# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturers and Contacts Details</td>
<td>3-4</td>
</tr>
<tr>
<td>Lecture Times and Location</td>
<td>4</td>
</tr>
<tr>
<td>Lecture Program</td>
<td>4</td>
</tr>
<tr>
<td>Course Description</td>
<td>5</td>
</tr>
<tr>
<td>Objectives of the course</td>
<td>5</td>
</tr>
<tr>
<td>Learning Outcomes</td>
<td>5</td>
</tr>
<tr>
<td>Course Requirements</td>
<td>5-6</td>
</tr>
<tr>
<td>Assessment,</td>
<td>6</td>
</tr>
<tr>
<td>Approach to Learning</td>
<td>6</td>
</tr>
<tr>
<td>Learning Support</td>
<td>7</td>
</tr>
<tr>
<td>Educational Development Unit</td>
<td>7</td>
</tr>
<tr>
<td>Other Sources of support</td>
<td>7-8</td>
</tr>
<tr>
<td>Academic Misconduct</td>
<td>8</td>
</tr>
<tr>
<td>Materials</td>
<td>8</td>
</tr>
<tr>
<td>Readings</td>
<td>8</td>
</tr>
<tr>
<td>References</td>
<td>8-9</td>
</tr>
</tbody>
</table>
Teaching Staff

Lecturer in Charge

Dr. Roger March
Room G309, John Goodsell Building
Tel: 9385-3605 Email: r.march@unsw.edu.au

Consultation: Thursday 1pm-2pm, other times by appointment

Roger has taught Tourism and Marketing courses at UNSW since 1994. He works widely as a consultant on inbound tourism issues, with particular reference to the Japanese and Asian markets. His client list includes Qantas, Tourism Australia, Tourism NSW and Tourism Queensland. Recent consulting projects include evaluating the future sustainability of Gold Coast theme parks in the face of declining visitation in the international visitor market. Roger graduated with a PhD in 2003 on the subject of consumer behaviour in tourism; it was published in book form in 2005. His present research interests include identifying the factors that explain destination competitiveness, in particular about Australia’s competitive position in the international travel market. His domestic tourism research includes examining tourism networks in regional NSW and distribution strategies of hospitality providers in regional Australia. He has written two books in the Japanese language and has published numerous articles in tourism journals. He speaks & reads Japanese fluently.

Guest 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.

Ray Spurr
Ray Spurr was recently appointed as a research fellow in the Cooperative Research Centre for tourism; previously he was the 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 Mr Spurr was First Assistant Secretary of the Commonwealth Department of Tourism. Before that he was a member of the Australian diplomatic service serving as Australian Ambassador to Syria and the Lebanon in 1987/88. He is currently 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 current research interests are the economic impacts of tourism, and tourism public policy and marketing.
LECTURE TIMES

The course has a two-hour lecture each week:

