Tasmanian School of Business & Economics (TSBE) (School)

College of Business and Economics (College)

BMA115
DYNAMICS OF TOURISM

12.50 Credit points

Semester 2, 2019

Unit Outline

Unit Coordinator
Alison Dunn
## CONTACT DETAILS

### Unit coordinator

<table>
<thead>
<tr>
<th>Details</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit coordinator:</td>
<td>Alison Dunn</td>
</tr>
<tr>
<td>Campus:</td>
<td>Sandy Bay</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Alison.Dunn@utas.edu.au">Alison.Dunn@utas.edu.au</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>6226 1914</td>
</tr>
<tr>
<td>Room location and number</td>
<td>Centenary 315</td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>By Consultation</td>
</tr>
</tbody>
</table>
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WHAT IS THE UNIT ABOUT?

Unit description

Unravelling, and understanding, the links between the many different components of the systems that comprise tourism is the focus of this unit. The unit will introduce you to the global dimensions of tourism, and help you to understand the scale and dynamism of tourism from local, regional, national and global perspectives. Areas of study include understanding tourism as a series of systems, evaluating the impacts of tourism and tracing the development of tourism from an elite to a mass activity and then to special interest tourism. Specific focus is given to the business of tourism, including major industry sectors.

Intended Learning Outcomes

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

1. Explain the systems approach to the definition, structure and historical development of tourism.
2. Describe the impacts of tourism differentiating between economic, social and environmental influences.
3. Clarify the main sectors and operations of tourism.
4. Account for the rise and development of special interest tourism.
5. Conduct research into a tourism operation and report on findings.
**Graduate Quality Statement**

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

**Alterations to the unit as a result of student feedback**

The unit’s MyLO site has been restructured to make weekly resources more accessible. More time will be devoted to preparing for the group presentations to ensure regular progress and the importance of referencing will be stressed.

**Prior knowledge &/or skills**

N/A
# HOW WILL I BE ASSESSED?

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report</td>
<td>One week after tutorial discussion</td>
<td>30</td>
<td>LO1, LO2, LO3, LO4, LO5</td>
</tr>
<tr>
<td>Presentation</td>
<td>Week 12</td>
<td>30</td>
<td>LO1, LO2, LO3, LO5</td>
</tr>
<tr>
<td>Examination - invigilated (externally - Exams Office)</td>
<td>Exam Period</td>
<td>40</td>
<td>LO1, LO2, LO3, LO4</td>
</tr>
</tbody>
</table>
### Assessment details

**Assessment Task 1: Report**

<table>
<thead>
<tr>
<th>Task Description</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Topic of the Week - You will be asked to select an article about tourism from the media. The article must be relevant to the weekly tutorial topic that you have chosen. The article should be no more than 6 months old. Relevant tutorials take place in weeks 4, 5, 6, 8, 9, 10, 12 &amp; 13. You will lead the tutorial discussion by explaining the relevance of the article to the tutorial topic and by outlining the implications of the article for tourism management. You will then write a 1500 word fully referenced report that summarises the article, outlines its relevance to the tutorial topic using recommended and additional readings and outlines implications for tourism management. This report should be supported by at least 5 relevant academic references.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Distinguish between tourism as an industry and tourism as a system.</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Debate the definition of tourism.</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Discuss using examples the main factors that encouraged the growth of tourism.</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Explain the importance of tourism on a local, regional, national and international scale.</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Identify and explain the three main types of tourism impacts.</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Explain and discuss the main sectors that make up the tourism system.</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>Discuss the importance of tourism marketing.</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>Discuss the development of special interest tourism and its impact on the tourism system.</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>Explain the components of two forms of special interest tourism</td>
<td>4</td>
</tr>
<tr>
<td>10</td>
<td>Present information in an oral format to an audience.</td>
<td>5</td>
</tr>
<tr>
<td>11</td>
<td>Present information in a written format following academic conventions.</td>
<td>5</td>
</tr>
</tbody>
</table>

**Task Length**

1500 words

**Due by date**

Written report is due one week after the tutorial discussion
### Assessment Task 2: Presentation

**Task Description**
Tourist Attraction Evaluation - You will work in small teams to compile material for a presentation on your evaluation of a local tourist attraction. The material will include a definition of why your facility is a tourist attraction, the resources the attraction is based on and the effectiveness of the visitor management techniques employed by the attraction.

