THE UNIVERSITY OF NEW SOUTH WALES

FACULTY OF COMMERCE AND ECONOMICS

School of Marketing

GENC6003
Tourism: The Global Future

Friday 10:00am-12:00pm
Location: MAT C

Session 1
2005

Coordinator
Dr Tracey Firth
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The Teaching Team

Coordinating Lecturer

Dr. Tracey Firth
Room G307, John Goodsell Building
Tel:  9385-3242
Email:  t.firth@unsw.edu.au
Consultation Hours:
Tuesday 10-12 or by appointment

Dr Tracey Firth has been lecturing in tourism and hospitality since 1999 and has completed a PhD in business strategies of marginal tourism firms in Sydney. Tracey has acquired valuable industry experience in her role as a hotel management corporate trainee for the Sydney Renaissance Hotel, the owner and operator of an a la carte restaurant in Newtown and a research consultant for several small and large tourism firms. Her research interests lie in the areas of tourism industry structure, business strategy tourism impacts, indigenous tourism and tourist behaviour.

Specialist Lecturers

Professor Larry Dwyer
Larry Dwyer is Qantas Professor of Travel and Tourism Economics at UNSW. He publishes widely in the areas of tourism economics and tourism management with over 150 publications in international journals, government reports, chapters in books, and monographs. Larry maintains strong links with the tourism industry at international, national, state and local levels. He has undertaken an extensive number of consultancies for public and private sector tourism organisations within Australia, including the Office of National Tourism, Bureau of Immigration and Population Research, Tourism Council of Australia, the Australian Tourist Commission, NSW Department of State and Regional Development, Queensland Treasury, Tourism NSW and Tourism Queensland. He has also undertaken consulting work overseas for international agencies, including the World Tourism Organisation. Larry is an invited academic member of the World Travel and Tourism Corporation Tax Force Panel, and an executive committee member of Business Enterprises for Sustainable Development (BEST). Larry is an executive committee member of The Sustainable Tourism Cooperative Research Centre in Australia. He is on the Editorial Board of seven international tourism journals.

L.dwyer@unsw.edu.au

Dr Nina Mistilis

Dr Nina Mistilis is a senior lecturer in the tourism and hospitality management unit, School of Marketing. She began her tourism academic career in early 1996 and in 2001 she took up her current position at the University of New South Wales. Prior to
that she worked in a major global banking corporation for five years until 1993, then as manager policy at the Tourism Task Force and as a consultant. She is a foundation board member and vice president of the Australasian chapter of the International Federation of Information Technology and Tourism (IFITT) and a member of Council of Australian Tourism and Hospitality Research Conference (CAUTHE). She has a Bachelor of Arts with honors in politics from Macquarie University and a Doctorate of Philosophy in Political Science from the Institute of Advanced Studies, Australian National University. She now publishes in tourism (earlier in politics) and her current tourism research interests are information and communication technology, policy and planning (including urban transport) and the MICE (meetings, incentives, conventions and exhibitions) industry. She returns this semester after undertaking the UNSW Special Studies Program for six months at the George Washington University and at the University of Hawaii

Ray Spurr
Room 229 John Goodsell
Tel: 9385-1600 Email: r.spurr@unsw.edu.au

Ray Spurr is a Senior Research Fellow for the sustainable Destinations Program of the Sustainable Tourism Cooperative Research Centre (STCRC). He was previously Director of the Centre for Tourism Policy Studies at UNSW and Head of the Tourism and Hospitality Management Unit. Prior to joining UNSW in 1996 Ray was First Assistant Secretary of the Commonwealth Department of Tourism and before that he was a member of the Australian diplomatic service serving as Australian Ambassador to Syria and the Lebanon in 1987/88. His other appointments include Policy Adviser Asia-Pacific to the World Travel and Tourism Council (WTTC) and member of the Council of Leaders of the World Tourism Organisation (WTO). His research interests are the economic impacts of tourism, tourism public policy and marketing.
LECTURE TIMES

