



## UNIT OUTLINE

### Introduction to Tourism

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<b>UNIT CODE AND TITLE</b>	<b>JT501 Introduction to Tourism</b>
<b>AUTHORS</b>	<b>Dr Ian D. Clark and Ms Mary Hollick</b>
<b>SCHOOL</b>	<b>School of Business</b>
<b>COURSE</b>	<b>All undergraduate courses</b>
<b>PRE-REQUISITE(S)</b>	<b>Nil</b>
<b>CO-REQUISITE(S)</b>	<b>Nil</b>
<b>DURATION</b>	<b>One teaching period</b>
<b>CREDIT POINTS</b>	<b>15</b>

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### OBJECTIVES

This unit is designed to enable students to:

#### **Knowledge**

- Gain an understanding of tourism, and have some knowledge of its many definitions, and recognize the various approaches available to the academic study of tourism.
- Appreciate the history, nature, scope and significance of tourism, and the composition of the tourism industry.
- Acquire practical knowledge of tourism and the industry through case studies and tutorial exercises.
- Identify the main statistical data sources available for the analysis of tourism activity.
- Acquire in-depth knowledge of a sector of the Australian tourism industry through an industry study.

## Skills

- Use appropriate techniques to collect, analyse, evaluate and present information and data.
  - Develop self-organization skills such as time management and goal setting.
  - Assist in the development of competencies such as clear expression of ideas and information; working with others; solving problems; and the use of appropriate technology.
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- Contribute to the ability to present written information according to academic standards.

## Attitudes and Values

- Appreciate that the tourism industry is influenced by social, economic, political, cultural, and environmental considerations.
- Develop a desire to be an active learner, one who reads, reflects, discusses, writes, and makes linkages.
- See learning as a life-long process.
- Appreciate the need to have a holistic understanding of tourism to ensure tourism phenomena are sustainable.

## CONTENT

- **What is Tourism?** Considers the nature of tourism phenomena, definitions of tourism and tourists; tourism as an industry; tourism as a system; the relationship between tourism, recreation, and leisure; and the different approaches to the study of tourism.
- **How is tourism measured?** Assesses the rationale for measuring tourism activity; methods of quantifying and classifying activity; and overviews international and domestic tourism patterns or flows.
- **What determines tourism flows?** Focuses on 'demand' for tourism, economic factors influencing this demand; the supply of tourism products and services; categorisation of tourism supply components, matching supply and demand.
- **How is tourism structured?** An examination of the various components of the tourism industry, especially destinations and tourism products (such as attractions, sites, and events) and major industry sectors including travel, accommodation and hospitality, and tourism organizations.
- **How may we explain tourist behaviour?** Focuses on demand for tourism, economic factors influencing this demand, and theories of tourist motivation and behaviour.
- **Is tourism sustainable?** An overview of the importance of sustainable tourism in the context of an examination of the economic, social, cultural, and environmental impacts of tourism. The role of tourism marketing to ensure sustainability will be examined.
- **How important is destination development and planning?** An examination of the importance of destination development that integrates the earlier focus on impacts, markets, destinations, products, and sustainability. Particular emphasis is given to the concept of destination life cycles.

## LEARNING TASKS AND ASSESSMENT

Learning Tasks	Assessment	Weighting
Revision, reading, analysis, class discussion, problem solving	Tutorial Paper and presentation	10-30%
Research and analysis, drafting and writing	Report	30-50%
Revising unit materials, making notes, problem solving	Examination	30-50%

## METHODOLOGY

A combination of lectures, tutorials, workshops, seminars, private and group study time and self-directed learning.

## REFERENCES

- Buhalis, D. 2003, *eTourism Information Technology for Strategic Tourism Management*, Prentice Hall, Harlow.
- Franklin, A. 2003, *Tourism: an introduction*, Sage, London.
- Hall, CM. 2003, *Introduction to Tourism: dimensions and issues*, Hospitality Press, Frenchs Forest, NSW [Fourth edition].
- Horner, S. & Swarbrooke, J. 2004, *International Cases in Tourism Management*, Elsevier Butterworth Heinemann, Oxford.
- McIntosh, RW, Goeldner, CR, & Ritchie, JRB. 2003, *Tourism: Principles, Practices, Philosophies*, John Wiley and Sons, New York [Ninth edition].
- Page, SJ. 2003, *Tourism Management Managing for Change*, Butterworth Heinemann, Oxford.
- Weaver, D. 2006, *Sustainable Tourism*, Elsevier Butterworth Heinemann, Oxford.
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