Description: Introduction to Tourism

Subject: MKT 1003
Class: 20142
Term: 1, 2003
Mode: ONC
Units: 1.00
Campus: WIBAY

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

STAFFING
Examiner: Caroline Winter
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.
- Describe the concepts and components of the tourism system including the tourism industry;
- Understand the social and technological influences on the development of tourism to date, and the likely future direction of global and regional tourism;
- Describe and analyse a tourist destination including the categorisation and analysis of attractions;
- Discuss different ways of segmenting tourists based upon psychological and socio-demographic information, and understand how these segments can be used to link tourist demand with the tourist product;
- Discuss and analyse the economic, socio-cultural and environmental impacts of tourism;
- Understand the importance of tourism planning particularly at the destination; and
- Develop written communication, analytical and logical reasoning skills through the preparation for, and completion of assignments and the examination.

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Tourism defined</td>
<td>5.00</td>
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<tr>
<td>2. The tourism system</td>
<td>10.00</td>
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<tr>
<td>3. The development of tourism</td>
<td>10.00</td>
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<td>4. Tourist destinations</td>
<td>10.00</td>
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<tr>
<td>5. Tourism product</td>
<td>10.00</td>
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<tr>
<td>6. The tourism industry</td>
<td>10.00</td>
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<td>7. Tourists: Market segmentation</td>
<td>10.00</td>
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<tr>
<td>8. Economic issues in tourism</td>
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<tr>
<td>9. Socio-cultural and environmental impacts</td>
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<td>10. Tourism planning</td>
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</tr>
<tr>
<td>11. The future</td>
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**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.

MKT1003 study package available from the USQ Bookshop.


(revised edition)

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.


Bureau of Tourism Research *Occasional paper series*, BTR, Canberra.


STUDENT WORKLOAD REQUIREMENTS

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

<table>
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<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tr>
<td>PRESENTATION</td>
<td>15.00</td>
<td>15.00</td>
<td>Y</td>
<td>04 Mar 2003</td>
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<tr>
<td>1000 WORD ESSAY</td>
<td>10.00</td>
<td>10.00</td>
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<tr>
<td>2500 WORD RESEARCH PROJECT</td>
<td>25.00</td>
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<td>2 HOUR EXAMINATION</td>
<td>50.00</td>
<td>50.00</td>
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NOTES:
- Presentation date to be advised.
- 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:
   It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and 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. If you are an International student in Australia it is a requirement of your student visa that you attend all classes at your campus.

2 Requirements for students to complete each assessment item satisfactorily:
   To complete the assignments satisfactorily, students must obtain at least 50% of the marks available for the assignments in aggregate. To complete the examination satisfactorily, students must obtain at least 50% of the marks available for the examination.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 20% of the total marks available for the assignment will apply for each working day late.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade a student must attempt all of the summative assessment items, achieve an aggregated mark of at least 50% in the total marks allocated for the assignments, achieve at least 50% in the examination, and at least 50% of the available weighted marks for the summative assessment items.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.
6 Examination information:
This is a restricted examination. Candidates are allowed access to specific materials during the examination. The only materials that candidates may use in the restricted examination for this course are: writing materials (non-electronic and free from material which could give the student an unfair advantage in the examination); English translation dictionaries (but not technical dictionaries).

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 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL: http://www.usq.edu.au/SECARIAT/calendar/Part5/ or in the printed version of the current USQ Handbook. Students should also read The Guide to Policies and Procedures of the Faculty which can be found at the URL: http://www.usq.edu.au/handbook/2003/business/polproc/index.htm or in the printed version of the current USQ Handbook.

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 item 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 20% 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 commcourse 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 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.

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 textbook 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.