

BMA209/309
International Issues in
Tourism

Semester 2, 2009

This unit will be offered in:

Hobart & Launceston

The lecturer responsible will be:

Dirk Reiser (Lecturer-in-Charge)

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

Introduction to the Unit

International tourism is an important element of the tourism industry in most countries around the globe. It is influenced by a variety of local and global issues. These issues include: the forces of globalisation and localisation in tourism, the arrival of 'new' global tourist groups, changing global transport patterns, the staging of mega tourism events, the pressures and opportunities of small and medium tourism enterprises within global networks, the impact of global safety and security on travel patterns, the consequences of climatic changes on tourism, the growing importance of international organisations to facilitate tourism movements, and the increasing influence of international laws on tourism businesses.

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:

- Identify international issues in tourism in a variety of settings and areas
- Have a detailed picture of the interconnections of globalisation, localisation and tourism, especially within Australia
- Recognise the impact of these interconnections on the demand and supply of tourism

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

- Learn about issues in international tourism
- Identify and evaluate a variety of international sources in tourism
- Understand the limitations of these sources

Communication Skills

- Listen and evaluate the views of others within the tutorial
- Be able to guide a discussion within a student group

Problem-Solving Skills

- Identify problems in international tourism and evaluate possible solutions
- Work effectively in a group to design problem-solving strategies
- Find, acquire, evaluate, manage and use relevant information in a range of media

Global Perspective

- Understand the multicultural context in which tourism is operating
- Demonstrate an understanding of the interrelationship between globalisation and tourism
- Identify global benefits and costs of tourism

Social Responsibility

- Appreciate the impact of social change
- Be committed to equity principles
- Demonstrate responsibility to society in general

Prerequisites

BMA104 Principles of Tourism and BMA105 Tourism Practices.

Texts

Prescribed Text

Buhalis, D. & Costa, C. (Eds.). 2006. *Tourism management dynamics: Trends, management, tools*. Oxford: Elsevier Butterworth-Heinemann.

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

Referencing Style Manual

Recommended Reading

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

Books

Aichison, C., Macleod N. E. & Shaw, J. S. 2002. *Leisure and tourism landscapes*. London: Routledge.

Allen, J., O'Toole, W., Harris, R. & McDonnell, I. 2008. *Festival and special event management* (4th ed.). Milton: John Wiley & Sons.

Baum, T. 2006. *Human resource management for tourism, hospitality and leisure: An international perspective*. London: Thomson Learning.

Beech, J. & Chadwick, S. (Eds). 2006. *The business of tourism management*. Harlow: Pearson Education Limited.

Becken, S. & Hay, J. E. 2007. *Tourism and climate change. Risks and opportunities*. Clevedon: Channel View Publications.

Buhalis, D. & Costa C. 2006. *Tourism business frontier: Consumers, products and industry*. Oxford: Elsevier Butterworth-Heinemann.

