SERV9999
Tourism and Event Management:
Sustaining the Attraction of Australia

UNSW Study Abroad
Summer School 2013
21 June - 26 July
## Contents

### COURSE SYLLABUS
- Course Aims & Objectives 4
- Student Learning Outcomes 4
- Textbook 4
- Assessment 5
- Plagiarism 6

### STAFF
- Course Convener 7
- Course Teaching Staff 7
- Study Abroad Conveners 8

### ACCOMMODATION
- Darwin 9
- Melbourne 9
- Sydney 9
- Gold Coast 9
- Cairns 9

### CLASSROOM ALLOCATIONS
- Darwin 10
- Sydney (UNSW) 10
- Cairns 10

### TEACHING PROGRAM
- Darwin and Kakadu 11
- Melbourne 12
- Sydney 12
- Gold Coast 14
- Cairns 14

### ASSIGNMENTS
- Assessment Task 1 15
- Design an Event Plan for the Kakadu Region 15
- Assignment Task 2 16
- The Rocks Field Trip Report 16
- Assessment Task 3 17
- Final Exam 17

### UNSW Campus Map

### READING KIT
COURSE SYLLABUS

Tourism and Event Management: Sustaining the Attraction of Australia

Course Code: SERV 9999

Tourism is the world’s largest industry and its biggest employer. From small beginnings a mere 20 years ago, tourism is now Australia’s largest revenue earner and, according to independent research (Tourism NSW 2005), is America’s most desirable destination. In Australia, tourism contributes over 11% of export earnings making it larger in export terms than any agricultural or mining export commodity, by far the largest service industry, larger than any single manufacturing export and about half the size of manufacturing exports in aggregate.

Australia has been described as the world’s greatest tourist playground offering the most exciting and diverse range of experiences imaginable. Students participating in the program will visit Australia’s most stunning natural, cultural and man-made attractions. The program will not only provide students with a uniquely engaging and enriching way of learning how Australia has implemented best practice in tourism and event management, but also will present the marketing and management techniques that have been used to create such impressive growth. Students will also experience the interesting behind-the-scenes operations necessary for orchestrating the great Southern Land.

This five-week program uses a combination of lectures, industry case studies, workshops, guest speakers, field trips and travel to fascinating tourist and event environments, to enable students to see how, in a range of real-life industry applications, theory meets practice.

The program commences in Darwin, the so-called ‘top-end’ of Australia. Here classes will be focused on the tourism system and event management, complemented by visits to local attractions such the Museum and Art Gallery of the Northern Territory, as well as an unforgettable three-day camping expedition into Kakadu, Australia’s largest World Heritage-listed national park. Students will experience spectacular scenery of vibrant wetlands, beautiful waterfalls, incredible birdlife, and even the reptiles and saltwater crocodiles that made one of our Australian movies famous. The area also boasts the longest continuous surviving human culture and rock art in the world.

From Darwin, students will journey to Melbourne, Australia’s second largest city and ‘the sporting and cultural capital of Australia’. Here students will visit tourist location Philip Island and features such as the Exhibition/Convention Centre and Rod Laver Arena. They may also visit the recently developed tourist sites Federation Square and South Bank and will develop an understanding of the attraction of Australian cities on which to base latter comparisons.

The program then travels to Sydney for two weeks. Described by the American Travel and Leisure Magazine as the “best city in the world”, Sydney has something exciting for everyone – golden beaches, the famous Sydney Harbour Bridge, multicultural restaurants, sport, markets, art galleries, theatre, shopping, sailing, history, world-class entertainment, parks, museums, movie studios and much more –
all set around a magnificent harbour and an Opera House which has been declared “the building of the 20th Century” by the Guggenheim Institute. Field trips to attractions with access to senior management will complement our studies and ensure that the behind-the-scenes experience is continued, for example, to the Sydney Aquarium. A visit to Olympic Park will focus on the infrastructure and management skills responsible for the 2000 Sydney Olympics receiving Juan Antonio Samaranch’s (President, IOC) praise as “the best ever Olympic Games”.

The next stop is the **Gold Coast**, the ‘theme park capital of Australia’ where students will visit Dreamworld, one of the Gold Coast’s many educational and entertaining theme parks and Palazzo Versace. The program will conclude in **Cairns** where students will notice a direct change from man-made to the natural attractions of tropical North Queensland, including the World Heritage-listed Great Barrier Reef. Cairns provides students with a relaxing atmosphere and it is where they will undertake their final examination. There will also be time at the end of the academic program for students to relax and enjoy such activities as white-water rafting, skydiving, scuba diving, snorkeling or touring in the Daintree rainforest.

