INTRODUCTION TO TOURISM  
LEIS1060

Course Outline

Course Co-ordinator:  Associate Professor John Jenkins  
Room:  GP1-39  
Ph:  49216847  
Email:  John.Jenkins@newcastle.edu.au  
Consultation hours:  Wednesday 2-3pm; Thursday 12-1pm  
Unit Weighting:  10

Teaching Methods and Contact Hours  
Lecture for 2 Hours per Week  
Tutorial for 1 Hour per Week

Brief Course Description
This course introduces students to tourism, the tourism industry and tourism systems. It aims to encourage students to develop an understanding of the structure, functioning and control of the tourism industry, within national and international contexts, and in so doing enable students to better understand the connection between tourism and the broader economic, physical and social environments within which it is located.

Learning Materials/Texts
The textbook for this course is:  

This text is essential. Students may purchase the textbook from the United Campus Bookshop on the Callaghan Campus.

Course Objectives
On completion of this course, it is expected that students will have acquired:

1. A basic understanding of the tourism phenomenon including concepts, terminology, historical perspectives, travel patterns and trends;
2. An understanding of the structures, functions and operations of firms, industry organisations and government bodies which comprise the Australian tourism industry;
3. A basic understanding of the interactions between tourism and the environments in which it operates;
4. An understanding of the relationships between tourism, culture and society;
5. Exposure to the tourism literature and the skills needed to seek information such as travel statistics, economic data, trend data, and the results of relevant travel research.

Course Content
This interdisciplinary course will consider such issues as:

- The historical and social contexts of tourism and travel.
- Tourists and tourism demand and supply.
- The tourism industry and the tourism system.
- Tourist flows and destinations.
- Tourist attractions
- Transport and accommodation
- Marketing and the tourism product
- Tourism policy and the roles and responsibilities of different levels of government

Assessment Items

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<thead>
<tr>
<th>Assessment Item 1: Current Issue in Tourism Exercise [Due 7 April]</th>
<th>20% Current Issue in Tourism Exercise. This exercise will require students to demonstrate an ability to identify and select a current tourism issue from the media. They are to identify the major themes associated with this issue and then discuss these in the context of the relevant academic literature.</th>
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<tr>
<td>Assessment Item 2: Essays / Written Assignments [Due 26 May]</td>
<td>40% Essay. This essay will require students to demonstrate their understanding of the tourism industry and of relevant theoretical perspectives, and their ability to analyse a particular tourism issue in terms of these theories.</td>
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<tr>
<td>Assessment Item 3: Examination [Exam Period]</td>
<td>40% Examination. This examination will require students to demonstrate an understanding of the key issues and concepts covered in the course.</td>
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Assumed Knowledge
There is no assumed knowledge for this course.

Callaghan Campus Timetable
LEIS1060
INTRODUCTION TO TOURISM
Enquiries: School of Humanities and Social Science
Semester 1 - 2006
Lecture and Tutorial Wednesday 12:00 - 14:00 [SRLT2]
or Wednesday 15:00 - 16:00 [GP2-14]
or Wednesday 16:00 - 17:00 [GP2-14]
or Thursday 14:00 - 15:00 [GP3-18]
or Thursday 13:00 - 14:00 [GP3-18]
Organisation of Course
There are three contact hours per week for this course comprising a two-hour lecture block and a one-hour tutorial. In addition you will need to spend two to three hours per week reading assigned and additional book chapters and articles, as well as time spent on researching and writing up assignments. On average you should commit approximately 8-10 hours per week (including lectures and tutorials) to this course. In other words, the time you spend in lectures and tutorials is only one component of the ‘learning time’ you devote to this course, and the rest of the time is much more self-directed.

Lecture Program and Tutorial Readings

<table>
<thead>
<tr>
<th>Week 1 (20/2)</th>
<th>Introduction and Overview</th>
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**Text Reading:**
Weaver, David and Lawton, Laura (2006) Chapter 1, "Introduction to tourism management" in Tourism Management

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<tr>
<th>Week 2 (27/2)</th>
<th>History of Travel and Tourism</th>
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**Text Reading:**
Weaver, David and Lawton, Laura (2006) Chapter 1, "Introduction to tourism management" in Tourism Management

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<tr>
<th>Week 3 (6/3)</th>
<th>The Tourism System</th>
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**Text Reading:**

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<th>Week 4 (13/3)</th>
<th>Destinations and Tourism Flows</th>
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**Text Reading:**
Weaver, David and Lawton, Laura (2006) Chapter 4, "Destinations” in Tourism Management

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<tr>
<th>Week 5 (20/3)</th>
<th>The Tourism Product</th>
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**Text Reading:**

