



The University of Southern Queensland

Course specification

This version produced 20 Dec 2007.

The current and official versions of the course specifications are available on the web at
<<http://www.usq.edu.au/coursespecification/current>>.

Please consult the web for updates that may occur during the year.

Description: Introduction to Tourism

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
TOU	1003	66815	2, 2007	EXT	1.00	Toowoomba

Academic group:	FOBUS
Academic org:	FOB004
Student contribution band:	2
ASCED code:	080701

STAFFING

Examiner: Frances Cassidy

Moderator: Narelle Beaumont

OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at
<http://www.usq.edu.au/business/aboutfob.htm>

RATIONALE

Tourism is a complex phenomenon. It is best understood as a form of a trip, a market, an industry, a set of environmental and social impacts, or is it something else? The tourism industry is closely aligned to the hospitality, leisure, events and travel industries and is an exciting and dynamic area to work in.

SYNOPSIS

This course covers topics which include defining what tourism is and the tourism system. It then reviews the development of tourism and tourist destinations before embarking on examining the tourist product and tourist industry. Where would tourism be without marketing? The course then explores market segmentation and then discusses the economic, socio-cultural and environmental impacts which must be considered when planning for tourism and the future of tourism.

OBJECTIVES

The course objectives define the student learning outcomes for a course. The assessment item/s that may be used to assess student achievement of an objective is/are shown in parentheses after each objective. On successful completion of this course, students should be able to:

1. define what tourism is and how it is related to the areas of hospitality, leisure, recreation events and travel (Assignment 1, Assignment 2)
2. evaluate the major platforms that have characterised the development of tourism (Assignment 1, Assignment 2, Examination)

3. evaluate the five main elements of the tourism system (Assignment 1, Assignment 2, Examination)
4. identify and analyse the social, economic and technological factors that influence development of the tourism industry (Assignment 1, Assignment 2)
5. define what a tourism destination is (Assignment 1, Assignment 2, Examination)
6. demonstrate an understanding of the 'push' and 'pull' factors and how they relate to tourist's choice of destination and its image or branding (Assignment 1, Assignment 2, Examination)
7. analyse and articulate the changing global and regional destination flow patterns (Assignment 1, Assignment 2, Examination)
8. define what a tourism product is and define the main categories (Assignment 1, Assignment 2, Examination)
9. define and evaluate a tourist attraction (Assignment 1, Assignment 2, Examination)
10. evaluate the distribution systems used in the tourism industry (Assignment 1, Assignment 2, Examination)
11. demonstrate an understanding of the importance of the Freedoms of the Air in relation to the tourism sector (Examination)
12. appraise the importance of the BECA (MICE) industry to the tourism sector (Assignment 1, Assignment 2, Examination)
13. analyse the importance of market segmentations and the major segments of the tourism sector (Assignment 1, Assignment 2, Examination)
14. differentiate tourists on the basis of geographic, socio-demographic and psychographic variable (Assignment 1, Assignment 2, Examination)
15. compare and contrast travel motivations and travel purpose (Assignment 1, Assignment 2, Examination)
16. critically evaluate the positive and negative impacts of tourism on stakeholders, communities, governments and so on (Assignment 1, Assignment 2, Examination)
17. assess the economic effects that result from domestic and international tourism on stakeholders, communities, governments and so on (Assignment 1, Assignment 2, Examination)
18. identify and analyse the major socio-cultural impacts of tourism (Assignment 1, Assignment 2, Examination)
19. identify and compare the concepts of 'commodification' and 'authenticity' and the positive or negative impacts associated with them (Assignment 1, Assignment 2, Examination)
20. describe and evaluate the Irridex developed by Doxey (Assignment 1, Assignment 2, Examination)
21. identify and analyse the main environmental impacts of tourism on natural areas (Assignment 1, Assignment 2, Examination)
22. identify and analyse the core elements of planning and how they relate to tourism (Assignment 1, Assignment 2, Examination)
23. evaluate the main approaches that have been used for tourism planning to date (Assignment 1, Assignment 2, Examination)
24. critically evaluate the Butler Sequence and relate to destinations (Assignment 1, Assignment 2, Examination)
25. identify and evaluate mass tourism and alternate tourism in relation to sustainability (Assignment 1, Assignment 2, Examination)
26. critically evaluate the future of tourism (Assignment 1, Assignment 2, Examination).

TOPICS

	Description	Weighting (%)
1.	Tourism defined	5.00
2.	The tourism system	9.00
3.	The development of tourism	9.00
4.	Tourist destinations	9.00
5.	Tourism product	9.00
6.	The tourism industry	9.00
7.	Tourists: market segmentation	9.00
8.	Economic issues in tourism	9.00
9.	Socio-cultural and environmental impacts	9.00
10.	Tourism planning	9.00
11.	Alternative tourism	9.00
12.	The future	5.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Summers, J & Smith, B 2006, *Communication skills handbook: how to succeed in written and oral communication*, 2nd edn, John Wiley & Sons, Milton, Queensland.

Weaver, D & Lawton, L 2006, *Tourism management*, 3rd edn, John Wiley & Sons, Milton, Queensland.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Please refer to Introductory Book for list of websites.

Australian Tourist Commission ' ' (Available: <http://www.australia.com>).

Boniface, P & Fowler, PJ 1993, *Heritage and tourism in the global village*, Routledge, London.

Bureau of Tourism Research *Occasional paper series*, Bureau of Tourism Research, Canberra, Australian Capital Territory.

Craik, J 1991, *Resorting to tourism: cultural policies for tourist development in Australia*, Allen & Unwin, North Sydney, New South Wales.