This course is an introductory level tourism and event management course that does not require prior knowledge and understanding of tertiary level tourism and event management.
Course Aims & Objectives

The learning experiences provided in this course are designed to:

• Define the scope of tourism and events and key tourism and events concepts;
• Help students to recognise the multi-dimensional nature of tourism and the challenges associated with coordinating and managing tourism demand at the operational and destination level;
• Understand the role of the public and private sectors in tourism development, marketing and management;
• Understand the nature of the events industry and event management;
• Understand the role of an events strategy in destination development;
• Identify tourist motivations and behaviour as well as the factors that influence tourist satisfaction at a destination;
• Describe the nature of tourist attractions and factors critical to their success;
• Identify the role and importance of tourism within the context of the Australian urban and rural environments;
• Identify future opportunities and barriers to achieving sustainable tourism development in Australia.

Student Learning Outcomes

By the end of this course you should be able to:

1. Demonstrate an understanding of the key concepts and principles of tourism management and event management.
2. Describe the key elements of the whole tourism system, how they influence tourism demand and the role events play as a driver of tourism.
3. Understand the event planning process and develop an event plan for a specific destination region.
4. Develop problem solving competencies in the area of tourism management by answering questions related to site visits, tourism case studies and class discussion activities.
5. Identify the principles of sustainable tourism development and their implications for destination management.
6. Undertake primary survey research to better understand the motivations and behaviour of tourists and tourism businesses.
7. Present your work more confidently, in both oral (in-class presentations) and written format (report writing, journal entries).

Textbook

The following textbook will be provided to students on arrival in Sydney, Australia and lent for the duration of the program.


Required readings from CDROM Event Project Management System will be made available online at https://sites.google.com/site/unswevents2013
Assessment

Event Plan for Kakadu National Park  45%
The Rocks - Field Trip Report  25%
Final Exam  30%

As this is a course of the University of New South Wales, assessments will be marked in accordance with the Australian marking scheme:

- Fail  <50%
- Pass  50-64%
- Credit  65-74%
- Distinction  75-84%
- High Distinction  85-100%

The course mark will be translated to the equivalent North American level when your transcript is forwarded from UNSW to your institution. Like any other Australian university course, students who do not participate in essential activities (field trips, assessments and exam) will fail, as will those who do not perform at university standard. An overall mark of 50% or better is required to pass this course.
**Plagiarism**

Plagiarism is the presentation of the thoughts or work of another as one’s own.* Examples include:

- direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person’s assignment without appropriate acknowledgement;
- paraphrasing another person’s work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and,
- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism.

Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms.

The Learning Centre website is the central University online resource for staff and student information on plagiarism and academic honesty. It can be located at:

www.lc.unsw.edu.au/plagiarism

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:

- correct referencing practices;
- paraphrasing, summarising, essay writing, and time management;
- appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre.

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle
† Adapted with kind permission from the University of Melbourne.
STAFF

Course Convener

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Australian School of Business
The University of New South Wales
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Email: p.patterson@unsw.edu.au

Course Teaching Staff

Dr Tracey Firth
School of Tourism and Hospitality Management
Southern Cross University
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Dr Tracey Firth is currently a lecturer in the School of Tourism and Hospitality Management at Southern Cross University. Tracey has a Bachelor of Business in Tourism with Honours and a Doctorate of Philosophy in Business Strategy from Southern Cross University. She has worked in hotel management for the Sydney Renaissance Hotel, has been a part owner and operator of an a la carte restaurant and a research consultant for several small and large tourism firms. Tracey taught at UNSW in the School of Marketing from 2002 to 2011, before returning to Southern Cross University. Her research interests lie in tourism impacts, sustainable tourism, cultural-heritage tourism, destination marketing and tourist behaviour.

Mr. William O’Toole
Manager of EPMS Pty Ltd
Lecturer, Undergraduate and Postgraduate
Event Management
School of Marketing
The University of New South Wales
Email: events@epms.net Ph: +61 418 419 322

William O’Toole is an international events development specialist. He assists councils, cities, regions, countries and companies to grow their events portfolio and write their strategies. He wrote the events development strategy for the Supreme Commission for Tourism in the Kingdom of Saudi Arabia and currently advises on the development of their tourism events program in the thirteen provinces. Bill trains and assists the United Nations event organisers in places such as Sudan and Uganda. He is founding director of the Event Management Body of Knowledge (EMBOK) and key advisor to the Event Management International Competency Standard (EMICS). From Dubai to Wheeling WV, he trains event teams in the application of project and risk management to their events. Bill has been involved in events innovation, creation, operations, management and strategy in over 30 countries.
**Study Abroad Conveners**

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Clare Mander  
Program Coordinator  
UNSW Study Abroad  
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Mobile: 0415 033 101  
Email: c.mander@unsw.edu.au

Fax: +61 2 9385 1265

**Contacting Students**

At any time during the program students can be reached by mail at the following address:

