BMA790
Special Topics in Management

Fundamentals of Tourism Management

Semester 2, 2010

This unit will be offered in:

Hobart

The lecturing team responsible will be:

Dr Anne Hardy (Lecturer-in-Charge)
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Email: annehardy@gmail.com

Introduction to the Unit

Tourism is considered to be one of the fastest growing and largest industries in the world. Its broad reaching characteristics mean that tourism business is affected by world events including politics, social trends and the economy. Tourism management takes place on many levels – it involves international relations, intra-country organisation, and the development of individual businesses. With this in mind, this unit has been designed to give students a broad and strategic understanding of tourism management. It will address issues such as: how the tourism system may be viewed; the notion of sustainable business planning and management; the contemporary tourism consumer; and modern day challenges facing tourism worldwide.

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:

• Demonstrate what is meant by the tourism system;
• Demonstrate an understanding of the business of tourism;
• Demonstrate an understanding of the significance of technology to the tourism industry;
• Demonstrate an understanding of the contemporary tourism consumer;
• Demonstrate the variety of means by which tourism may be analysed; and
• Identify contemporary challenges facing the global tourism industry.

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
• Students will develop an understanding of the tourism system;
• Students will develop an understanding of sustainable tourism theory as it applies to the tourism industry;
• Students will develop an understanding of how tourism businesses may planned, developed and marketed;
• Students will develop an understanding of the impact of technology on the tourism industry;
• Students will develop an understanding of how tourism consumers are motivated and behave;
• Students will develop an understanding of the current global environment in which the tourism industry exists; and
• Students will learn to research, analyse, and synthesise information relevant to tourism management.

Communication Skills
• Students will be encouraged to communicate effectively using oral and written mediums and to present well-reasoned arguments in a logical and coherent manner.
Problem Solving Skills
- Students will learn how to strategically evaluate tourism systems, particularly the relationships which exist between operators, visitors, government and the environment.

Global Perspective
- Students will gain an understanding of the significance of the tourism industry in global and Australian contexts; and
- Students will gain an understanding of the importance of sustainable tourism management in global and Australian contexts.

Social Responsibility
- Students will be encouraged to act ethically, with integrity and social responsibility, in the assessment, delivery and evaluation of Fundamentals of Tourism Management process; and
- Students will develop an appreciation of the impact that society, government and the economy has upon strategic tourism management.

Texts

Prescribed Texts
There are no prescribed texts for this unit, however it is recommended that the books and journals in the following section be accessed from the Morris Miller Library.

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

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


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*

*International Journal of Tourism Research*

*Journal of Hospitality and Tourism Management*

*Journal of Sustainable Tourism*

*Journal of Travel Research*

*Journal of Vacation Marketing*

*Tourism Economics*

*Tourism Management*

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**Unit Structure**

This unit will be held on Saturday afternoons from 2.00pm-5.15pm. It will consist of 7 workshops which will include a semi-formal lecture and discussion. At the end of each session, time will be spent in groups, working on the hypothetical exercise which will continue throughout the duration of the course.

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**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* at [http://uconnect.utas.edu.au/](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](http://www.utas.edu.au/mgmt/student.htm)

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**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](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.

<table>
<thead>
<tr>
<th>Method of Assessment</th>
<th>Value</th>
<th>Due Date</th>
<th>Length*</th>
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</thead>
<tbody>
<tr>
<td>Coursework</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Assignment 1 - Essay</td>
<td>20</td>
<td>21 August</td>
<td>2000 words</td>
</tr>
<tr>
<td>Assignment 2 – Presentation</td>
<td>10</td>
<td>2nd October</td>
<td>15 minute presentation</td>
</tr>
<tr>
<td>Assignment 3 – Report: Pandani Tourism Resort Case Study</td>
<td>30</td>
<td>2nd October</td>
<td>3000 words</td>
</tr>
<tr>
<td>Examination</td>
<td>40</td>
<td>Exam Period</td>
<td>2 hours</td>
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<tr>
<td>Total Marks</td>
<td>100</td>
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*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.

