Faculty of Commerce and Economics
School of Marketing

TAHM 5010
GLOBAL PERSPECTIVES IN TOURISM

COURSE OUTLINE
SESSION 1, 2006
1. COURSE STAFF

Lecturer: Amanda Glassop  
Tel: 0403003836   Email: a.glassop@unsw.edu.au  
Consultation: Monday evening by appointment.

1.1 Communication with Staff  
Subject information, class announcements and lecture notes will be posted on Web-CT. Please regularly check this site. If you wish to contact Amanda outside consultation or class time, in the first instance send an email. If you need to contact her urgently please phone the number provided.

2. INFORMATION ABOUT THE COURSE

2.1 Teaching times and Locations  
There is one timetabled class per week.  
Time: Mondays – 18:00 – 21:00  
Room: Goldstein (G04)

2.2 Units of Credit  
This course has 6 units of credit.

2.3 Parallel teaching in the course  
There is no parallel teaching in this course.

2.4 Relationship of this course to other course offerings  
This course extends your knowledge of tourism planning, policy, marketing and management. It enhances your knowledge of the complexity of the tourism industry as well as developing the analytical skills necessary for effective decision making.

Allied courses include TAHM5012 – Creating and Managing Alliances in Global Tourism, 5013 – Destination Marketing and Management, 5011 – Strategic Tourism Marketing.

2.5 Approach to learning and teaching  
The teaching approach for this subject is to introduce issues that face tourism managers both domestically and internationally, in a relaxed and enjoyable environment where participation will enhance your learning experience. There will be plenty of opportunity to discuss relevant and topical issues affecting the tourism industry, and you will be encouraged to be an active member of the class.

The lectures are delivered in a modified lecture style for the first half of the session with students encouraged to think critically about the issues concerned. Part of the session will be devoted to student centred activities and presentations prompting you to take control of your learning and helping you to prepare for the workplace.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims  
Tourism is fast becoming one of the most important industries in many countries around the world, often seen as a panacea for ailing economies and unemployment. Despite the positive benefits a healthy tourist industry can bring to a country or region it is not without issues or areas for concern.
This course aims to highlight global issues facing tourism managers today from the perspective of government, the industry businesses, the host community and the tourists. It is essential for tourism decision makers to have an extensive knowledge of how this complex and dynamic industry operates, the issues most likely to threaten its sustainability and profitability and the context of challenges those decision makers will face in the future.

Some of the specific issues covered include:
- crisis management and recovery strategies for disaster hit destinations
- sustainable tourism development
- technological advancements in tourism
- terrorism and its impact on tourism
- development of cultural and nature based tourism
- economic gain versus social and cultural impact of tourism
- ethical issues in tourism

3.2 Student Learning Outcomes
By the end of this course, you should be able to

1. Develop critical thinking and analytical skills regarding global tourism.

2. Analyse the structure, roles, and goals of key stakeholders in tourism

3. Develop an understanding of the domestic and international issues and problems that face tourism industry stakeholders including sustainable development, crisis management and the environmental impacts of tourism

4. Gain effective decision making and strategic planning skills concerning global tourism issues

3.3 Teaching Strategies
This course is delivered by modified lecture tutorial. There will be a 110 minute interactive lecture followed by a 60 minute session of student centred activity such as case study analysis, article discussion or group discussion and presentation.

There will be videos and guest speakers when appropriate. It is expected that students will be proactive in class and participate in the discussion and analysis of the lecture topics. A reading list has been provided and students are required to read the appropriate journal articles prior to class to enhance the quality of discussion and understanding.

The lecture will provide the basis for continuing learning outside the classroom. Topics discussed in the lecture can be examined in more detail through self study or in informal study groups. The lecture material is comprised of the key elements of the learning outcomes and will assist in the completion of the assessment items.
4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload
It is expected that you will spend at least ten hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater. Don’t leave everything to the final weeks, plan your workload effectively.

Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

4.2 Attendance
Your regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Please note there is a class participation component of 10% which includes attendance in class.

4.3 General Conduct and Behaviour
You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: www.my.unsw.edu.au

4.4 Keeping informed
You should take note of all announcements made in lectures, tutorials or on the course web site. You will need to regularly check the course web site for extra readings and information relating to this course.