- Burns, P. M. & Novelli, M. (Eds.) 2007. *Tourism and politics: Global frameworks and local realities*. Oxford: Elsevier.
- Burns, P. M. & Novelli, M. (Eds.) 2008. *Tourism and mobilities. Local-global connections*. Wallingford: CABI.
- Coles, T. & Hall, C. M. (Eds.) 2008. *International business and tourism. Global issues, contemporary interactions*. Abingdon: Routledge.
- Dredge, D. & Jenkins, J. 2007. *Tourism planning and policy*. Milton: John Wiley & Sons.
- Fennell, D. A. 2006. *Tourism ethics*. Clevedon: Channel View Publications.
- Fennell, D. A. & Malloy, D. C. 2007. *Codes of ethics in tourism: Practice, theory, synthesis*. Clevedon: Channel View Publications.
- Hall, C. M. 2007. *Introduction to tourism in Australia: Development, issues and change* (5th ed.). Frenchs Forest: Pearson Education Australia.
- Hall, C. M. 2000. *Tourism planning: Policies, processes, relationships*. Harlow: Pearson Education Limited.
- Hall, C. M. & Higham, J. (Eds.). 2005. *Tourism, recreation and climate change*. Clevedon: Channel View Publications.
- Hanson, P. 2007. *Global airlines: Competition in a transnational industry* (3rd ed.). Oxford: Butterworth-Heinemann.
- Henderson, J. C. 2007. *Tourism crises: Causes, consequences & management*. Burlington: Butterworth-Heinemann.
- Holden, A. 2005. *Tourism studies and the social sciences*. Oxon: Routledge.
- Hopkins, A. G. (Ed.). 2002. *Globalization in world history*. London: Pimlico.
- Horner, S. & Swarbrooke, J. 2004. *International cases in tourism management*. Oxford: Elsevier Butterworth-Heinemann.
- Hudman, L. & Jackson, R. 2003. *Geography of travel and tourism* (4th ed.). Clifton: Thomson Delmar Learning.
- Jarman, M. 2007. *Climate change*. South Yarra: Palgrave Macmillan Publishers Australia.
- Knowles, T., Diamantis, D. & El-Mourhabi, J. B. 2004. *The globalization of tourism and hospitality: A strategic perspective* (2nd ed.). London: Thomson Delmar Learning.
- Leask, A. & Fyall, A. 2006. *Managing world heritage sites*. Oxford: Butterworth-Heinemann.
- Lomine, L. & Edmunds, J. 2007. *Key concepts in tourism*. Basingstoke. Palgrave Macmillan.
- Lueck, M. (ed.) 2008. *The encyclopedia of tourism and recreation in marine environments*. Wallingford: CABI.
- Macleod, D. V. L. 2004. *Tourism, globalisation and cultural change: An island community perspective*. Frankfort Lodge: Channel View Publications.
- Mancini, M. 2004. *Selling destination: Geography for the travel professional* (4th ed.). London: Thomson Delmar Learning.

- Mansfeld, Y. & Pizam, A. (Eds.). 2006. *Tourism, security and safety: From theory to practice*. Burlington: Elsevier Butterworth-Heinemann.
- Meethan, K. 2001. *Tourism in global society: Place, culture, consumption*. Houndmills: Palgrave.
- Mowforth, M. & Munt, I. 2009. *Tourism and sustainability: Development and new tourism in the third world*. 3rd ed. London: Routledge.
- Pearce, P. L. 2005. *Tourist behaviour: Themes and conceptual schemes*. Clevedon: Channel View Publications.
- Richards, G. & Wilson, J. (Eds.). 2004. *The global nomad: Backpacker travel in theory and practice*. Clevedon: Channel View Publications.
- Sharpley, R. 2006. *Travel and tourism*. London: Sage.
- Shaw, G. & Williams, A. 2004. *Tourism and tourism spaces*. London: Sage.
- Singer, P. 2002. *One world: The ethics of globalisation*. Melbourne: The Text Publishing Company.
- Smith, M. K. 2003. *Issues in cultural tourism studies*. London: Routledge.
- Suteeshna, B. S., Sitikantha, M. & Bivraj, B. P. (Eds.) 2008. *Tourism development revisited. Concepts, issues and paradigms*. New Delhi: Response Books.
- Theobald, W. F. (Ed.). 2005. *Global tourism* (3rd ed.). Burlington: Elsevier Inc.
- Van der Wagen, L. 2007. *Event management for tourism, cultural, business and sporting events* (3rd ed.). Frenchs Forest: Pearson Education Australia.
- Wahab, S. & Cooper, C. (Eds.). 2001. *Tourism in the age of globalisation*. London: Routledge.
- Yeoman, I. 2008. *Tomorrow's tourist. Scenarios and trends*. Oxford: Elsevier.

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).

Anatolia: An international journal of tourism and hospitality research (2003 to present)

Annals of Tourism Research (2000 to present)

Arthur Frommer's Budget Travel (2004 to present)

Asia Pacific Journal of Tourism Research (1996 to present)

Business Travel News (2002 to present)

Business Travel World (2003 to present)

Current Issues in Tourism (1998 to present)

Global Tourism (2005 to present)

Hospitality (1998 to present)

Hotels, Restaurants & Leisure Industry Profile: Global (2003 to present)

International Journal of Contemporary Hospitality Management (2003 to present)

International Journal of Tourism Research (1999 to present)

Journal of Hospitality, Leisure, Sports and Tourism Education (2002 to present)