Examination

Format

The final examination will be of two (2) hours’ duration. The exam will contribute up to 40% of the overall assessment of the unit and will consist of a selection of 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 he 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 or the Postgraduate Academic Adviser in the first instance. The Postgraduate Academic Adviser can provide assistance with academic issues arising from your studies and identify appropriate support for general personal issues. The Postgraduate Academic Adviser is located in Room 320b in the Commerce Building in Hobart and can be contacted by phone on 6226 1939.

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 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 five days late will normally not be accepted by the lecturer-in-charge.

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.
**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 the Ordinance of Student Discipline – Part 3 Academic Misconduct, see [http://www.utas.edu.au/universitycouncil/legislation/](http://www.utas.edu.au/universitycouncil/legislation/).

**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](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.

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 [http://www.utas.edu.au/plagiarism/](http://www.utas.edu.au/plagiarism/) or follow the link under ‘Policy, Procedures and Feedback’ on the Current Students homepage.

**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](http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf)
Workshop Program

Included below is a brief description of the topics to be covered in this unit as well as the required readings and recommended readings and other workshop preparation. You must complete the required reading and other workshop preparation prior to the workshop.

The recommended readings from other texts and journals will help to clarify and expand on points, as well as introduce new perspectives and applications. You are not expected to read each of these readings, however you are expected to read one or two for each topic. These journal readings and additional texts will provide excellent research material for your assignment work and you should access several of them when writing your assignments. If you are not able to locate the journal readings in your library, then you should conduct your own literature search. Check with your librarian for advice on how best to do this. Online journals are available through Proquest at the University Library’s webpage (www.utas.edu.au/library/ then click on “databases” from the right-hand menu, then select “P” from the alphabet list, and finally “Proquest”).

Workshop 1: 17th July - The Tourism System

The aims of the unit will be introduced, as well as the assessment and teaching program. This workshop will introduce the concept of tourism, the tourism system, the size of the tourism industry and the history of tourism. It will also explore different components of the tourism industry and tourism organisations.

This first topic serves as the basis upon which the rest of the unit is built.

Required Readings


Workshop 2: 31st July - The Tourist and Customer Behaviour

This workshop will discuss some seminal and current theories related to understanding the tourist and their behaviour. In particular we will be looking at different ways to segment the market, including: psychographic segmentation; the role of motivation; and behaviour.

There have been many theories put forward on this topic, but the discussion section of the workshop will focus on two of the more widely used and current models.

Required Reading


Workshop 3: 21st August - Managing the Business of Tourism

This workshop will explore some current issues in tourism business management. As well as exploring the current issues that businesses face, this workshop will explore the impact of the Global Financial Crisis upon the tourism industry.

Required Reading:

NB: In addition to reading this article, I would like you to search the web for information on the impact of the Global Financial Crisis on a country of your choice. Please try to source the most reputable source in your search.

Workshop 4: 4th September - Tourism and Technology

Tourism has, like many other industries, experienced massive shifts in how it is marketed. The internet and computer-based technology now play a major role. This workshop will explore how the internet may be used by destination marketing organisations (DMOs), and businesses and travel firms, to name a few, and the differences the internet and computer technology has made to how tourism is marketed, sold and managed. The discussion part of the workshop will explore how tourism websites may be evaluated.

Required Readings:


Workshop 5: 18th September - Sustainable Tourism

This workshop will explore the application of the principles of sustainable development to the tourism industry. It will explore the notion of economic, environmental and socio-cultural sustainability and schemes which have been developed within tourism to deal with these issues. It will also explore the practical realities of integrating the triple bottom line in business development.

Required Readings:


**Workshop 6: 2\textsuperscript{nd} October - Presentations**

This week we will be enjoying each other’s presentations on our Pandani Tourism Development - please see Assignment 2 (p.13) for more details.