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<th>Week 6 (27/3)</th>
<th>Tourism and Government</th>
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**Reading:**

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<th>Week 7 (3/4)</th>
<th>Tourism Markets and Marketing</th>
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<td><strong>Text Reading:</strong></td>
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<th>Week 8 (10/4)</th>
<th>Tourism Economics</th>
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<td><strong>Text Reading:</strong></td>
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**Mid-Semester Recess: Friday 14 April - Friday 28 April**

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<tr>
<th>Week 9 (1/5)</th>
<th>Environmental Impacts</th>
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<td><strong>Text Reading:</strong></td>
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<tr>
<th>Week 10 (8/5)</th>
<th>Sociocultural Impacts</th>
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<td><strong>Text Reading:</strong></td>
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<tr>
<th>Week 11 (15/5)</th>
<th>Sustainable Tourism</th>
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<td><strong>Text Reading:</strong></td>
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<th>Week 12 (22/5)</th>
<th>Tourism Futures and Sustainability</th>
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<td><strong>Text Reading:</strong></td>
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<tr>
<th>Week 13 (29/5)</th>
<th>Review of Course and Exam Preparation</th>
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<th>Week 14 (5/6)</th>
<th>Private Study/Informal Review</th>
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**Queen's Birthday Public Holiday: Monday 12 June**

**Examination period: Tuesday 13 June - Friday 30 June**
Course Reading Materials

Spending time each week (usually two to three hours) reading on the topic area to be dealt with by the lectures and tutorials is absolutely essential. The key to doing well in this course, and others within the Faculty, is to discipline yourself early to get into the habit of reading and thinking about the topics that are discussed each week. If you haven’t read and thought about the topics, you will not be able to participate fully in the tutorials, and your own learning will be significantly hampered.

Reading an academic book (whether it be a general textbook or a more technical work) or journal article is NOT like reading a novel where you can simply read for the sake of enjoyment. When you read the set pieces each week you should make a set of comprehensive notes that will assist you with learning the material. Don’t just summarise the material, but instead engage with it: write out the main points and arguments in your own words; jot down questions that come to mind; link up the ideas put forward with other material.

Many readings not from the textbook have been placed in Short Loans in the Auchmuty Library. These may be in book from or as separate photocopies. Each of the photocopied articles and book chapters has also been scanned and is available online. Go to http://www.newcastle.edu.au/service/library/shortloans/index.html and follow the instructions.

Recommended Books and Monographs

There are also a number of tourism texts in the library which you might find useful.


Journals
You are expected to read widely and to follow up references given in lectures. Relevant academic journals in this area include:

- Annals of Tourism Research
- Current Issues in Tourism
- Journal of Ecotourism
- Journal of Sustainable Tourism
- Journal of Travel Research
- Tourism, Culture & Communication
- Tourism Geographies
- Tourism Management
- Tourism Recreation Research
- Tourism Review International (formerly Pacific Tourism Review)
- Tourist Studies

Assessment Descriptions
Assessment in this course is made up of three components: a research exercise, an essay, an end-of-semester examination and tutorial participation and performance. You must attempt all items of assessment in order to pass the course.

- Research exercise: 20 marks
- Essay: 40 marks
- Final exam: 40 marks

1 Research Exercise (Value 20 marks; Length 1000 words; Due Date: 4.00pm Friday 7 April)

Select a current issue that relates in some direct way to tourism that was published either this year or last year in a newspaper or magazine. Some examples of ‘issues’ include tourism and terrorism, tourism marketing, ecotourism, the environmental impacts of tourism, the social impacts of a major event or festival on a local community, and cruise ship tourism in Newcastle. You should select a topic that interests you in some way and for which you will be able to obtain academic literature.

Identify the main topic(s) and theme(s) associated with the issue, and then conduct a literature search using the NEWCAT catalogue system and CD-ROM search facilities that are available via the University’s library website (http://www.newcastle.edu.au/services/library/index.html). If you have not used these search tools before, you should avail yourself of one of the library tours that will take place in the first couple of weeks of semester.

Construct a list of references containing a total of three items including books or monographs and articles in academic journals (or serials as they are called in the library). It is important that the list be constructed according to proper conventions regarding reference lists and bibliographies, and to help you with this task, information will be provided to you in a tutorial early in the semester.

Then, using these three references, write a 1000 word essay on your particular issue/topic in which you describe the issue/topic and comment on its significance to tourism. You need to use your reference material to expand on the original newspaper or magazine article and to demonstrate to the marker that you have now learned something more about that topic or issue.