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<td>Discuss using examples the main factors that encouraged the growth of tourism.</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Explain the importance of tourism on a local, regional, national and international scale.</td>
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<tr>
<td>5</td>
<td>Identify and explain the three main types of tourism impacts.</td>
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</tr>
<tr>
<td>6</td>
<td>Present information in an oral format to an audience.</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>Evaluate a tourist attraction.</td>
<td>3</td>
</tr>
</tbody>
</table>

**Task Length**
10-minute group presentation

**Due by date**
Week 12
Assessment Task 3: Examination - invigilated (externally - Exams Office)

<table>
<thead>
<tr>
<th>Task Description</th>
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<th>Measures ILO:</th>
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<tbody>
<tr>
<td>Examination - The final examination will be ‘closed book’ and</td>
<td>Distinguish between tourism as an industry and tourism as a system.</td>
<td>1</td>
</tr>
<tr>
<td>consists of two sections. Section A requires you to attempt one</td>
<td>Debate the definition of tourism.</td>
<td>1</td>
</tr>
<tr>
<td>question from a choice of two essay questions. Section A is worth 20 marks and</td>
<td>Discuss using examples the main factors that encouraged the growth of tourism.</td>
<td>1</td>
</tr>
<tr>
<td>is based on the definitions of tourism.</td>
<td>Explain the importance of tourism on a local, regional, national and international scale.</td>
<td>2</td>
</tr>
<tr>
<td>Section B requires you to attempt two essay questions from a choice of five</td>
<td>Identify and explain the three main types of tourism impacts.</td>
<td>2</td>
</tr>
<tr>
<td>options (for a total of 20 marks). The questions in section B will be drawn from</td>
<td>Explain and discuss the main sectors that make up the tourism system.</td>
<td>3</td>
</tr>
<tr>
<td>the tutorial topics.</td>
<td>Discuss the importance of tourism marketing.</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Discuss the development of special interest tourism and its impact on the tourism</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>system.</td>
<td></td>
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<tr>
<td></td>
<td>Explain the components of two forms of special interest tourism</td>
<td>4</td>
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Task Length: Two hour examination, plus 15 minutes reading time

Due by date: Exam Period

How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

**Submission of assignments**

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

**Requests for extensions**

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
   (b) ‘late’ means after the due date and time; and
   (c) ‘assessment items’ includes all internal non-examination based forms of assessment

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.
Penalties
Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

Review of results and appeals
Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

**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, 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. You may also find the Academic Honesty site on MyLO of assistance.

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.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.
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, 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. You may also find the Academic Honesty site on MyLO of assistance.

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.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author’s permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.

Academic misconduct

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
Student behaviour

The University Behaviour Policy sets out behaviour expectations for all members of our University community including students and staff.

The aim in doing so is to ensure that our community members are safe, feel valued and can actively contribute to our University mission.

It is expected that community members behave in a manner that is consistent with our University values – respect, fairness and justice, integrity, trust, responsibility and honesty. There are also certain behaviours that are considered inappropriate, such as unlawful discrimination, bullying and sexual misconduct.

The accompanying University Behaviour Procedure sets out the process and avenues that University community members can access to resolve concerns and complaints regarding inappropriate behaviour by a University community member. Wherever possible, the focus will be on early intervention and a ‘restorative’ approach that creates awareness of inappropriate behaviour and its impact on others. However, in some cases, students who engage in inappropriate behaviour may be subject to disciplinary proceedings, which may impact upon continuation of their studies.

Students can seek support and assistance from the Safe and Fair Community Unit SaFCU@utas.edu.au or ph: 6226 2560.

Matters are dealt with in confidence and with sensitivity.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit.

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website. If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings

There is no required text book in this unit. Essential weekly readings will be posted on MyLO. The books and articles listed under ‘Recommended readings’ will help you find additional readings needed to help you write excellent assignments and prepare for the exam. Please note there is no Reading List for this unit in MyLO or on the Library website.

Recommended readings


Evans, N 2015, Strategic management for tourism, hospitality and events, 2nd edn, Routledge, Abingdon.


Reisinger, Y 2013, *Transformational tourism*, CABI.


**Activities**

**Learning expectations**

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

**Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.**

**Details of teaching arrangements**

The unit’s teaching schedule commences in the week beginning July 15th. There will be a series of 12 lectures held weekly throughout the semester. In week 12 the lecture will be replaced by group presentations. There will be a series of 12 tutorial sessions held weekly throughout the semester, starting in Week 2.