Journal of Leisure Research (1992 to present)
Journal of Retail and Leisure Property (2000 to present)
Journal of Sport Tourism (1993 to present)
Journal of Sustainable Tourism (1996 to present)
Journal of Tourism Studies (1994 to 2005)
Journal of Travel Medicine (1994 to present)
Journal of Travel Research (1999 to present)
Leisure Sciences (1999 to present)
Leisure Studies (1996 to present)
Managing Leisure (1995 to present)
Meetings & Incentive Travel (1996 to 2006)
Parks & Recreation (Arlington, Va.) (1992 to present)
Progress in Tourism and Hospitality Research (1997-1998)
Scandinavian Journal of Hospitality and Tourism (2001 to present)
Sydney Morning Herald
The Age
The Australian
The Examiner
The Mercury
Tourism and Hospitality Planning and Development (2004 to present)
Tourism and Hospitality Research (2001 to present)
Tourism Economics: The business and finance of tourism and recreation (2000 to present)
Tourism Geographies (2000 to present)
Tourism Management (2003 to present)
Travel Agent (2000 to present)
Travel and Tourism Forecast Americas; Asia and Australasia; Middle East and Africa; World (2004 to 6 months ago)
Travel Retailer International (2003 to present)
Travel Trade (New York) (2003 to present)
Travel Trade Gazette UK and Ireland (07/01/1998 to today)
Travel Weekly (2003 to present)
Travel Weekly Australia (2006 to present)

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.

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/coursesonline/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	Length*
Coursework			
Media-watch Journal	30%	5 October 2009	3-5 articles per week, weeks 1-11 (including study week)
Presentation	30%	Various weeks (summary due one week after presentation)	15 minute presentation, 30 minutes leadership/activity (starting in week 3), plus five-page summary
Essay	40%	14 September.2009	3000 words
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

There is no examination; the unit is 100% internally assessed.

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 Student Adviser, 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 Student Adviser is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916. In Launceston the Student Adviser is located in room A168 in Building A and is contactable by phone on 6324 3312. 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 next to room 321, Commerce & Economics Building.

Launceston students: Lodge in assignment box beside room A170.

All coursework must be handed in at 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 2 of semester.

Week 2—Introduction

- Introduction of tutor and students
- Discussion assignments
- What is globalisation?
- Connection of globalisation and tourism

Readings:

A. T. Kearney Inc. and the Carnegie Endowment for International Peace. 2006. Foreign Policy. The Global Top 20 and the Globalization Index. http://www.atkearney.com/shared_res/pdf/Globalization-Index_FP_Nov-Dec-06_S.pdf

Meethan, K. 2001. *Tourism in global society: Place, culture, consumption*. London: Palgrave. (Chapter 2: Creating tourist spaces: From modernity to globalisation; Chapter 7: Whose place? Tourism, people and change; and Chapter 8: Place, culture and consumption.)

Murray, W. E. 2006. *Geographies of globalization*. Abingdon: Routledge. (Chapters 1-3.)

Shaw, G. & Williams, A. W. 2004. *Tourism and tourism spaces*. London: Sage. (Chapter 1: Introduction)

Urry, J. 2008. *Globalizing the tourist gaze*. In: Sutheeshna, Sitikantha & Bivraj. Tourism development revisited. Concepts, issues and paradigms. Response Books: New Delhi, 150-160.

Wahab, S. & Cooper, C. (Eds.). 2001. *Tourism in the age of globalisation*. London: Routledge. (Chapter 1: Tourism, globalisation and the competitive advantage of nations.)

Week 3—Globalisation, localisation and tourism

- Student presentation and leadership: Local tourism issues in Australia influenced by global events

Readings:

Bornman, E. 2003. *Struggles of identity in the age of globalisation*. *Communicatio*. Volume 29, 1&2: 24-47.

Costa, C. & Buhalis, D. 2006. *Tourism management dynamics*. Oxford: Elsevier Butterworth-Heinemann. (Introduction. pp. 1-5.)

Meethan, K. 2001 *Tourism in global society: Place, culture, consumption*. Basingstoke: Palgrave. (Chapter 2: Creating tourist spaces: From modernity to globalisation.)

Mowforth, M. & Munt, I. 2003. *Tourism and sustainability: Development and new tourism in the third world* (2nd ed). London: Routledge. (Chapter 2: Globalisation, sustainability, development.)