The course has a two-hour lecture each week:

Lecture Time: Friday 10:00am-12:00pm
Location: MAT C

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<th>Date</th>
<th>Week</th>
<th>Lecture Topic</th>
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<td>1</td>
<td>Introduction to course.</td>
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<td>Dr Tracey Firth</td>
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<td>11 Mar</td>
<td>2</td>
<td>Introduction to Tourism</td>
<td>Ch 1-2</td>
<td>Dr Tracey Firth</td>
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<td>18 Mar</td>
<td>3</td>
<td>How Tourists Behave</td>
<td>Ch 3</td>
<td>Emma Wong</td>
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<td>25 Mar</td>
<td>4</td>
<td>Tourism Policy &amp; Planning: Conflict &amp; cooperation</td>
<td>Ch 11</td>
<td>Dr Nina Mistilis</td>
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<td>1 April</td>
<td></td>
<td>Mid-session break</td>
<td></td>
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<td>8 April</td>
<td>5</td>
<td>Urban tourism: the New Core city business</td>
<td>Ch 13</td>
<td>Dr Nina Mistilis</td>
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<td>15 April</td>
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<td>Mid-session test</td>
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<td>Dr Tracey Firth</td>
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<td>22 April</td>
<td>7</td>
<td>The role of Government in Tourism</td>
<td>Ch 11</td>
<td>Ray Spurr</td>
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<td>29 April</td>
<td>8</td>
<td>Information &amp; communication technology &amp; tourism</td>
<td>Buhalas (2003) Ch 1</td>
<td>Dr Nina Mistilis</td>
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<td>6 May</td>
<td>9</td>
<td>Crisis Management in the tourism industry</td>
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<td>13 May</td>
<td>10</td>
<td>Social and Cultural Impacts of Tourism</td>
<td>Ch 9</td>
<td>Dr Tracey Firth</td>
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<tr>
<td>20 May</td>
<td>11</td>
<td>Economic Impacts</td>
<td>Ch 8</td>
<td>Prof. Larry Dwyer</td>
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<tr>
<td>27 May</td>
<td>12</td>
<td>Environmental Impacts</td>
<td>Ch 10</td>
<td>Dr Tracey Firth</td>
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<td>3 June</td>
<td>13</td>
<td>Tourism in Developed Countries</td>
<td>TBA</td>
<td>Dr Tracey Firth</td>
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<td>10 June</td>
<td>14</td>
<td>Final Exam</td>
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Readings:

OBJECTIVES OF THE COURSE

Tourism has experienced rapid growth in recent times and has become important on a global scale. In Australia, tourism contributes over 11% of export earnings making it larger in export terms than any agricultural or mining export commodity, by far the largest service industry, larger than any single manufacturing export and about half the size of manufacturing exports in aggregate. Tourism is forecast to continue to grow globally, especially in the Asia Pacific region, despite recent setbacks as a result of 9/11, the Bali bombings, Iraq war and SARS. Tourism will be a leading contributor to the world economy over the next 20 years, playing a significant role in helping nations to develop new businesses, earn foreign exchange and generate employment.
The course explores some basic concepts associated with tourism; it also highlights its diverse features. The course introduces students to the history of tourism, its nature and its impacts, and management issue involved in operating a tourism business. Students can participate in and observe the tourist experience during a field trip the historic Rocks tourism destination in the Sydney CBD.

LEARNING OUTCOMES

Upon completion of the course, the student will be able to:

- Define the scope of tourism and key tourism concepts,
- Discuss the role of the public and private sector in tourism development and marketing,
- Outline World and Australian Tourism growth and trends and discuss the determinants of tourism flows,
- Describe various tourism industry sectors, including accommodation, attractions and transport,
- Understand the motivations and influences of travellers
- Summarize the economic, social and environmental impacts of tourism giving examples from Australian and international contexts, and
- Appraise potential future opportunities and barriers for the global tourist sectors.