**Lecture Time:** Friday 10:00am-12:00pm  
**Location:** Civil Engineering 713

<table>
<thead>
<tr>
<th>Date</th>
<th>Wk</th>
<th>Lecture Topic</th>
<th>Reading</th>
<th>Lecturer</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Mar</td>
<td>1</td>
<td>Introduction to the Course and Tourism</td>
<td>Ch 1</td>
<td>Dr R March</td>
</tr>
<tr>
<td>9 Mar</td>
<td>2</td>
<td>How tourists behave</td>
<td>Ch 3</td>
<td>Dr R March</td>
</tr>
<tr>
<td>16 Mar</td>
<td>3</td>
<td>FIELD TRIP (Meet in front of IMAX Theatre 10am)</td>
<td></td>
<td>Dr R March</td>
</tr>
<tr>
<td>23 Mar</td>
<td>4</td>
<td>The impact of global mega-trends on tourism?</td>
<td>Ch 14</td>
<td>Prof L Dwyer</td>
</tr>
<tr>
<td>30 Mar</td>
<td>5</td>
<td>What makes destinations competitive?</td>
<td>Ch 4</td>
<td>Prof L Dwyer</td>
</tr>
<tr>
<td>6 Apr</td>
<td>6</td>
<td>Public Holiday</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13 Apr</td>
<td></td>
<td>Mid-semester break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 Apr</td>
<td>7</td>
<td>Tourism Models and Markets</td>
<td>Ch 7</td>
<td>Dr R March</td>
</tr>
<tr>
<td>27 Apr</td>
<td>8</td>
<td>Tourism and Events</td>
<td>Ch 13</td>
<td>Dr R March</td>
</tr>
<tr>
<td>4 May</td>
<td>9</td>
<td><em>Mid-term Test</em></td>
<td>-</td>
<td>Dr R March</td>
</tr>
<tr>
<td>11 May</td>
<td>10</td>
<td>Governments Role in Tourism</td>
<td>Ch 5-6</td>
<td>R Spurr</td>
</tr>
<tr>
<td>18 May</td>
<td>11</td>
<td>Crisis Management</td>
<td>TBD</td>
<td>Dr R March</td>
</tr>
<tr>
<td>25 May</td>
<td>12</td>
<td>The Interaction of Culture and Tourism</td>
<td>Ch 9</td>
<td>Dr R March</td>
</tr>
<tr>
<td>1 June</td>
<td>13</td>
<td>Environmental Impacts &amp; Sustainable Tourism</td>
<td>Ch 10</td>
<td>R Spurr</td>
</tr>
<tr>
<td>8 Jun</td>
<td>14</td>
<td>Final Exam</td>
<td>TBA</td>
<td>Dr R March</td>
</tr>
</tbody>
</table>

**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 to Darling Harbour tourism precinct 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

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 9

This is a multiple choice test based on the lectures and chapters from weeks 2 to 8 of the course. Questions will include short answer and short essays.

Field Trip Assignment – 25% - Week 3

The class will meet in front of the IMAX Theatre in Darling Harbour at 10am, Week 3. You will be briefed when you arrive. The exercise should take no longer than 75 minutes. The assignment is to be submitted in Week 4 at the beginning of class. No report will be accepted after 10.05am and will be deemed a fail. If you cannot attend March 16 you must notify the lecturer by email by 5pm, Thursday March 15. You will
be forwarded a copy of the brief by email by Friday 5pm and be expected to submit the following week.

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 WebCT by Wednesday 5pm of the week of the lecture. 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 support

- UNSW Learning Centre (http://www.lc.unsw.edu.au )
- EdTec – WebCT information (http://www.edtec.unsw.edu.au )
- Counselling support - http://www.counselling.unsw.edu.au
- Library training and support services - http://info.library.unsw.edu.au
Disability Support Services – Those students who have a disability that requires some adjustment in their teaching or learning environment are encouraged to discuss their study needs with the Course Coordinator or the Equity Officer (http://www.equity.unsw.edu.au/disabil.html). Early notification is essential to enable any necessary adjustments to be made.

In addition, it is important that all students are familiar with University policies and procedures in relation to such issues as:

- Examination procedures and advice concerning illness or misadventure https://my.unsw.edu.au/student/academiclife/assessment/examinations/examinationsrules.html

ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For full information regarding policies, penalties and information to help you avoid plagiarism see: http://www.lc.unsw.edu.au/plagiarism/index.html

Materials including text, images, formulae and concepts. Plagiarism is the presentation of the thoughts or work of another as one’s own.* Examples include:

- direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person’s assignment without appropriate acknowledgement;
- paraphrasing another person’s work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and,
- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism. The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism.

Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms. The Learning Centre website is the central University
online resource for staff and student information on plagiarism and academic honesty. It can be located at:
www.lc.unsw.edu.au/plagiarism

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:

- correct referencing practices;
- paraphrasing, summarising, essay writing, and time management;
- appropriate use of, and attribution for, a range of materials

Individual assistance is available on request from The Learning Centre. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle
† Adapted with kind permission from the University of Melbourne.