From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements
In order to pass this course, you must:
- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details
Assessment: Assessment items will be discussed during the lecture and a more detailed assessment instruction sheet will be provided. This instruction sheet will also be posted to WebCT. Please refer to the lecturer if you have any questions or queries.
5.2.1 Essay (30%) Week 9 May 01

The aim of this assessment is to apply all four Learning Outcomes for this course. You will be provided with a detailed assessment sheet in Week 2 of the course outlining the requirements of the assessment and the accompanying marking guide.

You will be asked to select an issue facing tourism managers today, analyse why it is an issue, identify contributing causes and suggest a realistic strategy to lessen the impact of the issue. Essay word limit is 2000. You are expected to refer to at least six relevant journal articles and reference all sources. This is an individual assessment task.

This assessment must be handed in to the lecturer in the first 15 minutes of the class of the designated week.

5.2.2 Presentation (20%) Various weeks as allocated

The aim of this assessment is to foster greater understanding of issues impacting on the tourism industry and its key stakeholders whilst encouraging peer discussion. In groups of two – three people, students will present an issue to the class in the second half of the lecture and facilitate discussion seeking to identify best practice or strategic management of that issue.

Topics will be allocated in Week 1 and presentations will commence in Week 6 (Apr 03). A detailed assessment sheet and marking guide will be issued in Week 1. As part of your presentation you will provide the class with a written summary of the presentation.

5.2.3 Final Exam (35%) In Examination Period as indicated

The time available for the final examination for this unit will be two (2) hours and it will be a closed book examination during the examination period. The examination will consist of questions covering all topics from the course.

5.2.4 Class Participation (10%) Ongoing in class

Participation in informed discussion during the class and in particular during the group presentations is required for this assessment item. Attendance at all lectures (unless supported by medical certificate) and willingness to participate in discussion will constitute full marks.

5.2.5 Criteria by which marks will be assigned

Written assignments will be graded on the following criteria:

♦ Have all parts of the question been properly addressed
♦ Does the paper have a logical structure in which the content and argument have been properly developed?
♦ Can the reader understand the point you are trying to make?
♦ Have all sources been acknowledged for both direct quotes and “ideas”?
♦ Does the paper have proper sentence construction, grammar, spelling and referencing?
♦ Is there evidence that the student has read widely on the topic?
♦ Is in-depth analysis evident? Or has the student merely restated the source material?

For your essay, you should ensure that your paper contains at least the following:
i. An Introduction outlining your argument and key issues
ii. A section where you present a full analysis of the problems and issues
iii. A conclusion that summarises your argument and discusses relevant implications

Harvard Business referencing style is required for this course.

Essay development
1. Decide on the essay topic
2. Describe in your own words the key points of the essay, often a brain storm or mind map helps
3. Determine exactly what you have to do – compare and contrast, critically analyse, evaluate
4. Gather information and arrange under headings of the key issue areas
5. Develop the structure of your argument – the generally held beliefs regarding this topic, the position of others, state your position
6. What evidence do you have to support your position?
7. What further information is required and where will you find it?
8. Make conclusions

5.3 Assignment Submission Procedure
Assessment items must be handed in to the lecturer in the first 15 minutes of the lecture of the designated week.

5.4 Late Submission
A student who submits a late assessment will be penalised by 10% per day up to 10 days, i.e. marks equal to 10% of the assignment's worth will be deducted as a 'flat rate' from the mark awarded. For example, for an assignment with a possible highest mark of 50, the student's awarded mark will have 5 marks deducted per late day. Saturday and Sunday each count as one day. Assessment will not be accepted after the marked assessment task has been returned to students who submitted the task on time except where compulsory items of assessment in a unit must be submitted.

5.5 Special Consideration and Supplementary examinations
UNSW policy and process for Special Consideration applies (see https://my.unsw.edu.au/student/atoz/SpecialConsideration.html). Specifically:

- Applications for special consideration (including supplementary examinations) must go through UNSW Central administration (within 3 working days of the assessment to which it refers) – applications will not be accepted by teaching staff;
- Applying for special consideration does not automatically mean that you will be granted additional assessment or that you will be awarded an amended result;
- If you are making an application for special consideration (through UNSW Central Administration) please notify your Lecturer in Charge;
- Please note: a register of applications for Special Consideration is maintained. History of previous applications for Special Consideration is taken into account when considering each case.
6. 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

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 including text, images, formulae and concepts.

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.
7. STUDENT RESOURCES

7.1 Course Resources

There are no prescribed texts for this subject, rather it is expected that you will read widely from academic journals and other sources particularly those articles posted to Web-CT.