Finally, in a brief section following your reference list you are to describe the process you undertook to conduct the research that was necessary to write this essay, including the key words you used in your search; the search tools that were used, and which of these were most successful. This should be a maximum of 200 words.
2 Essay (Value 40 marks; Due date: 4.00 pm Friday 26 May; Length: 1500 words)

Select ONE of the following topics:
• Critically examine the major factors that have contributed to the growth and development of tourism in Australia since World War II.
• Briefly describe the role of each of the three tiers of Australian government (Commonwealth, State and Local) with respect to tourism. Compare and contrast the roles and responsibilities of government at each level in relation to the tourism industry. In your answer you must assess how tourism planning and policy in Australia are compromised and enhanced by the structure and nature of Australian government.
• Identify an Australian destination. Critically discuss the environmental or social impacts at that destination.

3 Examination (Value 40 marks; Date: TBA – During University Examination Period)

An examination based on the lectures (including any videos shown), set readings and tutorial material for this course will take place during the examination period at the end of the semester. Students will be required to demonstrate an understanding of key concepts discussed in each of the topics presented in the course during the semester. More information about the format of the exam will be given later in the semester.

Grading of Assignments

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<tr>
<th>Grading guide</th>
<th>Fail (FF)</th>
<th>Pass (P)</th>
<th>Credit (C)</th>
<th>Distinction (D)</th>
<th>High Distinction (HD)</th>
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<td>49% or less</td>
<td>An unacceptible effort, including non-completion. The student has not understood the basic principles of the subject matter and/or has been unable to express their understanding in a comprehensible way. Deficient in terms of answering the question, research, referencing and correct presentation (spelling, grammar etc). May include extensive plagiarism.</td>
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<td>50% to 64%</td>
<td>The work demonstrates a reasonable attempt to answer the question, shows some grasp of the basic principles of the subject matter and a basic knowledge of the required readings, is comprehensible, accurate and adequately referenced.</td>
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<td>65% to 74%</td>
<td>The work demonstrates a clear understanding of the question, a capacity to integrate research into the discussion, and a critical appreciation of a range of different theoretical perspectives. A deficiency in any of the above may be compensated by evidence of independent thought. The work is coherent and accurate.</td>
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<td>75% to 84%</td>
<td>Evidence of substantial additional reading and/or research, and evidence of the ability to generalise from the theoretical content to develop an argument in an informed and original manner. The work is well organised, clearly expressed and shows a capacity for critical analysis.</td>
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<td>85% and above</td>
<td>All of the above, plus a thorough understanding of the subject matter based on substantial additional reading and/or research. The work shows a high level of independent thought, presents informed and insightful discussion of the topic, particularly the theoretical issues involved, and demonstrates a well-developed capacity for critical analysis.</td>
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Plagiarism

University policy prohibits students plagiarising any material under any circumstances. A student plagiarises if he or she presents the thoughts or works of another as one's own. Without limiting the generality of this definition, it may include:

- copying or paraphrasing material from any source without due acknowledgment;
- using another's ideas without due acknowledgment;
- working with others without permission and presenting the resulting work as though it was completed independently.

Plagiarism is not only related to written works, but also to material such as data, images, music, formulae, websites and computer programs.

Aiding another student to plagiarise is also a violation of the Plagiarism Policy and may invoke a penalty.

For further information on the University policy on plagiarism, please refer to the Policy on Student Academic Integrity at the following link -


The University has established a software plagiarism detection system called Turnitin. When you submit assessment items please be aware that for the purpose of assessing any assessment item the University may:

- Reproduce this assessment item and provide a copy to another member of the University; and/or
- Communicate a copy of this assessment item to a plagiarism checking service (which may then retain a copy of the item on its database for the purpose of future plagiarism checking).
- Submit the assessment item to other forms of plagiarism checking

Written Assessment Items

Students may be required to provide written assessment items in electronic form as well as hard copy.

Extension of Time for Assessment Items, Deferred Assessment and Special Consideration for Assessment Items or Formal Written Examinations

Students are required to submit assessment items by the due date, as advised in the Course Outline, unless the Course Coordinator approves an extension of time for submission of the item. University policy is that an assessment item submitted after the due date, without an approved extension, will be penalised.

Any student:

1. who is applying for an extension of time for submission of an assessment item on the basis of medical, compassionate, hardship/trauma or unavoidable commitment; or
2. whose attendance at or performance in an assessment item or formal written examination has been or will be affected by medical, compassionate, hardship/trauma or unavoidable commitment;

must report the circumstances, with supporting documentation, to the appropriate officer on the prescribed form.
Please go to the Policy and the on-line form for further information, particularly for information on the options available to you, at:


Online Tutorial Registration:
Students are required to enrol in the Lecture and a specific Tutorial time for this course via the Online Registration system:
β http://studinfo1.newcastle.edu.au/rego/stud_choose_login.cfm
Registrations close at the end of week 2 of semester.