COURSE REQUIREMENTS/ASSESSMENT

Students are required to (i) Attend at least 80% of lectures; (ii) Submit a field trip assignment report; (iii) Sit for a mid-session test; and (iv) Sit for the final exam.

Mid-Session Test – 25% - Week 6

This is a 90 minute test based on the lectures and chapters from weeks 2 to 5 of the course. Questions will be in a short answer format.

Field Trip Assignment – 25% - Week 9

This assignment can be done individually or with one or two other students. No group larger than three is allowed. The purpose is to expose you to aspects of the tourism industry. See pp.11-12 of this outline for details. The submission date is Week 7, in class.

Final Examination – 50% - Week 14

An examination will be held in Week 14 in class. It will be a combination of short answer and essay questions based on the lectures, chapters covered and other material distributed during the whole of the course.
APPROACH TO LEARNING

The course outline is available on the UNSW Web site; lecture notes for week one will be handed out in the lecture; for all other weeks they will be placed on the UNSW Web on the Monday of the week of the lecture. This is accessed through the School of Marketing site www.marketing.unsw.edu.au, then the ‘undergraduate programs’ link. Students should print out the notes and bring them to the lecture each week. Students are advised to prepare for each topic by completing the reading listed for the week.

LEARNING SUPPORT

Education Development Unit

Learning support, tailored to the needs of FCE students, is available from the Education Development Unit (EDU) in the Faculty. The EDU offers a range of services for FCE students including:

- Academic skills workshops run throughout the session;
- Printed and on-line study skills resources e.g. referencing guide, report writing and exam preparation;
- A drop-in resource centre containing books and audio visual material that can be borrowed;
- A limited consultation service for students with individual or small group learning needs.

More information about the EDU services including on-line resources, workshop details and consultation request forms are available from the EDU website.

Contacts and location:
EDU Web: http://education.fce.unsw.edu.au
EDU Location: Room 2039, Level 2 Quadrangle Building

EDU services are free and confidential and are available to students of the Faculty of Commerce and Economics.

Other Student Support

The UNSW Learning Centre provides academic skills support services for students. The Learning Centre is located on Level 2 of the Library and can be contacted by Phone: 9385 3890 or through their website: http://www.lc.unsw.edu.au/.

Students experiencing problems of an academic or personal nature are encouraged to contact the Counselling Service at UNSW. This service is free and confidential and run by professional counsellors. The Counselling Service is located on Level 2, Quadrangle East Wing, and can be contact on 9385 5418.
ACADEMIC MISCONDUCT

Students should be aware of the absolute need to avoid misconduct and plagiarism. Students are bound by the rules relating to this in the University of New South Wales Calendar under the University Assessment Policy document approved by Academic Board and Council late in 2003 on Ethical Use of Scholarly Materials. This information can be found at: http://www.fce.unsw.edu.au/current_students/responsibilities.shtml#misconduct

Plagiarism entails taking and using as one's own, the thoughts or writings of another without acknowledgement including:

(a) Where paragraphs, sentences, a single sentence or significant part of a sentence which are copied directly, are not enclosed in quotation marks and appropriately footnoted;

(b) Where direct quotations are not used, but ideas or arguments are paraphrased or summarised, and the source of the material is not acknowledged either by footnoting or other reference within the text of the paper; and

(c) Where an idea, which appears elsewhere in print, film or electronic medium, is used or developed without reference being made to the author or the source of the idea.
MATERIALS

Text  (available for purchase in the UNSW bookshop)

Readings (Closed Reserve)

References
- Jafar, J (Ed) Encyclopedia of tourism. Routledge: USA
• Theobold, W. (editor) (1994) Global Tourism the Next Decade. Butterworth -

Internet sites
World Tourism Organisation http://www.world-tourism.org/
Travel and Tourism Intelligence http://www.t-ti.com/index.htm