The Library holds a wide range of online reference material in addition to books, journals and conference papers. Please make use of this service.

To aid in your understanding of the subject the following texts and journals may prove useful:

Texts


Harris, R (2005) *Case studies in Tourism and Hospitality Marketing* Hospitality Press NSW Australia

Harris, R. Griffin, T, & Williams P. (2002) *Sustainable Tourism: A global perspective* Butterworth Heinemann Boston


Tisdell C.A (2005) *Economics of environmental conservation* Elgar Publishing UK

Journals

Annals of Tourism Research S338.479105/3

Tourism Management SQ338.4791005/1

Journal of Travel Research SQ338.479105/5

International J. of Hospitality Management SQ647.9405/3
7.2 Other Resources, Support and Information

The University and the Faculty provide a wide range of support services for students, including:

- **Learning and study support**
  - FCE Education Development Unit (http://education.fce.unsw.edu.au)
  - 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/examinationrules.html


8. **CONTINUAL COURSE IMPROVEMENT**

‘Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW’s Course and Teaching Evaluation and Improvement (CATEI) Process (http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm) is one of the ways in which student evaluative feedback is gathered. Significant changes to courses and programs within the School are communicated to subsequent cohorts of students’.
### 9. Course Schedule

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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Seminar Topic</th>
<th>Group Activity</th>
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| 1    | 27 Feb | Introduction to course  
Characteristics and definition of Tourism  
Review of Tourism Industry Stakeholders  
Determining the Global Issues  
Importance of studying global issues | Preparation for class debate.  
“The cost of tourism outstrips the benefits”  |
| 2    | 6 Mar  | Sustainable tourism  
- What is it?  
- Who is responsible?  
- Is it achievable  
- What is being done | Class debate  |
| 3    | 13 Mar | Environmental Impacts & Issues  
- Physical environment  
- Social & Cultural Environment  
- Stakeholder responsibilities | Case study Sustainable Tourism  |
| 4    | 20 Mar | Technology and Tourism  
- eTourism  
- Impact on traditional distribution  
- Safety & Security  
Political Issues  
- Freedom of business  
- Freedom of passenger movement  
- Visa issues | Video – Impacts of tourism  
Class discussion  |
| 5    | 27 Mar | Legal and Ethical Issues in Tourism  
- UNWTO code of ethics  
- Sex tourism  
- Destination Development  
- Type of tourism to be encouraged  
- Human rights issues | Video – Child sex tourism  
Class discussion  |
| 6    | 03 Apr | Host Community Issues  
- Carrying Capacity  
- Marginalisation  
- Economic gain versus social & cultural impact | Topic 1 Presentation  |
| 7    | 10 Apr | Tourist/Visitor Issues  
- Authenticity  
- Health  
- Safety - Crime  
- Trust/legalities | Topic 2 Presentation  |
|      |        | Mid Session Break – 14 – 23 Apr                                               |                                                                                |
| 8    | 24 Apr | Global Competition  
- Impact on key stakeholders  
- Strategies to maximise potential  
- Destination management | Topic 3 Presentation  |
| 9    | 01 May | Crisis Management  
- Roles of stakeholders  
- Effective strategies | Topic 4 Presentation  |

**Essay Due**
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<th>Week</th>
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<th>Seminar Topic</th>
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<tr>
<td>10</td>
<td>08 May</td>
<td>Tourism Sector Business Issues</td>
<td>Topic 5 Presentation</td>
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<td>▪ Transport Sector</td>
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<td>▪ Wholesale/Tour Operator Sector</td>
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<td>▪ Attractions</td>
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<td>11</td>
<td>15 May</td>
<td>Tourism Sector Business Issues</td>
<td>Topic 6 Presentation</td>
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<td>▪ Retail Sector</td>
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<td>▪ Corporate Sector</td>
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<td>▪ Meetings and Events</td>
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<td>12</td>
<td>22 May</td>
<td>Government Issues</td>
<td>Topic 7 Presentation</td>
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<td>▪ Extent of government control</td>
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<td>▪ Responsibility for infrastructure</td>
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<td>▪ Promotional burden</td>
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<td>13</td>
<td>29 May</td>
<td>The conflicting imperatives of economic gain and social impacts of tourism</td>
<td>Class discussion</td>
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<td>▪ In developed nations</td>
<td>The future of</td>
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<td>▪ In developing nations</td>
<td>Tourism – forecasting issues</td>
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<td>14</td>
<td>05 Jun</td>
<td>Course Revision</td>
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