**Specific attendance/performance requirements**

Whilst it is not compulsory for students to attend the weekly lectures and tutorials, much of the work associated with assessment in this unit takes place during these sessions. You are also expected to read widely and work with other students to develop the knowledge and skills needed to succeed in this unit. Tutorial attendance will be taken to gauge whether students are engaging with the unit.
In this unit, your active engagement will be monitored in the following way:

1. Attendance at weekly lectures and tutorials
2. Completion of assessment tasks
3. Completion of MyLO registration details.

If you do not demonstrate evidence of having engaged actively with this unit by completing two of these activities by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

**Work Health and Safety (WHS)**

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 [Work Health and Safety website](https://www.utas.edu.au/health-and-safety) and policy.

**Communication**

**TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT**

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

**WHEN YOU HAVE A QUESTION**

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

**WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK**

If you have a personal question related to your studies or your grades, please contact teaching staff by email.

**A NOTE ABOUT EMAIL CORRESPONDENCE**

You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at [https://webmail.utas.edu.au/](https://webmail.utas.edu.au/).

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this
Generated by Akari
### Unit schedule

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC</th>
<th>ACTIVITIES</th>
<th>READINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15 July</td>
<td>Can Tourism Save the World?</td>
<td>Introduce the Unit and debate the question posed in the topic.</td>
<td>No prior readings</td>
</tr>
<tr>
<td>2</td>
<td>22 July</td>
<td>Tourism Definitions.</td>
<td>Debate the complex definitions of Tourism and introduce assessment.</td>
<td>MyLO readings Week Two</td>
</tr>
<tr>
<td>3</td>
<td>29 July</td>
<td>Historical development of Tourism.</td>
<td>Debate which conditions favour the growth of tourism.</td>
<td>MyLO readings Week Three</td>
</tr>
<tr>
<td>4</td>
<td>5 August</td>
<td>Tourist Attractions</td>
<td>Explore the first of three main tourism sectors.</td>
<td>MyLO readings Week Four</td>
</tr>
<tr>
<td>5</td>
<td>12 August</td>
<td>Tourism Transport Systems</td>
<td>Explore the second sector plus experiential travel.</td>
<td>MyLO readings Week Five</td>
</tr>
<tr>
<td>6</td>
<td>19 August</td>
<td>Hospitality</td>
<td>Explore the third and biggest sector.</td>
<td>MyLO readings Week Six</td>
</tr>
<tr>
<td>7</td>
<td>26 August</td>
<td>Tourism Marketing</td>
<td>Debate the changing face of tourism marketing.</td>
<td>MyLO readings Week Seven</td>
</tr>
<tr>
<td></td>
<td>9 September</td>
<td>Tourism Impacts One: Economic</td>
<td>Debate the extent and nature of economic impacts.</td>
<td>MyLO readings Week Eight</td>
</tr>
<tr>
<td>9</td>
<td>16 September</td>
<td>Tourism Impacts Two: Social</td>
<td>Debate the extent and nature of social impacts.</td>
<td>MyLO readings Week Nine</td>
</tr>
<tr>
<td>10</td>
<td>23 September</td>
<td>Tourism Impacts Three: Environment</td>
<td>Debate the extent and nature of environmental impacts.</td>
<td>MyLO readings Week Ten</td>
</tr>
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<td>11</td>
<td>30 September</td>
<td>Special Interest Tourism</td>
<td>Debate the emergence of special interest tourism and its impact on mass tourism.</td>
<td>MyLO readings Week Eleven</td>
</tr>
<tr>
<td>12</td>
<td>7 October</td>
<td>Group Presentations</td>
<td>Assignment Three Presentations.</td>
<td>No readings</td>
</tr>
<tr>
<td>13</td>
<td>14 October</td>
<td>Special Interest Tourism</td>
<td>Explore types of special interest tourism and examine preparation.</td>
<td>MyLO readings Week 13</td>
</tr>
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**Mid-semester break 2 – 8th September**

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<td>Assignment Three Presentations.</td>
<td>No readings</td>
</tr>
<tr>
<td>13</td>
<td>14 October</td>
<td>Special Interest Tourism</td>
<td>Explore types of special interest tourism and examine preparation.</td>
<td>MyLO readings Week 13</td>
</tr>
</tbody>
</table>

Exam Period 26 October – 12 November (inclusive)
The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.