Journals
Annals of Tourism Research S338.479105/3
Tourism Management SQ338.4791005/1
Journal Of Travel Research SQ338.479105/5
International Jnl Of Hospitality Management SQ647.9405/3
International Jnl Of Contemporary Hos. Mgt. SQ647.9406805/1
Journal Of Tourism Studies SQ338.479105/2
Journal of Sustainable Tourism S338.479105/15
The Cornell Hotel and Restaurant Administration Quarterly SQ647.9405/5

Statistics
International Visitors In NSW SREF338.47919405/1
Tourism Trends In NSW SREF338.479105/6
OECD Tourism Statistics SREF338.479105/1
International Visitor Survey SREF919.400212005/1
Forecast SQ338.479105/11

Reports
Tourism : 2020 vision (World Tourism Organization)'98. SQ338.4791/143
Tourism Dotcom, Australia’s National Online Tourism Strategy SQ338.479194/114
THE ROCKS FIELD TRIP

Underlying principle of the Assignment

Central to tourism is tourist behaviour and experience: why people travel, what their needs are, and how they respond to the experiences they encounter during the journey. These experiences are mostly created by commercial enterprises. Yet we must understand the tourist before we can start to think about tourism marketing. Observation of tourists and exposure to tourism activities helps us better appreciate what tourism is all about.

Learning method

This exercise is designed as a student-centred activity. You can submit the work as an individual or pair-work assignment. Undertake the activities listed below and submit a written report in class by Week 7.

Objectives of the trip

- To experience and consider certain aspects of tourism and tourism businesses
- To gain an appreciation of how organisations view their product, customers, & their marketing activities
- To talk to tourists and learn from them
- To consider certain impacts - economic, social, and physical - of tourism

Learning outcomes

By the end of this activity, you should:

- better understand the inter-relatedness of organisations in the tourism industry
- appreciate the motivations and expectations of tourists
- understand how some businesses view their customers

Why the Rocks?

- The Rocks is one of Australia’s leading attractions: 60% of all international visitors to Sydney visit the Rocks (exceeded only by the Opera House (80%) and Darling Harbour (70%)).
- The Rocks precinct contains an enormous variety of tourism related businesses, organisations and activities.

Activities

- Undertake the following activities. They should take no longer than 3 hours.
- Prepare a written report and submit in class on 10 September, Week 7. You are free to decide the length and structure of the report yourself but it should not normally exceed 1500 words.
- You should read and consider all the questions before commencing your research. All questions must be answered.
1. As you walk around The Rocks precinct, make a list of as many different types of businesses as possible that earn significant revenue from tourists. (Hint: Listing every type of retail shop is a waste of time; listing different types of transportation is not.) Classify the businesses as simply as possible.

2. Speak to three different businesses for whom tourists are a main part of their business. (Look for interesting organisations, not just gift or coffee shops.) Introduce yourselves as hospitality/tourism students of the University of NSW doing research into tourism marketing. Find out the following information:
   - The category of tourists that use/visit their establishment (domestic/international, from what countries?)
   - What tourists want to experience/enjoy about their product or service
   - What kind of sales & marketing activities they undertake (advertising, market research, promotion to the travel trade [e.g., travel agents, tour operators, wholesalers, inbound operators])
   - % of their overall business is derived from tourists

3. Interview three separate tourists (pick couples). Introduce yourself in the similar way to Activity Two. Find out the following information:
   - Where are they from?
   - Why they chose Sydney (if domestic tourist) or why Australia and why Sydney (if international visitor)?
   - Did they arrange their own trip, did they buy a package tour or how did they get here?
   - What were their expectations before coming to Sydney/Australia?
   - Were their expectations met?
   - Have they enjoyed their time in Sydney/Australia?
   - Have they had any disappointments?

4. Why do you think tourists visit this area? What do they want? Do you think their needs are being satisfied? Why?

5. The Rocks area was redeveloped in the late 1970s. Prior to then it was an unattractive commercial/industrial area with little character or appeal. What kind of environment do you think the planners have tried to create? In your opinion, to what extent have they been successful?

6. List positive and negative examples of how tourism has impacted on the Rocks area in the following ways: economic, physical, and social.

7. What have you learned from the Field Trip?