

BMA105
Tourism Practices

Semester 2, 2008

This unit will be offered in:

Hobart & Launceston

The lecturing team responsible will be:

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<http://www.utas.edu.au/mgmt/student.htm>

Introduction to the Unit

This unit explores the different components which together create the tourism industry. Specific focus is given to the business of tourism including both the demand and supply side of the industry. The unit explores key areas of the industry including: transport; business tourism; tourism intermediaries; the hospitality sector; visitor attractions; e-tourism; entrepreneurship in tourism, and tourism research.

Enrolment in the Unit

Unless there are exceptional circumstances, students should not enrol in BMA units after the end of week two of semester, as the School cannot guarantee:

- that any extra assistance will be provided by the teaching team in respect of work covered in the period before enrolment; and
- that penalties will not be applied for the late submission of any piece or pieces of assessment that were due during that period.

Learning Outcomes

On completion of this unit, you should be able to:

- Understand the different components and types of businesses that make up the tourism industry and how they interact with one another.
- Understand the global dimension and scale of tourism as a dynamic industry.
- Understand how the tourism industry in Australia works and relate this to Tasmanian examples.

Generic Graduate Attributes

The University has defined a set of generic graduate attributes (GGAs) that can be expected of all graduates (see <http://www.utas.edu.au/tl/policies/index.htm>). By undertaking this unit you should make progress in attaining the following attributes:

Knowledge

- To understand tourism as a system and series of interlinking systems.
- To have an overview of the contemporary situation regarding travel and tourism in Tasmania and Australia as this relates to global tourism.
- To understand the interactions between the demand and the supply side of tourism.
- To understand the types of expertise which are necessary to create a tourism product.

Communication Skills

- Students will develop proficiency in written and oral communication, both of which are integral to working within the tourism industry and to achieving a tertiary qualification.
- Students will be encouraged to write clearly and concisely.
- Oral presentations, tutorial debates and open discussions will help students to gain confidence in voicing their opinions and ideas.

Problem Solving Skills

- To improve skills in critical thinking and analysis and apply these to tourism-related situations.
- To develop an appreciation of ongoing research and the reason why it is integral to tourism.

Global Perspective

- To look at the major issues from both an Australian and an international perspective.
- To understand the global nature of tourism and the consequences of global actions/reactions.

- To recognise both the positive and negative aspects of tourism as a global phenomenon.

Social Responsibility

- To appreciate tourism from the perspective of host and tourist.
- To understand the impacts of tourism on both developing and developed communities.

Prerequisites

None.

Texts

Prescribed Texts

Page, S. & Connell, J. 2006. *Tourism: A modern synthesis* (2nd ed.). London: Thomson Learning.

School Publications

Students must obtain the following electronic publications which are available from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

Writing Assignments: A Guide

School of Management Referencing Style

Recommended Reading

The publications listed below are highly recommended for further reading on the topics covered in the unit.

Books

Beech, J. & Chadwick, S. 2006. *The business of tourism management*. Harlow, Essex. Pearson Education Ltd.

Cooper, C., Fletcher, J., Gilbert, D., Shepherd, R. & Wanhill, S. 2006. *Tourism: Principles and practice* (3rd ed.). Harlow, Essex, UK: Longman.

Cooper, C. & Hall, C.M. 2007. *Contemporary tourism*. Oxford: Butterworth Heinemann.

Hall, C.M. 2007. *Introduction to tourism in Australia: Development, issues and change* (5th ed.). Frenchs Forest: Pearson Education Australia.

Holloway, C.J. 2006. *The business of tourism*. Sydney: Prentice Hall.

Kolb, B. 2006. *Tourism marketing for cities and towns: Using branding and events to attract tourists*. Boston: Butterworth Heinemann.

Leiper, N. 2004. *Tourism management* (3rd ed.). Frenchs Forest: Pearson Education Australia.

