Description: Introduction to Tourism

Subject  Cat-Nbr  Class  Term  Mode  Units  Campus
MKT  1003  10139  1, 2002  EXT  1.00  TWMBA

Academic Group:  FOBUS
Academic Org:  FOB004
HECS Band:  2
ASCED Code:  080701

STAFFING
Examiner: Malcolm Cooper
Moderator: Janelle McPhail

SYNOPSIS
Tourism is a complex phenomenon. Is it best understood as a form of trip, a market, an industry, a set of environmental and social impacts, or is it something else? This course takes a systematic approach to the study of tourism, covering tourist types and behaviour, the role of places in tourists’ itineraries and their experience, environmental impacts, sustainability and eco-tourism, cultural impacts and authenticity, the impact of events, and the structure of tourism industries. Links with the hospitality industry are a key part of each section.

OBJECTIVES
On successful completion of this course students will be able to:

- understand the nature of tourism and the complex structure of the tourism industry;
- understand the industry's significance to employment and economic health at a national and regional level in Australia;
- analyse and predict trends in the development of International, Asia-Pacific and Australian tourism;
- understand the environmental and social impacts of tourism; and to
- demonstrate effective reference and communication skills in relation to the topics studied.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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</thead>
<tbody>
<tr>
<td>1. History and nature of tourism - popular notions and approaches to study</td>
<td>5.00</td>
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</table>
2. People as tourists - purposes, activities and psychology, places 20.00
3. The Tourism Industry - organisations and attractions, and the dynamics of tourism 20.00
4. Environments and tourism 20.00
5. Indigenous issues and tourism - authenticity 10.00
6. Sustainable tourism 10.00
7. Gambling, casinos and events tourism 10.00
8. Review 5.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.

Weaver, D. and Oppermann, M., (eds), 2000 (Tourism Management), Wiley, Brisbane.
Summers, J. & Smith, B., (eds), 2001 Faculty of Business Communication Skills Handbook, 4th edn, Faculty of Business, USQ, Toowoomba, Qld.

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.

Harris, R and Leiper N (eds) 1995 Sustainable Tourism; an Australian Perspective, Butterworth-Heinemann, Chatswood, NSW.
Bureau of Tourism Research Occasional Paper Series, BTR, Canberra.
Hall, CM. 1995 Introduction to Tourism in Australia, Longman, Melbourne.

STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Directed Study</td>
<td>160</td>
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<td>Examinations</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>1000 WORD ESSAY</td>
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<td>15.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
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<td>(see note 1)</td>
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<tr>
<td>PROJECT PROPOSAL</td>
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<tr>
<td>2500 WORD RESEARCH PROJECT</td>
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<td>2 HOUR EXAMINATION</td>
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<td>Y</td>
<td>END S1</td>
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<td></td>
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<td>(see note 4)</td>
</tr>
</tbody>
</table>

NOTES:
1. Further details about the due dates are detailed in the assessment section of the Course Specifications.
2. Further details about the due dates are detailed in the assessment section of the Course Specifications.
3. Further details about the due dates are detailed in the assessment section of the Course Specifications. This is a 2500 word Research Project.
4. Further details about the due dates are detailed in the assessment section of the Course Specifications. Please note this is a closed book examination.

OTHER REQUIREMENTS

1. To be assured of a passing grade in this course students will be required to obtain at least 50% for the assignments in aggregate and at least 50% in the final examination and an overall mark of 50%. Final grades for the course will be determined by the addition of the marks obtained in each assessment item, weighted as in the Assessment Details and by considering the students' level of achievement of the objectives of the course. To be assured of a B grade students will be required to obtain an overall mark of 65%. To be assured of an A grade students will be
required to obtain an overall mark of 75%. To be assured of an HD grade students will be required to obtain an overall mark of 85%.

2 The due date for an assignment is the date by which a student must dispatch the assignment to the University, and is normally that defined in the relevant course specification. The onus is on the student to provide, if requested, proof of date of dispatch.

3 Students may apply for an assignment extension either by application through DEC 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 Course Coordinator. 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 20 percent per day, will apply. Extensions beyond one week will not be allowed unless express permission is obtained from the Course Leader before the date that the assignment is due. Extensions beyond one week are extremely rare because model answers may start to be distributed to students after one week. The Course Leader shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the course) 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 if an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the course 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.

4 Students must retain a copy of all assignments, which must be provided if/when required by the Course Leader.

5 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.

6 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.