; that is June 4th at 2pm. The exam lasts 2 hours and 10 minutes. This exam is closed book and neither dictionaries nor calculators will be allowed. You will be tested on all topics covered during class and tutorials, including *videos, class handouts; possible talk(s) of guest speaker(s) and material not mentioned in the official class notes*. Please note that, due to time constraints, it is impossible to cover each and every slide of the lecture notes during lecture time. It is incumbent upon all students to read the relevant textbook chapters as part of the overall course requirements and to study material not specifically discussed during class on their own (since this could also be tested). The exam also covers the assigned case studies discussed in tutorials.

Also note that it is a policy of the university that a pass in the exam is required for a pass in the unit irrespective of accumulated marks

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at <http://www.reg.mq.edu.au/Forms/APSCon.pdf>

You are advised that it is Macquarie University policy not to set early or delayed examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester; that is the final day of the official University examination period, and can attend the exam at the designated time and place.

PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Postgraduate Studies* or on the web at: <http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

UNIVERSITY POLICY ON GRADING

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit.

The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

Grade definitions

HD	High Distinction 85-100%	<i>Denotes performance which meets all unit objectives in such an exceptional way and with such marked excellence that it deserves the highest level of recognition.</i>
D	Distinction 75-84%	<i>Denotes performance which clearly deserves a very high level of recognition as an excellent achievement in the unit.</i>
Cr	Credit 65-74%	<i>Denotes performance which is substantially better than would normally be expected of competent students in the unit.</i>
P	Pass 50-64%	<i>Denotes performance which satisfies unit objectives.</i>
PC	Pass Conceded 45-49%	<i>Denotes performance which meets unit objectives only marginally.</i>
F	Fail 0-44%	<i>Denotes that a candidate has failed to complete a unit satisfactorily.</i>
FA	Fail Absent 0-44%	<i>Denotes that a candidate has failed to complete a unit satisfactorily and was absent from a compulsory final examination</i>
W	Withdrawn	<i>No grade as student withdrew with permission prior to final examination</i>
I	Incomplete	<i>Grade yet to be determined as all assessment tasks have not yet been completed</i>
IS	Incomplete Supplementary	<i>Supplementary examination approved and yet to be completed</i>

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can accessed at <http://www.student.mq.edu.au>