Page, S. J. & Connell, J. 2006. *Tourism: A modern synthesis* (2nd ed). London: Thomson Learning. (Globalization and the production and consumption of tourism, pp. 17-18 & Tourism in the twentieth century: Post-1970, pp. 36-39).

Week 4—New tourism versus old tourism: Demand side

- Student presentation and leadership: Characteristics of Chinese and Eastern European tourists

Readings:

Buhalis, D. & Costa, C. 2006. *Tourism business frontiers*. Oxford: Elsevier-Butterworth-Heinemann. (Part One: New consumers.)

Hall, C. M. 2006. Demography. In D. Buhalis & C. Costa (Eds.), *Tourism management dynamics*: 9-18. Oxford: Elsevier Butterworth-Heinemann.

Mowforth, M. & Munt, I. 2003. *Tourism and sustainability: Development and new tourism in the third world* (2nd ed). London: Routledge. (Chapter 5: A new class of tourist: Trendies on the trail.)

Shaw, G. & Williams, A. W. 2004. *Tourism and tourism spaces*. London: Sage. (Chapter 10: Landscapes of pleasure: the construction of new tourism spaces and places.)

Wahab, S. & Cooper, C. (Eds.). 2001. *Tourism in the age of globalisation*. London: Routledge. (Chapter 4: The tourism phenomenon: The new tourist and consumer.)

World Trade and Tourism Council. 2003. *Blueprint for New Tourism*. Online: WTTC
http://www.wttc.travel/bin/pdf/original_pdf_file/blueprintfnt03.pdf

Week 5—Tourism supply and globalisation

- Student presentation and leadership: Cruise ship industry - showing the rich the most exclusive places?

Readings:

Baum, T. 2006. *Human resource management for tourism, hospitality and leisure: An international perspective*. London: Thomson Learning. (Chapter 3: Tourism, hospitality and leisure labour markets and Chapter 10: Sustainability and the future of work and employment in tourism, hospitality and leisure.)

Buhalis, D. & Costa, C. 2006. *Tourism business frontiers*. Oxford: Elsevier-Butterworth-Heinemann. (Part Two: New products and Part Three: New industry.)

Coles, T. & Hall, C. M. (Eds.) 2008. *International business and tourism. Global issues, contemporary interactions*. Abingdon: Routledge. (Chapter 1 Introduction: tourism and international business- tourism an international business.)

Mowforth, M. & Munt, I. 2009. *Tourism and sustainability: Development and new tourism in the third world* (3rd ed.). London: Routledge. (Chapter 7: The industry: Lies, damned lies and sustainability. And chapter 11: New tourism and the poor: making poverty history?)

Shaw, G. & Williams, A. W. 2004. *Tourism and tourism spaces*. London: Sage. (Chapter 6: Engineering the tourist experience.)

Theobald, W. F. (Ed.). 2005. *Global tourism* (3rd ed.). Burlington: Elsevier Inc. (Part Four: Places and products: Marketing and consumer issues and Part Six: People, places, things: Alternate issues.)

Week 6—Mega tourism events

- Student presentation and leadership: Why are mega tourism events important for tourism (use examples to exemplify the impact of these events)?

Readings:

Allen, J., O'Toole, W., Harris, R. & McDonnell, I. 2008. *Festival & special event management* (4th ed.). Milton: John Wiley & Sons. (Chapter 1: an overview of the event field, Chapter 2: perspectives on events and Chapter 3: Event impact and legacies.)

Douglas, N., Douglas, N. & Derrett, R. 2001. *Special interest tourism*. Milton: John Wiley & Sons Australia. (Chapter 15: Festivals and events: Celebrating special interest tourism, Introduction into event tourism in general.)

Van der Wagen, L. 2007. *Event management for tourism, cultural, business and sporting events* (3rd ed.). Frenchs Forest: Pearson Education Australia. (Chapter 1: Introduction to event management plus various other chapters as seen appropriate.)

Week 7

Study Week

Readings:

To be announced on MyLO.

Week 8—Tourism and climate

- Student presentation and leadership: How are greenhouse gases connected with tourism?

Readings:

Becken, S. & Hay, J. E. 2007. *Tourism and climate change. Risks and opportunities*. Channel View Publications: Clevedon Hall. (Chapters 5-9)

Costa, C. & Buhalis, D. 2006. Introduction in *Tourism management dynamics*. Oxford: Elsevier Butterworth-Heinemann. (Chapter 5: Climate change and its implications for international tourism.)