- McIntosh, R.W., Ritchie, B.J. & Goeldner, C.R. 2000. *Tourism: Principles, practices, philosophies*. New York: Wiley.
- Page, S.L., Brunt, P., Bushby, G. & Connell, J. 2001. *Tourism: A modern synthesis*. Sydney: Thomson Learning.
- Richardson, J. 1999. *A history of Australian travel and tourism*. Melbourne: Hospitality Press.
- Richardson, J. & Fluker, M. 2004. *Understanding and managing tourism*. Frenchs Forest, NSW: Pearson Education Australia.
- Swarbrooke, J. 2002. *The development and management of visitor attractions* (2nd ed.). Oxford: Butterworth Heinemann.
- Swarbrooke, J. & Horner, S. 2007. *Consumer behaviour in tourism* (2nd ed.). Oxford: Butterworth Heinemann.
- Swarbrooke, J. & Horner, S. 2004. *International cases in tourism management*. Oxford: Butterworth Heinemann.
- Weaver, D. & Lawton, L. 2006. *Tourism management* (3rd ed). Milton, Qld: Wiley & Sons Australia.
- Witt, S. & Moutinho, L. (Eds). 1994. *The tourism marketing and management handbook* (2nd ed.). Hemel Hempstead: Prentice Hall.

Journals and Periodicals

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines).

- Annals of Tourism Research* (online via UTas)
- International Journal of Tourism Research* (online via UTas)
- Journal of Sustainable Tourism* (online via UTas)
- Journal of Tourism Studies* (online via UTas til 2005)
- Journal of Travel Research* (online via UTas)
- Tourism and Hospitality Research* (online via UTas)
- Tourism Economics* (online via UTas)
- Tourism Management* (online via UTas)
- Tourist Studies* (online via UTas)

Websites

When referencing websites it is ESSENTIAL that you provide the date on which you accessed the site, the exact web address for the information you are using, and names of any authors who might be mentioned.

- World Tourism Organisation: www.unwto.org
- World Travel and Tourism Council: www.wttc.org
- Pacific Asia Tourism Association: www.pata.org
- Department of Resources, Energy and Tourism: www.ret.gov.au
- Tourism Industry Council Tasmania: www.tict.com.au
- Co-operative Research Centre for Sustainable Tourism: www.crctourism.com.au/
- Tourism Australia: www.tourism.australia.com

- Tourism Tasmania www.tourismtasmania.com.au/
- Regional Tourist Associations: <http://www.ozemail.com.au/~fnq/rta/index.html>

A CAUTIONARY NOTE: There are many unauthorised websites concerned with Tourism. Students must only use information which has been verified by a legitimate organisation. Marketing material is not academic material and many articles which appear on the web, under the guise of academic research, have not been acknowledged by any academic institute. BE CAREFUL WHEN USING WEB MATERIAL – BE AWARE OF HOW LEGITIMATE IT IS!!! OR NOT....

Flexible Learning: MyLO

MyLO software has been incorporated into the delivery of this unit to enhance the learning experience by providing access to up to date course materials and by allowing for online discussion through this web-based environment.

To access MyLO from your own computer you will need the appropriate software, and hardware to run that software. See *Learning Online* <http://uconnect.utas.edu.au/> for computer software you will need.

Note: Older computers may not have the hardware to run some of the required software applications. Contact your local IT support person or the Service Desk on 6226 1818 if you experience difficulties. The School of Management has prepared a MyLO Information Sheet which includes access guidelines and contact information. It is available to download as a Word document from the School of Management website: <http://www.utas.edu.au/mgmt/student.htm>

Privacy Policy and Notice

The School of Management takes the utmost care to protect the privacy and security of your personal information and to ensure its accuracy.

If you have any concerns about your privacy in MyLO please contact the lecturer-in-charge of this unit or view the University of Tasmania MyLO Privacy Policy Statement available from the university website on <http://www.utas.edu.au/courseonline/privacy.htm>.

Assessment

In order to pass this unit you must achieve an overall mark of at least 50 per cent of the total available marks. Details of each item of Coursework are provided in the Assignment Topics section.

Method of Assessment	Value	Due Date (week beginning)	Length*
Coursework			
Tutorial case studies x 4	20	28 July, 11 August, 25 August, 15 September	Short answers to questions based on case studies
Group Presentation	15	29 September	10 minutes per group
Individual Assignment Report	15	6 October	1,200 - 1,500 words HAND IN Oct 9
Examination	50	Exam Period	2 hours
Total Marks	100		

* **Word Limit:** The word count includes such items as headings, in-text references, quotes and executive summaries. It **does not** include the reference list at the end of the assignment.

Study Week

All undergraduate units offered by the School of Management are scheduled to include a Study Week. The dates for this Semester are shown in the attached Study Schedule.

The purpose of the Study Week is to allow students an opportunity to consolidate their studies thus far, and to research coming assignments.

Examination

Format

Students will need to answer three essay style questions from a choice of five questions.

Scheduled date and place

Your final examination for this unit will be held during the scheduled examination period as indicated by Student Administration in correspondence to you.