Student's Name  
c/o UNSW June-July Summer School  
UNSW Study Abroad Office  
Level 16, Mathews Building  
The University of New South Wales  
Sydney, NSW 2052  
AUSTRALIA

*Messages can also be left for students using the contact details above for Nick, Tom or Clare.*

*Hotel/hostel contact details appear in the Course Itinerary section of this pack. They are however, subject to change.*
ACCOMMODATION

Darwin

Melaleuca on Mitchell
52 Mitchell St
Darwin, NT 0800
Phone: +61 8 8941 7800
Fax: +61 8 8941 7900
21 June - 1 July

Melbourne

Nomads Melbourne Backpacker Hostel
198 A’Beckett St
Melbourne, VIC 3000
Phone: +61 3 9328 4383
Fax: +61 3 9328 4863
1 July – 4 July

Sydney

Baxter College
The Kensington Colleges
University of New South Wales
Sydney, NSW 2052
Phone: +61 2 9385 4346
Fax: +61 2 9385 4557
4 July - 18 July

Gold Coast

Islander Resort Hotel
6 Beach Road
Surfers Paradise, QLD 4217
Phone: +61 7 5538 8000
Fax: +61 7 5592 2762
18 July - 20 July

Cairns

Rydges Esplanade Resort
Corner The Esplanade & Kerwin Street
Cairns, Queensland 4870
Phone: +61 7 4044 9000
Fax: +61 7 4044 9001
20 July - 26 July
CLASSROOM ALLOCATIONS

Darwin

Week 1
(22 June)
Mirambeena Room
Travelodge Mirambeena Resort

(23 June)
Theatrette
Northern Territory Museum

(24 June and 28-29 June)
Bul Bul Room
Travelodge Mirambeena Resort

Week 2
(30 June)
Theatrette
Northern Territory Museum

Sydney (UNSW)

Week 2, 3 and 4
(5 July – 17 July)
Webster Building – Room 251
University of New South Wales

Cairns

Week 5
(19 July - 22 July)
Joseph Banks Ballroom
Rydges Esplanade Resort
## TEACHING PROGRAM

### Darwin and Kakadu

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friday 21 June</strong></td>
<td>1.10pm</td>
<td>Arrive Darwin Met at Darwin International Airport by UNSW Summer School staff and transfer to accommodation</td>
</tr>
<tr>
<td></td>
<td>6.45pm</td>
<td>Assemble in Melaleuca car park</td>
</tr>
<tr>
<td></td>
<td>7.00pm - 9.00pm</td>
<td>Mirambeena Room, Travelodge Mirambeena Resort Orientation and introduction of academic staff</td>
</tr>
<tr>
<td></td>
<td>4.30pm - 6.00pm</td>
<td>Welcome Reception</td>
</tr>
<tr>
<td></td>
<td>12.00pm - 1.00pm</td>
<td>Free time to explore the Northern Territory Museum and Art Gallery</td>
</tr>
<tr>
<td></td>
<td>4.00pm</td>
<td>Assemble in Melaleuca car park</td>
</tr>
<tr>
<td></td>
<td>Evening</td>
<td>Mindil Beach Markets</td>
</tr>
<tr>
<td><strong>Friday 28 June</strong></td>
<td>1.00pm - 4.00pm</td>
<td>Bul Bul Room, Travelodge Mirambeena Resort (William O'Toole) Lecture: The Event Concept and Feasibility Reading: EPMS CDROM &gt; Project Management Process, Initiation and Feasibility</td>
</tr>
<tr>
<td><strong>Saturday 29 June</strong></td>
<td>9.00am - 12.00pm</td>
<td>Bul Bul Room, Travelodge Mirambeena Resort (William O'Toole) Lecture: Events Marketing</td>
</tr>
</tbody>
</table>
### Melbourne

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
</table>
| Sunday 30 June| 9.00am - 12.00pm | Lecture: Event Project Management  
Theatrette, Northern Territory Museum (William O'Toole)  
Reading: EPMS CDROM > Project Management Process |
| Monday 1 July  | 11.00am    | Assemble in Melaleuca reception for departure                              |
|               | 1.20pm     | Depart Darwin on Qantas Flight 839 to Melbourne                           |