- Getz, D 2001, *Explore wine tourism: management, development and destinations*, Cognizant Communication, New York.
- Go, FM & Jenkins, CL (eds.) 1997, *Tourism and economic development in Asia and Australasia*, Pinter, London.
- Godfrey, K & Clarke, J 2000, *The tourism development handbook: a practical approach to planning and marketing*, Cassell, London.
- Hall, CM 1997, *Tourism in the Pacific rim: developments, impacts and markets*, 2nd edn, Addison Wesley Longman, South Melbourne, Victoria.
- Hall, CM 2003, *Introduction to tourism: dimensions and issues*, 4th edn, Hospitality Press, Frenchs Forest, New South Wales.
- Harris, R & Leiper, N (eds.) 1995, *Sustainable tourism: an Australian perspective*, Butterworth-Heinemann, Chatswood, New South Wales.
- Holloway, JC 2002, *The business of tourism*, 6th edn, Financial Times/Prentice Hall, Harlow, UK.
- Leiper, N 2004, *Tourism management*, 3rd edn, Pearson Hospitality Press, Frenchs Forest, New South Wales.
- McKercher, B & du Cros, H 2002, *Cultural tourism: the partnership between tourism and cultural heritage management*, Haworth Hospitality Press, New York.
- Oppermann, M (ed) 1997, *Pacific rim tourism*, CAB International, New York.
- Page, SJ & Dowling, RK 2001, *Ecotourism*, Prentice Hall, Harlow, UK.
- Pookong, K & King, B (eds.) 1999, *Asia-Pacific tourism: regional cooperation, planning and development*, Hospitality Press, Melbourne, Victoria.
- Queensland Wine Industry Association Incorporated '' (Available: <http://www.queenslandwine.com.au/>).
- Ross, G 1998, *The psychology of tourism*, 2nd edn, Hospitality Press, Melbourne, Victoria.
- Ryan, C 1991, *Recreational tourism, a social science perspective*, Routledge, London.
- Smith, V (ed) 1989, *Hosts and guests: the anthropology of tourism*, 2nd edn, University of Pennsylvania Press, Philadelphia, Pennsylvania.
- Smith, VL & Brent, M (eds.) 2001, *Hosts and guests revisited: tourism issues of the 21st century*, Cognizant Communication Corp, New York.
- The Australian Government 2003, *Tourism white paper: a medium to long term strategy for tourism*, Small Business and Tourism, Canberra.
(Available for download in PDF and Word on-line: see Department of Industry, Tourism and Resources website)
- Urry, J 2002, *The tourist gaze*, 2nd edn, Sage, London.
- Weaver, D 1998, *Ecotourism in the less developed world*, CAB International, Oxon, UK.
- World Tourism Organization 'Various Publications' (Available: <http://www.world-tourism.org/>).

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessment	50.00
Directed Study	70.00
Private Study	50.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg(%)	Due date
ASST 1 - 1500 WD FORMAL REPORT	20.00	20.00	16 Aug 2007
ASST 2 - 2500 WD ESSAY	30.00	30.00	18 Sep 2007
2 HOUR EXAMINATION	50.00	50.00	END S2 (see note 1)

NOTES

1. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
If you are an international student in Australia, you are advised to attend all classes at your campus. For all other students, there are no attendance requirements for this course. However, it is the students' responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:
To successfully complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)
- 3 Penalties for late submission of required work:
If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded.
- 4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:

- This is a closed examination. Candidates are allowed to bring only writing and drawing instruments into the examination.
- 7 Examination period when Deferred/Supplementary examinations will be held:
Any Deferred or Supplementary examinations for this course will be held during the next examination period.
 - 8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Policies and Procedures which can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

ASSESSMENT NOTES

- 9 Assignments: (i) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the examiner. (ii) Students must retain a copy of each assignment submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) The examiner may grant an extension of the due date of an assignment in extenuating circumstances. Students may apply for an assignment extension either by contacting the examiner before the due date or by including application with the submitted assignment after the due date. Such applications should be in writing and include supporting documentary evidence. The authority for granting extensions rests with the relevant examiner. The extension policy for this course tries to be fair to all students who organise their work and family commitments to submit their assignments by the due date, and those few students who cannot do so through unforeseen and uncontrollable circumstances. If an assignment is late, up to one week's extension may be granted if a signed statement with supporting documentation is sent with the assignment proving that an unforeseen and an uncontrollable extenuating circumstance caused the delay, for example, unusual and unpredictable work or family commitments. If this statement and documentation does not show that unforeseen and uncontrollable extenuating circumstance were present for the days claimed, then the normal reduction in marks for a late assignment of 5% per day, will apply. Extensions beyond one week will not be allowed unless express permission is obtained from the examiner before the date that the assignment is due. (iv) Extensions beyond one week are extremely rare because model answers may start to be distributed to students after one week. The examiner shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the commcoursey as appropriate) accompanying an application for extension and decide on the outcome. In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: the date the medical condition began or changed; how the condition affected the student's ability to study; when it became apparent that the student could not submit the assignment. In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the commcoursey stating: the date the student's personal circumstances began or changed; how the circumstances affected the student's ability to complete the assignment; when it became apparent that the student could not complete the assignment. In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: the date the student's employment began or the conditions of employment changed; how this prevents the student from completing the assignment.

- 10 Course weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.
- 11 Word count for assignments: Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.
- 12 Text books: It is the responsibility of the student to acquire a copy of the text book as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ Bookshop.

OTHER REQUIREMENTS

- 1 Learning resources: Prescribed texts and materials (see above); recommended reference materials (see above); printed Introductory Book, Study Book/s, and Book/s of Selected Readings; CD (compact disc); and course Website accessible via USQConnect.
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