(Movie) Gore, A. 2006. *An inconvenient truth*. Los Angeles: Paramount Pictures.

Hall, C.M. & Higham, J. (Eds.). 2005. *Tourism, recreation and climate change*. Clevedon: Channel View Publications. (Part 1: Context, Chapter 6: Greenhouse gas emissions from tourism under the light of equity.)

Week 9—Tourism businesses in a globalised world

- Student presentation and leadership: Global networks in tourism (including SMEs in a globalised world)

Readings:

Buhalis, D. & Costa, C. 2006. *Tourism management dynamics*. Oxford: Elsevier Butterworth-Heinemann. (Chapter 13: SMEs in tourism.)

Coles, T. & Hall, C. M. (Eds.) 2008. *International business and tourism. Global issues, contemporary interactions*. Abingdon: Routledge. (Chapter 7 International business networks and intercultural communications in the production of tourism.)

Commonwealth of Australia. 2006. *Encouraging enterprise: A report on small business 2005-2006*. Canberra: Australian Commonwealth. (SMEs in Australia in general). Available on MyLO.

Ruszczyc, H., Schubert, I. & Stoyanovska, A. 2001. *Local response to globalization: MESTA region, Bulgaria*. Geneva: International Labour Organization. (SMEs and globalisation in general.)
<http://www.ilo.org/dyn/empent/docs/F389821280/wp12-2001.pdf>

Wahab, S. & Cooper, C. (Eds.). 2001. *Tourism in the age of globalisation*. London: Routledge. (Chapter 8: Achieving global competitiveness in SMEs by building trust in interfirm alliances.)

Week 10—Tourism and safety

- Student presentation and leadership: SARS, swine flu and other diseases - why should tourism care?

Readings:

Buhalis, D. & Costa, C. 2006. *Tourism management dynamics*. Oxford: Elsevier Butterworth-Heinemann. (Chapter 4: Crisis management in tourism.)

Henderson, J. C. 2007. *Tourism crises: Causes, consequences & management*. Burlington: Butterworth-Heinemann. (select chapters as seen appropriate.)

Mansfeld, Y. & Pizam, A. (Eds.). 2006. *Tourism, security and safety: From theory to practice*. Burlington: Elsevier Butterworth-Heinemann. (Select chapters as seen appropriate.)

Theobald, W. F. (Ed.). 2005. *Global tourism* (3rd ed.). Burlington: Elsevier Inc. (Chapter 23: Crisis management in tourist destinations.)

Wahab, S. & Cooper, C. (Eds.). 2001. *Tourism in the age of globalisation*. London: Routledge (Chapter 10: Globalisation, safety and national security.)

Week 11—International organisations in tourism

- Student presentation and leadership: The United Nations World Tourism Organisation – can it influence global tourism development?

Readings:

Burns, P. M. & Novelli, M. (Eds.). 2007. *Tourism and politics: Global frameworks and local realities*. Oxford: Elsevier. (Tourism and politics: Introduction; Chapter 1: Democracy and tourism: Exploring the nature of an inconsistent relationship; Chapter 4: Group politics and tourism interest representation at the supranational level: Evidence from the European Union.)

Dredge, D. & Jenkins, J. 2007. *Tourism Planning and policy*. Milton: John Wiley & Sons. (Chapters 1 and 2 for a general overview of tourism policy and planning)

Hall, C. M. 2000. *Tourism planning: Policies, processes, relationships*. Harlow: Pearson Education Limited. (Chapter 1; Tourism policy and planning: The sustainable imperative; Chapter 2: The changing dimensions of tourism planning; Chapter 5: Tourism planning and policy at the international and supranational level.)

Wahab, S. & Cooper, C. (Eds.). 2001. *Tourism in the age of globalisation*. London: Routledge. (Chapter 3: Globalization, national tourism policy and international organizations.)

Website: United Nations World Tourism Organization: <http://www.world-tourism.org/>

Week 12—International law and tourism

- Student presentation and leadership: World Trade Organisation, GATS and tourism- what are they and how do they influence tourism?