Examinations will normally be scheduled Monday to Saturday inclusive. Examinations may be held during the day or evening and students should consult the university information which will be made available towards the end of semester.

You are advised to make any necessary arrangements with employers now for time off during examination period to sit this examination. Your participation at the scheduled time is not negotiable unless there are exceptional circumstances.

Note that you will be expected to sit the examination at your recorded study centre.

Supplementary Examination

Except in special circumstances and on the recommendation of the lecturer-in-charge or the Head of School, a student who fails will not be granted a supplementary examination.

Special Consideration and Student Difficulties

If a student is experiencing difficulties with their studies or assignments, have personal or life planning issues, disability or illness which may affect their course of study, they are advised to raise these with their lecturer in the first instance. Students may also contact the Catalyst Officer, who will be able to help in identifying the issues that need to be addressed, give general advice, assist by liaising with academic staff, as well as referring students to any relevant University-wide support services. The Catalyst Officer is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916. There is also a range of University-wide support services available including Student Services, International Services and Learning Development. Please refer to the *Current Students* homepage at: <http://www.utas.edu.au/students/index.html>

Should a student require assistance in accessing the Library, visit their website for more information at <http://www.utas.edu.au/library/>

Students who have completed their examinations and who feel that they have been disadvantaged due to illness or other circumstances affecting their study, may fill out a form to request that their lecturer takes this into consideration when marking the examination. Forms should be submitted directly to the relevant school, accompanied by appropriate supporting documentation, as soon as possible after the completion of the examination. Granting of special consideration is at the discretion of the lecturer and school. The relevant form can be found at the following website:

http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/index.htm#eits

Students with a non-English speaking background may be permitted to take a bilingual dictionary into an exam. This dictionary must not be annotated, that is, it must have no notes written in it. In order to use a bilingual dictionary students must request permission from the Student Centre.

Submission of Coursework

Lodging Coursework

All Coursework must have the School of Management Assignment Cover Sheet and Title Page attached, both of which are available as a blank template from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

All assignments must include the tutor's name on the assignment Cover Sheets when they are handed in. If this is not done the assignment will not be accepted and therefore marked.

Please remember that you are responsible for lodging your Coursework on or before the due date. We suggest you keep a copy. Even in the most 'perfect' of systems, items sometimes go astray.

Note that you may also be required to submit an electronic copy of your Coursework. More details of this will be given in Lectures.

Hobart students: Lodge in assignment box at room 316, Commerce & Economics Building.

Launceston students: Lodge in assignment box beside room A170.

All coursework must be handed in by 2.00 pm on the due date.

Late Coursework

Written Work

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be **made in writing** to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the extension sought.

Late assignments which have **not** been granted an extension will, at the lecturer's discretion, be penalised by deducting ten per cent of total marks for each full day overdue.

Assignments submitted more than six days late will normally not be accepted by the lecturer-in-charge.

Tests

Students who are unable to sit a test on medical or compassionate grounds (work or other commitments are not considered 'compassionate grounds') may request that they be permitted to submit alternative Coursework.

Please do not expect a special test to be held for you if you choose to go on holidays or undertake other activities on the scheduled date. If you do need to request alternative Coursework, you should do so in writing to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the request. The telephone number of the doctor should also be included.

Return of Coursework

Coursework will be returned during classes or it can be collected from the lecturer's or tutor's room at nominated times; it will not be available from the School's offices.

Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own, for example:

- using an author's words without putting them in quotation marks and citing the source;
- using an author's ideas without proper acknowledgment and citation; or
- copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline—Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/ord9.pdf>

The University reserves the right to submit (or to require you to submit) assignments to online plagiarism detection software, and might then retain a copy of the assignment on its database for the purpose of future plagiarism checking.

Occupational Health and Safety (OH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at:
http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf

Tutorial Program

Tutorial Questions for Discussion

Note that the tutorial program does not start until Week 3 of semester.

Week 3

Marketing and branding: A look at Brand Tasmania

Week 5

Researching tourists' levels of satisfaction

Week 7

The impact of low-cost airlines on the tourism industry

Week 9

Mega events: The Olympics and the Commonwealth Games – were they worth it?

