



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 - 2010

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

Lecturer:

Mr. Simon Pawson. Dip Hosp Mgmt, M Mgmt (MQ) PhD Cand (ANU)
spawson@icms.edu.au

Introduction – International Tourism

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 (history) of tourism as an academic discipline. The unit builds on 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 and examples highlighting the linkages that exist in the field of global tourism.

The tourism industry is the largest and the most fragmented industry in the world economy. As societies have increased their wealth, education and leisure time, so has domestic and international tourism. The growth of international visitor numbers has changed the dependence of many national and regional economies. Tourism receipts have become the main economic driver for many communities, especially developing countries. Tourism development within destinations comes also as a cost.

This course studies the evolution of the tourism industry, its benefits and negative impacts and provides a critical commentary on the related migration patterns of tourists. Considering both domestic and international tourism, students will understand and appreciate tourism as a complex interrelated 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.

Learning Outcomes

On successful completion of the unit, students 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;
- be acquainted with various tourism special interest groups.

Unit Approach

This unit is lecture/tutorial based. Typically, the class-time structure will be as follows:

Hour	Type	Activity
1.5	Lecture & Discussion	<ul style="list-style-type: none">▪ Presentation and discussion of course content and theories▪ Discussion of examples linked to theories
30	Break	
1	Weekly Seminar Series	<ul style="list-style-type: none">▪ Student groups to deliver a seminar linked to selected topics – theory to practice▪ Feedback on student performance

- **Lectures and Discussion:** International tourism theory and concepts will be presented from selected texts, while additional theories will be introduced from supplementary readings. The primary objective of these sessions is to present, explain and apply the selected theories. Students are encouraged to think of their lives and lifestyles, home cities and places where they have travelled – and make linkages between tourism theories and these elements. Students will also be

required to study the various concepts raised in class and fully understand the authors key arguments. Students are expected to activities participate in class discussions and debates.

- **Weekly Seminar Series:** The class will be divided into workgroups depending on student numbers. Each group will run a seminar as selected by the lecturer. Refer to the weekly calendar for the dates of the seminars.
- The lecture notes, book of readings and support material are posted on **ICMS Unit Portal**. It is the students' responsibility to download and print them in preparation for the lectures/workshops. Please note: there may be changes to these notes due to updates and ongoing research.
- Readings will be available as one document and are available in their entirety on the **ICMS Unit Portal** as a pdf document. They are self-directed learning and form an important part of the overall course learning for use in the exam question preparation and major assignment.

Unit Time and Location

All classes are offered at the Manly Campus. Lectures and tutorials run concurrently during the three-hour session. Thursday's 2pm to 5pm – Great Hall.

Subject Pre-requisite and Assessments

There are no pre-requisites for this subject.

Assessment schedule

The assessment components of this unit are as follows:

<i>Component</i>	<i>Weighting</i>	<i>Assessment</i>
<u>Assignment 1</u> Weekly Seminar Series	20% Group Mark	Working as a group, students will be required to prepare a one hour seminar complete with supporting material and a class activity. The seminars will highlight the linkages between current tourism literature and examples of the literature within destinations. The seminar topics are noted below.
<u>Assignment 2</u> Mini Thesis	30% Individual Mark	Students are required to complete a mini thesis of no more than 3000 words. Students should select a topic that they are interested to pursue. Examples of suitable topics and current tourism research themes will be presented during the first lecture. Research topics must be discussed and approved by the lecturer.
<u>Final Exam</u>	50% Individual Mark	The exam will be linked closely to the learning outcomes for this unit. The purpose of the exam is to test your understanding of current tourism management theories and themes discussed during the semester.
Total	100%	

- All students are required to complete assigned readings; prepare for and attend all classes (ie, class attendance and participation is compulsory); participate in class discussions; complete assignments; and complete the final examination.
- 80% attendance at classes (ie, lectures and tutorials) is a prerequisite to passing this course. Attendance will be taken during class to ensure this.
- Assignments submitted after the due dates must be accompanied by a doctor's certificate, otherwise penalties will apply. Five marks will be deducted for each day late up to 5 days, after which zero marks will be given.

- **Pass:** Students must pass the exam in order to pass the unit, irrespective of accumulated marks.
- *Appeals for alteration of grades:* Students wishing to appeal their grade must do so through the authorised University channel. Marks can only be changed due to an error in adding up. As this is done automatically through a spreadsheet, it is highly unlikely that this situation will ever arise.