Studentmail and Blackboard: www.blackboard.newcastle.edu.au/
This course uses Blackboard and studentmail to contact students, so you are advised to keep your email accounts within the quota to ensure you receive essential messages. To receive an expedited response to queries, post questions on the Blackboard discussion forum if there is one, or if emailing staff directly use the course code in the subject line of your email. Students are advised to check their studentmail and the course Blackboard site on a weekly basis.

Written Assignment Presentation and Submission Details
Students are required to submit assessment items by the due date. Late assignments will be subject to the penalties described below.

Hard copy submission:
β Type your assignments: All work must be typewritten in 11 or 12 point black font. Leave a wide margin for marker’s comments, use 1.5 or double spacing, and include page numbers.
β Word length: The word limit of all assessment items should be strictly followed – 10% above or below is acceptable, otherwise penalties may apply.
β Proof read your work because spelling, grammatical and referencing mistakes will be penalised.
β Staple the pages of your assignment together (do not use pins or paper clips).
β University coversheet: All assignments must be submitted with the University coversheet: www.newcastle.edu.au/policy/academic/general/assess_coversheet.pdf
β Assignments are to be deposited in the relevant discipline assignment box:
  o Callaghan students: School of Humanities and Social Science Office, Level 1, McMullin Building, MC127
  o Ourimbah students: Room H01.43
β Do not fax or email assignments: Only hard copies of assignments will be considered for assessment. Inability to physically submit a hard copy of an assignment by the deadline due to other commitments or distance from campus is an unacceptable excuse. Assignments mailed to Schools are accepted from the date posted.
β Keep a copy of all assignments: All assignments are date-stamped upon receipt. However, it is the student’s responsibility to produce a copy of their work if the assignment goes astray after submission. Students are advised to keep updated back-ups in hard copy and on disk.

Online copy submission to Turnitin
In addition to hard copy submission, students are required to submit an electronic version of the following assignments to Turnitin via the course Blackboard website:
Assessment Item 1
Assessment Item 2
Prior to final submission, all students have the opportunity to submit one draft of their assignment to Turnitin to self-check their referencing.

Assignments will not be marked until both hard copy and online versions have been submitted. Marks may be deducted for late submission of either version.

**Penalties for Late Assignments**
Assignments submitted after the due date, without an approved extension of time will be penalised by the **reduction of 5% of the possible maximum mark** for the assessment item for each day or part day that the item is late. Weekends count as one day in determining the penalty. Assessment items submitted **more than ten days** after the due date will be awarded **zero marks**.

**Special Consideration/Extension of Time Applications**
Students wishing to apply for Special Consideration or Extension of Time should obtain the appropriate form from the Student HUBS.

**No Assignment Re-submission**
Students who have failed an assignment are not permitted to revise and resubmit it in this course. However, students are always welcome to contact their Tutor, Lecturer or Course Coordinator to make a consultation time to receive individual feedback on their assignments.

**Remarks**
Students can request to have their work re-marked by the Course Coordinator or Discipline Convenor (or their delegate); three outcomes are possible: the same grade, a lower grade, or a higher grade being awarded. Students may also appeal against their final result for a course. Please consult the University policy at:


**Return of Assignments**
Where possible, assignments will be marked within 3 weeks and returned to students in class. At the end of semester, students can collect assignments from the Student HUBS during office hours.

**Preferred Referencing Style**
In this course, it is recommended that you use the Harvard in-text referencing system (similar to the APA system) for referencing sources of information used in assignments. Inadequate or incorrect reference to the work of others may be viewed as plagiarism and result in reduced marks or failure.

An in-text citation names the author of the source, gives the date of publication, and for a direct quote includes a page number, in parentheses. At the end of the paper, a list of references provides publication information about the source; the list is alphabetised by authors' last names (or by titles for works without authors). Further information on referencing and general study skills can be obtained from:


**Student Representatives**
We are very interested in your feedback and suggestions for improvement. Student Representatives are the channel of communication between students and the School Board. Contact details of Student Representatives can be found on the School website.

**Student Communication**
Students should discuss any course related matters with their Tutor, Lecturer, or Course Coordinator in the first instance and then the relevant Discipline or Program Convenor. If this proves unsatisfactory, they should then contact the Head of School if required. Contact details can be found on the School website.
Essential Online Information for Students
Information on Class and Exam Timetables, Tutorial Online Registration, Learning Support, Campus Maps, Careers information, Counselling, the Health Service and a range of free Student Support Services can be found at:

STUDENT NOTES