Readings:

The websites of the World Trade Organisation, including GATS (<http://www.wto.org/> - e.g. air transport and the GATS published 12.11.2006; general introduction GATS)

Bendell, J. & Font, X. 2004. *Which tourism rules? Green standards and GATS*. *Annals of Tourism Research*. Vol. 31, no. 1: 139-156.

Geloso Grosso, M., Leshner, M. & Pinali, E. 2007. *Services Trade Liberalisation and tourism development*. OECD Trade Policy Working Papers, No. 57, OECD: Paris. (available online)

Hall, C. M. 2000. *Tourism planning: Policies, processes, relationships*. Harlow: Pearson Education Limited. (Chapter 1: Tourism policy and planning: The sustainable imperative; Chapter 2: The changing dimensions of tourism planning; Chapter 5: Tourism planning and policy at the international and supranational level.)

Mowforth, M. & Munt, I. 2009. *Tourism and sustainability: Development and new tourism in the third world*. 3rd ed. London: Routledge. (Chapter 10: Governance, governments and tourism: selling the third world.)

Ragab, A. 2007. *Assessment of trade in tourism and travel related services in Egypt in relation to GATS*. The Ministry of Trade and Industry: Cairo. (Available online)

Week 13

- The unattached tourist of the future
- Extra orbital travel

Readings:

Buhalis, D. & Costa, C. 2006. *Tourism business frontiers*. Oxford: Elsevier-Butterworth-Heinemann. (Chapter 18: Space tourism.)

Holden, A. 2005. *Tourism studies and the social sciences*. Oxon: Routledge. (Chapter 8: Emerging themes of tourism.)

Theobald, W. F. (Ed.). 2005. *Global tourism* (3rd ed). Burlington: Elsevier Inc. (Chapter 24: Tourism, mobilities and global communities: New approaches to theorising tourism and tourist spaces; Chapter 27: Trends underpinning global tourism in the coming decade.)

Yeoman, I. 2008. *Tomorrow's tourist. Scenarios & trends*. Oxford: Elsevier. (Chapter 16: The space tourist, Chapter 21: What if, the world no longer wanted to holiday in the US by 2030? and Chapter 23: What if governments banned tourism in 2030 because it was deemed immoral, dangerous and bad for the environment?)

Assignment Topics

Please be aware of the fact that this unit is 100% internally assessed. There is no examination at the end of the semester. To pass the unit **all internal assessments need to be handed in**. It is also important that you follow the guidelines for referencing as outlined on the School of Management site (<http://www.utas.edu.au/mgmt/student.htm>).

Media-watch Journal

Due Date: 5 October 2009 (2 pm)

Length: on-going

Value: 30 marks

The media-watch journal is an on-going project during the semester. It is expected that you collect three to five articles from a variety of newspapers related to international issues in tourism every week **starting in week 1 and ending in week 11 (including study week)**. Your journal will include the article, a summary of its content and a description of its relation to international tourism issues. The summary and description should be between two and four pages long (excluding the original article). It is important to select a variety of topics from a variety of local, regional, national and international newspapers.

Marking sheet

	Excellent	Good	Average	Fair	Poor
Presentation of journal					
Number of articles appropriate					
Content/connection to international issues in tourism					
Quality of article summaries					
Variety of local, regional, national and international newspapers					
Variety of topics					
Appropriateness of length of summary/connection					
Style (e.g. line spacing)					
Spelling and grammar					

Comments:

Presentation

Due Date: Various weeks, starting in week 3

Length: 45 minutes plus five-page summary due one week after the presentation

Value: 30%

For this part of the unit assessment, groups of two students are required to make a 15 minute presentation, followed by guiding a 30 minute activity during a tutorial on a topic. The topics are listed in the tutorial schedule and will be assigned in the first tutorial. Each of the topics requires the groups to gather information from a variety of sources, assess the quality and appropriateness of the information and use the relevant information to make a structured and logical analysis. Part 1 of the assignment is the presentation of the analysis, in an entertaining and interesting manner. Part 2 of the assignment involves taking the leadership of the tutorial to encourage discussion, facilitate critical thinking on the topic, and reinforce the main themes from the earlier presentation to fulfil learning outcomes set by the group. It is expected that you be creative, using a variety of activities such as posters, games, role play, etc, in fulfilling these tasks. Part 3 is a three-page summary on your topic, followed by a two-page explanation of the selected activity and an evaluation of this activity or activities, judging achievement according to set learning outcomes. Each part of the assessment is worth 10%, for a total of 30%.

