



## UNIT OUTLINE

### Tourism Impacts and Strategies

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<b>UNIT CODE &amp; TITLE</b>	<b>JT603 Tourism Impacts and Strategies</b>
<b>AUTHOR</b>	<b>Dr Ian D. Clark</b>
<b>SCHOOL</b>	<b>School of Business</b>
<b>COURSE</b>	<b>All Undergraduate Courses</b>
<b>PREREQUISITE(S)</b>	<b>JT501 Introduction to Tourism</b>
<b>COREQUISITE(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

- Acquire in-depth knowledge of the economic, social, cultural, heritage and environmental impacts and issues in the development of tourism.
- Gain an understanding of the principles and importance of sustainable development as applied to tourism.
- Identify appropriate visitor management strategies to optimise the positive impacts of tourism and meet the needs of visitors.
- Develop an understanding of the importance of taking a holistic approach to the study of tourism.

##### Skills

- Use appropriate techniques to collect analyse and evaluate ideas and information with reference to specific topic areas.
- Demonstrate a capacity to plan, organise and self-manage their time and the tasks to be completed.
- Enhance research, problem-solving and communication skills.
- Apply acquired theoretical knowledge of the topic area to practical problems and cases.
- Demonstrate competencies in presentation, the ability to debate issues and critically evaluate other viewpoints.
- Work effectively in a team environment.

### **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**

**Economic issues and impacts:** Role of tourism in economic development; positive and negative effects of tourism on the economy.

**Social and cultural issues and impacts:** Nature of community and cultural heritage values; positive and negative effects of tourism on the community, heritage and culture.

**Environmental issues and impacts:** Examination of natural heritage values; principles of ecologically sustainable development; positive and negative effects of tourism on the environment.

**Visitor and resource management strategies:** Economic enhancement measures; education and interpretation techniques; the principles of visitor management applied to the built heritage and the natural environment.

### **LEARNING TASKS AND ASSESSMENT**

<b>Learning Tasks</b>	<b>Assessment</b>	<b>Weighting</b>
<b>Revision, reading, analysis, class discussion, problem solving</b>	<b>Tutorial presentation</b>	<b>10-20%</b>
<b>Research and analysis, drafting writing</b>	<b>Essays</b>	<b>30-60%</b>
<b>Revising unit materials, making problem solving</b>	<b>Examination</b>	<b>30-50%</b>

### **METHODOLOGY**

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

## REFERENCES

- Evans, N., Campbell, D., & Stonehouse, G. (2003) *Strategic Management for Travel and Tourism*, Oxford: Butterworth Heinemann.
- Glaesser, D. (2003) *Crisis Management in the Tourism Industry*, Amsterdam: Butterworth-Heinemann.
- Harris, R., Griffin, T., & Williams, P (eds) (2002) *Sustainable Tourism: A Global Perspective*, Oxford: Butterworth-Heinemann.
- Jeffries, D. (2001) *Governments and Tourism*. Woburn: Butterworth & Heinemann.
- Kelly, I. & Nankervis, T., (2001) *Visitor Destinations*, Melbourne: John Wiley & Sons.
- Mason, P. (2003) *Tourism Impacts, Planning and Management*, Butterworth Heinemann, Amsterdam
- Nielson, C. (2001) *Tourism and the Media*, Frenchs Forest: Hospitality Press.
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- Sharpley, R. & Telfer, DJ. (eds) (2002) *Tourism and Development: concepts and Issues*, Clevedon: Channel View Publications.
- Smith, MK. (2003) *Issues in Cultural Tourism Studies*, London: Routledge.
- Theobald, WF (ed.) (2001) *Global Tourism*, Oxford: Butterworth Heinemann.
- Weaver, D. (2006), *Sustainable Tourism*, Elsevier Butterworth Heinemann, Oxford.