**Workshop 7: 16\textsuperscript{th} October - Tourism Analysis**

Bring your Wi-Fi laptops or iPads to this workshop! This workshop will explore how tourism is analysed and researched by government, academia and industry. We’ll be exploring what is collected, where it is stored and how accessible it is to the industry. No prior reading is necessary, just bring your laptops so we can explore the research that’s been done in tourism.

***There is no required reading for this seminar.***
Assignment Topics

Assignment 1

*Due Date:* 21st August 2010

*Length:* 2000 words

*Value:* 20%

For this assignment you are required to choose a contemporary tourism issue and prepare an essay on this topic.

Possible topics may include, but are not limited to:

- The impact of the GFC upon current and future tourism in Australia
- Terrorism and tourism
- Climate change and tourism
- Sex tourism
- Health tourism
- Technology and tourism
- Or any other topic which you believe is contemporary and of significant interest

**NOTE:** Please discuss your topic with the lecturer-in-charge *prior* to beginning work on this assignment.

Your assignment should:

- Describe the issue and its relevance to tourism. This relevance could be at the international, national or local levels, or all of the above;
- Utilise tourism theory pertaining to your topic; and
- Demonstrate your ability to describe and analyse the tourism issue and relevant theory, in a critical manner.

Assessment criteria for this assessment item will be provided through MyLO.
Assignment 2: The Pandani Tourism Development Presentation

Due Date: 2nd October 2010
Length: 15 minute presentation
Value: 10%

This presentation will be based upon the Pandani Tourism Resort Hypothetical which will run throughout the course. More details on the Hypothetical Exercise will be given in Week One. The 15 minute presentation will be done as a group and should highlight what your team considers to be the key issues pertaining to your group’s task.

Assessment for this assignment will be based upon:
- Presentation skills;
- A thoroughly researched approach; and
- Evidence of organised teamwork.

Assessment criteria for this assessment item will be provided through MyLO.

Assignment 3: Report - The Pandani Tourism Development Proposal

Due Date: 2nd October 2010
Length: 3000 word report
Value: 30%

This report will be based upon the Pandani Tourism Resort Hypothetical which will run throughout the course. More details on the Hypothetical Exercise will be given in Week One. Throughout the semester you will work as a team on the Hypothetical Exercise, however this report will be developed individually.

Your report should be no longer than 3000 words and should be in the style of a consulting report. It should include (but not be limited to) the following sections:
- Executive Summary
- Introduction
- Background and Literature Review
- Data Collection Process
- Review of Findings
- Summary of Recommendations
- Reference List
- Appendices (if relevant)

Assessment criteria for this assessment item will be provided through MyLO.
## Study Schedule

Semester 2, 2010

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<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Due Dates</th>
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<tbody>
<tr>
<td>1</td>
<td>17 July</td>
<td>The Tourism System</td>
<td></td>
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<tr>
<td>2</td>
<td>31 July</td>
<td>The Tourist and Customer Behaviour</td>
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<tr>
<td>3</td>
<td>21 August</td>
<td>Managing the Business of Tourism</td>
<td>Assignment One Due 21 August</td>
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<td><em>Mid-Semester Break 30 August-3 September 2010</em></td>
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<tr>
<td>4</td>
<td>4 September</td>
<td>Tourism and Technology</td>
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<td>5</td>
<td>18 September</td>
<td>Sustainable Tourism</td>
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<tr>
<td>6</td>
<td>2 October</td>
<td>Presentations</td>
<td>Assignments Two &amp; Three Due 2 October</td>
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<tr>
<td>7</td>
<td>16 October</td>
<td>Tourism Analysis</td>
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Exam Period 23 October–9 November 2010

A Calendar/Study Planner showing dates is available from School of Management website at http://www.utas.edu.au/mgmt/student.htm.