Marking sheet

	Excellent	Good	Average	Fair	Poor
1. Presentation					
Stance and body language (eye contact, posture and movement)					
Voice (volume and modulation) and continuity (avoiding ums and errs)					
Does the presentation have a clear structure (intro, body and conclusion)?					
Originality (presentation flair, creativity)					
Is there evidence of adequate research?					
Is the content relevant to this assignment?					
Are the arguments supported by evidence, examples, sources (reference list provided)?					
Are the arguments logical and consistent?					
Are the arguments balanced – can the student see the issue from others' perspectives?					
Do the students stick to the given time?					
2. Leadership					
Do you provide accurate leadership for students?					
Is the activity appropriate?					
Is the activity creative?					
How do you respond to questions and problems?					
Do you encourage discussion?					
Do you stick to the given time?					
3. Summary of activity & do you stick to the given:					
Analysis and discussion of the topic					
Structure - introduction, body and conclusion					
Integration of relevant theory into analysis					
English expression and presentation					
Citation, quotation and referencing					
Evaluation of the activity					
Critical evaluation of the achievement of the learning outcomes					
Overall cohesion of presentation, leadership and summary					

Comments:

Essay

Due Date: 14 September 2009 (2 pm)

Length: 3000 words (excluding references and tables)

Value: 40 marks

Regional, national and global heritage are important 'attractions' within the tourism system. You are the manager of Dirk's fabulous tourist office. As part of your job you are asked to write an essay on the importance of heritage on tourism to Australia with a specific focus on Tasmania. Dirk wishes answers for the following issues:

1. Explain world heritage and the world heritage convention.
2. What is the connection between world heritage/world heritage convention and tourism?
3. What is the impact that the world heritage convention has on tourism to Australia (specific focus on Tasmania)?

Marking sheet

	Excellent	Good	Average	Fair	Poor
A. Structure					
Has the topic been clearly defined?					
Is the introduction clear and purposeful?					
Is there a clear statement of the argument?					
Is there appropriate and effective use of paragraphs, headings etc?					
Are the transitions effective to make the essay flow?					
Is there an effective conclusion drawing the main points together?					
B. Content					
Is there evidence of adequate research?					
Is the breadth of the coverage appropriate?					
Are content and argument relevant to the assignment?					
Are the arguments supported by evidence, examples, sources, quotes?					
C. Analysis					
Are the arguments logical and consistent?					
Does the essay show evidence of original and critical thought?					
Does the essay show sufficient depth of analysis?					
D. Presentation					
Is the writing style appropriate?					
Are spelling, grammar and syntax appropriate?					
Are figures, graphs and tables etc. used in an effective way?					
Is the format (margins, font size, pages numbering, spacing etc.) appropriate?					
Are the sources acknowledged?					
Is the referencing appropriate (e.g. in-text direct quotes, in-text paraphrased quotes)?					
How is the standard of the reference list?					

Comments:

Study Schedule

Semester 2, 2009

Week	Start of Week	Text Chapter	Topic	Due Dates
1	13 July	Chapter 1	Introduction - International issues in tourism: International travel and recreation	
2	20 July	Chapter 15	Globalisation	
3	27 July	-	Globalisation and localisation	
4	3 August	Chapter 2	Tourism demand and globalisation - 'New' tourism and 'old' tourism	
5	10 August	Chapter 21	Tourism supply and globalisation - Example international transport	
6	17 August	-	Mega tourism events	
7	24 August		Study Week	
Mid-Semester Break 31 August – 4 September				
8	7 September	Chapter 5	Tourism and climate	
9	14 September	Chapter 13	SMEs in globalised world Tourism and networks	14/09/2009 Essay due 2 pm
10	21 September	Chapters 3 & 4	Tourism and safety	
11	28 September	-	Tourism and international organisations	
12	5 October	Chapter 25	Tourism policy and globalisation (International law)	05/10/2009 Media Watch Journal due
13	12 October	Chapter 26	The 'unattached' tourist of the future	
A Calendar/Study Planner showing dates is available from School of Management website at http://www.utas.edu.au/mgmt/student.htm .				