Assignment 1 – Weekly Seminar Series (20% Group Mark)

Topic: Critical review and informative discussion of tourism theories & practices

Due: The class will be divided into groups. Each group will run a seminar together with an interactive activity on one of the following topics:

1. The Sociology of Tourism
2. Psychology of Tourism & Sex Tourism
3. Geography & Tourism
4. Assessments of Destination Branding and Current & Developing Tourism Market Segments
5. Tourism Economic & Political Impacts
6. Sociocultural & Environmental Impacts
7. Directions of Sustainable, Ethical and Responsible Tourism

This is graded based on your cohesiveness and performance during your allocated seminar. The purpose of this assessment task is to assist you toward analyzing current literature, research, articles and current affairs, providing you with the opportunity to explain the rationale behind tourism issues and the ability to share a point of interest or informed opinion. Students are encouraged to draw on personal experience to illustrate, apply, explore and challenge a point or points within the literature presented, and suggest feasible solutions. The underling challenge is linking theory with practice.

Assignment 2 – Mini Thesis (30% Individual Mark)

Topic: **TBA (Student Choice – but must be approved by the lecturer)**

Length: 3000 words max

This is an individual assignment. The purpose is to give you an opportunity to apply your analytical, research and writing skills to complete a 3000 word mini thesis on a tourism related research topic that is of interest to you. The purpose of a thesis is to examine / explore a hypothesis, either proving or disproving an argument.

To complete the **Mini Thesis** you will need to;

- ☞ Decide on a tourism topic that is current and relevant. You may not resubmit previous work, but you may extend your previous research.
- ☞ Ensure there are enough secondary sources available for you to use.
- ☞ Decide on your approach, method and structure for completing the research and writing the mini thesis. The methodology and structure will be dependant on your research topic.
- ☞ Ensure your thesis is academically sound / fully edited before submitting.

Exam

The final exam will be of 2 hours duration and take place on Thursday June 3 (1.00pm – 3.10pm) at the ICMS campus. It will consist primarily of short answer-type questions that examine tourism theories and applications discussed throughout the semester. The exam will also contain a case study question on tourism management issues and site development at the Sydney Fish Markets. As preparation for the final exam, students will be given specific questions during lectures for discussion and review.

This exam is *closed book* and *no dictionaries* will be allowed. Students 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 may not be possible to cover every PowerPoint slide of the lecture notes during lecture time, so that students are expected to review the lecture and raise any questions on the previous week's lecture or readings. It is a requirement for all students to read the relevant textbook chapters and readings 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 may also cover the assigned case studies discussed in tutorials.

The final exam *must* be taken when scheduled. The only exception to attending the 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/APSCons.pdf>

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. Students should also note that supplementary exams are subject to a more rigorous marking procedure owing to the benefit of extra study time for the student.

Textbook and related materials

Each student is expected to purchase the essential texts; however, recommended and other readings are available in Open Reserve in the ICMS library, the Macquarie campus library, or online via the ICMS Portal.

Essential Reading

ICMS831 Book of Readings (ON LINE)

Other Useful Reference Texts

1. Beirman, D. (2003) Restoring Tourism Destinations in Crisis – A Strategic Marketing Approach. Crows Nest, AU: Allen & Unwin.
2. Boniface, B. and Cooper, C. (2005a) Worldwide Destinations: The Geography of Travel and Tourism. (4th Ed). Burlington, MA: Elsevier Butterworth-Heinemann.
3. Cooper, C, *et al.* (2005) Tourism Principles & Practice. (3rd Ed.). Essex, UK: Pearson Education Limited.
4. Dredge, D. and Jenkins, J. (2007) Tourism Planning and Policy. Milton, AU: John Wiley & Sons.
5. Hall, M. (2007) Tourism in Australia – Development, Issues & Change. (5th Ed). Frenchs Forest, AU: Pearson Education Australia.
6. Hsu, C, *et al.* (2008) Tourism Marketing An Asia Pacific Perspective. Milton, AU: John Wiley & Sons.
7. Leiper, N. (2004) Tourism Management. (3rd Ed). Frenchs Forest, AU: Pearson Education Australia.
8. Smith, M., & Duffy, R. (2003). The Ethics of Tourism Development. London: Routledge.
9. Theobald, W. (2005) Global Tourism. (3rd Ed). Burlington, MA: Elsevier Butterworth-Heinemann.
10. Weaver, D and Lawton, L. (2010) Tourism Management .(4th Ed). Milton, AU: John Wiley & Sons.

Journals:

Journal of Services Management
Annals of Tourism Research
Australian Journal of Hospitality and Tourism Management
Bureau of Tourism Research Publications
Harvard Business Review (HBR)
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

Office of National Tourism: <http://www.tourism.australia.com/>

World Tourism organisation: <http://world-tourism.org>

Australian Bureau of Statistics: <http://www.abs.gov.au/>

Teaching Staff

Head of School International Tourism Management	Mr.Simon Pawson PG Dip Tour & Hosp Mgmt (MQ) M Mgmt - Tourism (MQ) PhD Cand (ANU)	Email: spawson@icms.edu.au
--	--	---

Cheating and 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. Students 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 a student is found guilty. Penalties may include a deduction of marks, failure in unit, and/or referral to the University Discipline Committee.