Week 11

Presentations for Group Assignment

Week 13

Revision

Assignment Topics

Case Study Assignments

Due Date: 1 – Tuesday 29 July in Launceston; Thursday 31 July in Hobart
2 - Tuesday 12 August in Launceston; Thursday 14 August in Hobart
3 - Tuesday 26 August in Launceston; Thursday 28 August in Hobart
4 – Tuesday 16 September in Launceston; Thursday 18 September in Hobart

Length: Question sheets based on case studies

Value: 20% of unit – 4 assignments worth 5% each.

The tutorial case studies will cover the information included in the tutorials. This information will be based on MyLO exercises which students are expected to complete BEFORE each tutorial. MyLO exercises will include reading text and studying web information.

Questions, relevant literature and MyLO page will be available for students two weeks before the due date for each case study assignment. The case study will be the basis for discussion in the next tutorial.

There will be **no extensions** for these case studies as each must be completed in advance of the tutorial.

Students who miss a case study tutorial will not have the chance to submit it at a later date and will forfeit 5% of the unit marks.

Group Assignment – Group Presentation and Individual Report

Due Date: **Presentations** in tutorials:
Launceston: 30 September
Hobart: 2 October

Report: DUE Thursday 9 October for both Hobart and Launceston

Length: 1,200-1,500 words plus a group presentation

Value: 30% (15% for the report and 15% for the presentation)

Question:

Write a report which defines your chosen attraction according to what constitutes a visitor attraction. Analyse the resources which create the attraction and the effectiveness of visitor management techniques employed at the attraction, based on your observations as a tourist.

- You are expected to produce a report based on a self-led field trip. You may choose a local tourist attraction which you consider suitable.
- The class will be split into groups of 3 or 4 and will work as a team to produce a class presentation on their allotted site. The team will be awarded a group mark – value 15%.
- The presentation can include use of overheads (not PowerPoint).
- Each member of the team needs to take part in the presentation.
- Presentation length should be 10 minutes per group.
- Each individual student will create a report based on their findings. For this they will be awarded an individual mark – value 15%.
- Length of report = 1,200-1,500 words.
- The report must be written in ‘report’ style based on Introduction, Literature Review, Methods, Results, Discussion and Conclusion.
- The report assessment will be based on use of existing literature, relevance to the question, your arguments, referencing and incorporation of original thought.
- Although collection of information will be based on teamwork for the presentation, students are warned to be careful that their written report needs to be their own work. Collusion and plagiarism are not permitted but are easy to commit when students work closely together.

Study Schedule

Semester 2, 2008

PLEASE NOTE TUTORIALS DO NOT START UNTIL WEEK 3

Week	Start of Week	Date and Place	Topic	Due Dates -
1	14 July	Launceston Tues 15 July Hobart: Thurs 17 July	Introduction <ul style="list-style-type: none"> • Unit Introduction • What is the Tourism Industry? 	No tute
2	21 July	Launceston Tues 22 July Hobart: Thurs 24 July	Marketing and Branding Tourism	No tute
3	28 July	Launceston Tues 29 July Hobart: Thurs 31 July	Tourism Research	Case Study 1 due
4	4 August	Launceston: Tues 5 Aug Hobart: Thurs 7 Aug	Cultural Heritage	No tute
5	11 August	Launceston: Tues 12 Aug Hobart: Thurs 14 Aug	Hospitality and Hotels	Case study 2 due
6	18 August	Launceston: Tues 19 Aug Hobart: Thurs 21 Aug	Travel and Transport	No tute
7	25 August	Launceston: Tues 26 Aug Hobart: Thurs 28 Aug	Attractions	Case study 3 due
Mid-Semester Break 1—5 September				
8	8 September	Launceston: Tues 9 Sept Hobart: Thurs 11 Sept	MICE – Meetings, Incentives, Conferences and Events	No tute
9	15 September	Launceston: Tues 16 Sept Hobart: Thurs 18 Sept	Small Business and Entrepreneurship in Tourism	Case study 4 due
10	22 September		<i>Study Week 22–26 September</i>	No tute
11	29 September	Launceston: Tues 30 Sept Hobart: Thurs 2 Oct	Niche Tourism – Ecotourism, Heritage Tourism and Cruise Tourism	Presentations for Group Assignment
12	6 October	Launceston: Tues 7 Oct Hobart: 9 Oct	Niche Tourism – Dark Tourism and Sex Tourism	Assignment Report - Due 9 October
13	13 October	Launceston: Tues 14 Oct Hobart: Thurs 16 Oct	Revision	Revision
Exam Period 25 October–11 November				
A Calendar/Study Planner showing dates is available from School of Management website at http://www.utas.edu.au/mgmt/student.htm				