MATERIALS

Recommended Text (available for purchase in the UNSW bookshop)

Readings (Closed Reserve)

References
Jafar, J (Ed) Encyclopedia of tourism. Routledge: USA

Internet sites
Australian Dept. of Tourism  http://www.tourism.gov.au/
World Tourism Organisation  http://www.world-tourism.org
World Tourism and Travel Council  http://www.wttc.org
Tourism Australia (Corporate Site)  http://www.tourism.australia.com/
Tourism Australia (Consumer Site)  http://www.australia.com/
Tourism New Zealand (Corporate Site)  http://www.tourismnewzealand.com/
Tourism New Zealand (Consumer Site)  http://www.newzealand.com/Australia/
Tourism NSW (Corporate Site)  http://www.tourism.nsw.gov.au
Tourism Victoria (Corporate Site)  http://www.tourismvictoria.com.au/
Tourism Queensland (Corporate Site)  http://www.tq.com.au/
Tourism Western Australia (Consumer Site)  http://www.westernaustralia.com/en/
Tourism Western Australia (Corporate Site)  http://www.westernaustralia.com/en/industry/
Australian Tourism Awards 2007 Finalists http://www.tourismalliance.org/tourismalliance/Finalists07.html

Italy (Consumer Site)  http://selectitaly.com/
Montreal (Consumer Site)  http://www.madeinmtl.com/
Gulargambone 2828 (town site)  web.mac.com/gulargambone2828

Great Australian Spaces  http://www.space.australia.com/
The International Ecotourism Society:  http://www.ecotourism.org/
Sacred Sites Around the World:  http://www.sacred-destinations.com/
World’s top travel blog sites:  http://www.blogtopsites.com/travel/

Journals
Annals of Tourism Research  S338.479105/3
Tourism Management  SQ338.479105/1
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
Glossary of Tourism Terms

Accessibility: the relative ease with which customers can reach the destination of their choice.

Affinity group tour: group tours arranged for people with similar interests, e.g., social, religious, hobby.

All-inclusive package tours: package tours that include all or nearly all the elements of a trip, i.e., air, hotel, transport, meals, tours

Attractions: a physical or cultural feature of a particular place that individuals travellers or tourists perceive as capable of meeting one or more specific leisure-related needs. Such features may be natural, such as climate, culture, vegetation or scenery (Great Barrier Reef), or specific to a location, such as a theatre performance, museum, zoo or architecture (Opera House).

Brand loyalty: the degree to which customers will repurchase a particular product or service based on favourable feelings toward the product or service.

Carriers: travel industry term for airline companies.

Charter tour: trip or package tour where the aircraft is chartered (rented) by a tour wholesaler, tour operator, or individual or group

Convention/meeting packages: packages offered by hotels, resorts, and conference centres to attract conventions and meetings. Normally include accommodation, meals, and conference/meeting space, but also local tours and special events.

Convention/meeting planners: persons who plan and coordinate meetings & conventions. May be national associations, large non-profit regional organisations, government agencies.

Corporate travel organiser: travel agent that specialises in arranging business travel for (usually large) corporations.

Destination marketing organisation: government agencies, convention & visitors bureaux, and travel associations that promote their destinations to overseas travel markets.

Distribution channel: the combination of firms and organisations (intermediaries) which act to link a producer of a service or product to the final buyer.

Familiarisation trips (famils): free or heavily discounted trips given to travel intermediaries - travel agencies, tour wholesalers and operators, as well as travel writers/journalists - by suppliers, carriers, and destinations marketing organisations.

Fly & cruise packages: tours that combine air and cruise transport

FITs (foreign independent travellers): another terms for independent travellers.

Gateway: an international airport that serves as entry point for overseas visitors into a country

GIT (group inclusive tours): all-inclusive package tour with a specified minimum number of travellers

Hospitality & travel industry: a group of inter-related organisations providing personal services when to customers who are away from home.

Incentive travel: travel by a group of persons who receive a free trip from their employer as a reward for outstanding performance (e.g, sales).

Incentive travel planners: specialised travel intermediaries who assemble incentive group tours for sponsoring organisations.

Inseparability: the idea that a tourism service cannot be separated from the person providing it.

Intangibility: the notion that a personal service has no physical substance; it cannot be tested, examined or touched as consumer products can.

Intermediaries: all the travel-related businesses, situated between the consumer/client and the service supplier, who arrange travel; also known as the ‘travel trade’ and ‘channels of distribution’. Main types of intermediaries are: retail travel agents, tour wholesalers, tour operators, incentive travel planners, and convention/meeting planners.