University Policy on Grading

The Macquarie University Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. A student’s final results will include one of these grades plus a standardised numerical grade (SNG).

On occasion, a student’s raw mark for a unit (ie, the total marks for each assessment item) may not be the same as the SNG. 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 performance of their students should achieve similar results.

It is important that students realise that the policy does not require that a minimum number of students are to be failed in any unit. In fact, the University does the opposite, by requiring examiners to explain their actions if more than 20% of students fail in a unit. The process of scaling does not change the order of marks among students.

Grade definitions

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

Student Support Services

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

Dress Code for students at the International Campus in Manly

The International College of Management, Sydney (ICMS) is a leading educator in hotel management, tourism and associated service industries. To encourage a spirit of excellence in personal appearance as part of our education program, preparing graduates for careers in service industries, the College expects all staff and students to conform to a professional level of dress while on College premises. The College has a mandatory dress code for all its undergraduate students which Masters students are asked to respect. Below is the dress code that currently applies:

Female acceptable	Male acceptable
<ul style="list-style-type: none"> - Coordinated business suit - Skirts knee length and below - Make up simple and natural - Panty hose are not compulsory but recommended - Boots only with business pants - Business like shoes - Business skirt or pants with shirt or high neck long sleeve top - Jumpers and vests over shirt/top 	<ul style="list-style-type: none"> - Business suit - Business pants with shirt or high neck - Long-sleeved top - Polo neck tops - Conventional haircut above the collar - Long hair in one ponytail - Trimmed and clean beards or moustaches - Business-like shoes preferred, however, ankle boots permitted - Jumpers and vests over shirt/top
Female not acceptable	Male not acceptable
<ul style="list-style-type: none"> - Any denim - Open toe, platform or sports shoes - Wearing visible earrings or studs apart from on ear lobes - Visible tattoos - T-shirts - Revealing necklines - Extreme hair colours or styles - Stirrup pants - Midriff tops 	<ul style="list-style-type: none"> - Any denim - Open toe, platform or sports shoes - Wearing visible earrings, studs, necklaces or bracelets - Visible tattoos - T-shirts - Extreme hair colours or styles - Rings on thumb or index finger

All students taking MIB and MComm units at the International Campus are expected to abide by the dress code while attending classes or elsewhere on the Campus, including the computer laboratories or the Courtyard Café. Please note that the Pollard Resource Centre is free of dress rules. **Students who do not respect the dress code may be asked to leave the campus.** The College reserves the right to determine whether specific items of dress are within the code or not. *Thank you for being part of our great College community. Not just an education! An experience!*

ICMS 831 – Week by Week and Assessment Plan

Session No.	Topic, Readings & Assessment Task
1	Topic – Global Tourism Management – Themes & Issues Activity – Overview of Assignments & Group Allocation Readings – BOR (Session 1, Weaver & Lawton)
2	Topic – Evolution of Tourism & Tourism Studies Pt 1 Activity – Evolution of Tourism & Tourism Studies Pt 2 Readings – BOR (Session 2, Leiper, Towner & Wall)
3	Topic – The Sociology of Tourism Activity – Guest Seminar (Tourism Education in Cambodia) Readings – BOR (Session 3, Leiper, Lee <i>et al</i>)
4	Topic – The Psychology of Tourism Activity – Seminar (Sociology & Tourism) Readings – BOR (Session 4, Leiper, Cohen, Ryan)
5	Topic – The Geography of Tourism Activity – Seminar (Psychology of Tourism & Sex Tourism) Readings – BOR (Session 5, Leiper, Hall, Howard)
6	Topic – Destination Marketing Activity – Seminar (Geography & Tourism) Readings – BOR (Hall, Buhalis, Lee <i>et al</i> , Mercille)
7	Topic – Structure, Politics and Economic Impacts of Global Tourism Activity – Seminar (Assessments of Destination Branding and Current & Developing Tourism Market Segments) Readings – BOR (Weaver & Lawton, Cooper <i>et al</i>)
8	Topic – Social & Cultural Impacts of Global Tourism Activity – Seminar (Tourism Economic & Political Impacts) Readings – BOR (Hall, Connell)
9	Topic – Environmental & Sustainability Issues of Global Tourism Activity – Seminar (Tourism Social, Cultural & Environmental Impacts) Readings – BOR (Weaver & Lawton, Shetawy & Khateeb)
10	Topic – Tourism Management in Developing Countries Activity – Seminar (Directions of Sustainable, Ethical & Responsible Tourism) Readings – BOR (Daye, Sin, Winter)
11	Sydney Fish Market Applied Activity (off campus)
12	Topic – Discussion (Sydney Fish Market Tourism Management Issues / Development Strategies) Activity – Exam Preparation
13	Exam Week