Market segmentation: process of breaking a total market into groups with similar characteristics; e.g., backpackers is a segment of the inbound market; airline crew is a segment of the hotel market

Market share: a firm’s sales as a percentage of total sales in a particular industry or market; e.g., “Australia has a 4.8% share of the Japanese market.” “Sydney has a 30% share of the inbound tourism market (as measured by total no. of bed nights).”

Marketing concept: Determining the needs and wants of target markets and delivering the desired satisfactions/benefits more effectively and efficiently than competitors.

Marketing plan: a written, short-term plan which details how a tourism business or organisation will use its marketing mix to achieve its marketing objectives.

Marketing strategy: the selection of a course of action from among several alternatives that involves specific customer groups (target markets), communication methods, distribution channels and pricing structures.

Mission statement: a broad statement about an organisation’s beliefs and values as well as its scope of operations.
“Moments of truth”: a term used to describe service encounters or when a customer directly interacts with an employee of a hospitality or tourism organisation.

Niche marketing: a market segmentation strategy in which a firm or organisation directs a large proportion of its resources (marketing, management and production activities) towards serving a particular segment or sub-segment of an overall market.

Observational method: a category of market research that involves watching and noting how consumers and other people behave.

Packaging: the combination of related and complementary services into a single-price offering.

Positioning: The attempt by marketers to give a product or service a certain identity or image that differentiates it from its competitors’ in the minds of consumers.

Product life cycle: a concept that suggests that all services go through four predictable stages: introduction, growth, maturity and decline. “Destination life cycle” is a common concept in tourism.

Public sector: the sector of an economy comprising organisations and institutions owned and operated by the various levels of government.

Private sector: the sector of the economy owned and operated by individuals and companies, mainly for the purpose of achieving profits.

Promotional mix: The combination of advertising, personal selling, sales promotion, merchandising, public relations and publicity.

Reach: the number of potential customers exposed to a given advertisement at least once.

Regional tourism organisations: organisations, commonly of a government or semi-governmental nature, formed with the intention of increasing the economic benefits to an area from tourism; e.g., Hunter Valley Tourism Association, Coffs Harbour Tourism Association.

Seasonality: fluctuations in demand for a service or product at different times of the year; based upon such factors as climate, timing of events (e.g., festivals), and the scheduling of school holidays. A major managerial problem in the tourism industry.

SIT (special interest tour): similar to affinity group tours

Suppliers: firms and organisations that supply services/products: these include lodging, restaurants, attractions/events, cruise lines, ground transportation, and car rental agencies.

SWOT analysis: short for Strengths, Weaknesses, Opportunities and Threats. An analytical technique used as the foundation of an organisation’s strategic marketing plan.

Tour operator: a firm or individual who provides tours. These can range from simple local tours (harbour cruises and city 1/2 day tours) to extensive journeys of many weeks. Tours that incorporate several days involving many tourism services (accommodation, meals and attractions) are usually provided by tour wholesalers.

Tour wholesalers: a firm which combines tourism services into a single-price package. Tour wholesalers are located in the customer’s home area and the services they package are in the destination area.

Trade shows: events where all parts of the industry (suppliers, carriers, intermediaries and destination marketing organisations) are brought together to share information and display their services.

Retail travel agent: a person or firm who sells and reserves the services of suppliers, carriers, other travel intermediaries, and destination marketing organisations to individual and group customers. They receive commissions for their services.

Travel trade: a term used to describe all intermediaries

Vertical integration: expansion up and down the distribution channel by one organisation; e.g., Japan’s ANA conglomerate controls ANA Airlines, ANA Hotel Sydney and ANA (duty-free) House in Pitt Street.

VFR market: stands for ‘visiting friends and relatives’, i.e., all travellers whose main purpose in travelling is to visit friends and/or relatives. While VFR is a common statistical category, it is rarely treated as a segment in tourism marketing.

Word-of-mouth advertising: information about a service experience passed orally from past customers to potential customers. Regarded as one of the most promotional means in tourism.