### Sydney

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
</table>
| Thursday 4 July| 10.25am   | Arrive Sydney and settle into accommodation  
Baxter College  
The Kensington Colleges  
University of New South Wales  
Sydney, NSW 2052  
Phone: +61 2 9385 4346 |
|               | 3.00pm     | Campus Tour including Student ID’s. Collect textbook.                     |
| Friday 5 July  | 9.00am - 12.00pm | Robert Webster Building, Room 251 (William O'Toole)  
Lecture: Event Risk Management  
Reading: EPMS CDROM > Event Risk Management |
<p>| Saturday 6 July | Free Days |
| Sunday 7 July  | Free Days  |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location and Event Details</th>
</tr>
</thead>
</table>
| **Monday 8 July** | 9.00am - 12.00pm | *Robert Webster Building, Room 251 (William O'Toole)*  
Lecture: Event Logistics  
Reading: EPMS CDROM > Site Venue |
| **Tuesday 9 July** | 9.00am - 12.00pm | *Robert Webster Building, Room 251 (William O'Toole)*  
Lecture: Event Staging  
Reading: EPMS CDROM > Intro to Events > Staging |
|               | 1.00pm     | *Assemble at Baxter College for departure by bus*  
**Field Trip: ANZ Stadium Tour** |
| **Wednesday 10 July** | 9.00am - 12.00pm | *Robert Webster Building, Room 251 (William O'Toole)*  
Lecture: City of Sydney Events Strategy |
| **Thursday 11 July** | 9.00am - 12.00pm | *Robert Webster Building, Room 251 (Barbara Almond)*  
Lecture: Urban tourism – An introduction to tourism in Sydney  
**Field Trip: The Rocks (Historic Area of Sydney)** |
| **Friday 12 July** | 9.00am - 12.00pm | *Robert Webster Building, Room 251 (Barbara Almond)*  
Lecture: Rural tourism in Australia  
Reading: Hall (2003) Chapter 12: Special Interest Tourism in Rural and Peripheral areas |
| **Saturday 13 July – Sunday 14 July** |  | Free Days |
| **Monday 15 July** | 9.00am - 12.00pm | *Robert Webster Building, Room 251 (Tracey Firth)*  
Lecture: The tourist attraction system  
**Assemble at Baxter College for departure by bus (Tracey Firth)**  
**Field Trip: Sydney Aquarium** |
| **Tuesday 16 July** | 9.00am - 12.00pm | *Robert Webster Building, Room 251 (Tracey Firth)*  
Lecture: Destination marketing – Brand Australia  
| **Wednesday 17 July** | 9.00am - 12.00pm | *Robert Webster Building, Room 251 (Tracey Firth)*  
Lecture: The future of Tourism  
**The Rocks Field Trip Report Due**  
Reading – Hall (2003) Chapter 14: The future direction of tourism |
| **Thursday 18 July** | 5.15am     | *Assemble at Baxter College for departure*  
7.10am  
Depart Sydney on Qantas Flight 860 to Coolangatta |
### Gold Coast

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday 18 July</td>
<td>8.35am</td>
<td>Arrive Coolangatta</td>
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<tr>
<td></td>
<td></td>
<td>Transfer to Surfers Paradise on the Gold Coast</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Islander Resort Hotel</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6 Beach Road</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Surfers Paradise, QLD 4217</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone: +61 7 5538 8000</td>
</tr>
<tr>
<td></td>
<td>2.00pm</td>
<td>Assemble in Islander Resort Hotel foyer for departure</td>
</tr>
<tr>
<td></td>
<td>2.30pm - 4.00pm</td>
<td>Field Trip: Palazzo Versace (Tom Kuffer)</td>
</tr>
<tr>
<td>Friday 19 July</td>
<td>9.00am - 3.00pm</td>
<td>Field Trip: Dreamworld – Gold Coast theme park (Tracey Firth)</td>
</tr>
<tr>
<td></td>
<td>10.15am</td>
<td>Presentation – Dreamworld as a tourist destination and target market</td>
</tr>
<tr>
<td></td>
<td>PM</td>
<td>Course review / exam preparation (Tracey Firth)</td>
</tr>
<tr>
<td>Saturday 20 July</td>
<td>5.45am</td>
<td>Assemble in Islander Resort Hotel foyer for departure</td>
</tr>
<tr>
<td></td>
<td>8.00am</td>
<td>Depart Coolangatta on Qantas Flight 5066 to Cairns</td>
</tr>
</tbody>
</table>

### Cairns

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Saturday 20 July</td>
<td>10.30am</td>
<td>Arrive Cairns and settle into accommodation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rydges Esplanade Resort</td>
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<tr>
<td></td>
<td></td>
<td>Corner The Esplanade &amp; Kerwin Street</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cairns, Queensland 4870</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phone: +61 7 4044 9000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fax: +61 7 4044 9001</td>
</tr>
<tr>
<td></td>
<td>6.30pm - 8.30pm</td>
<td>Joseph Banks Ballroom, Rydges Esplanade Resort</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Activities information and sign up</td>
</tr>
<tr>
<td>Sunday 21 July</td>
<td>9.45am</td>
<td>Meet in the Rydges Esplanade foyer</td>
</tr>
<tr>
<td></td>
<td>10.00am - 1.00pm</td>
<td>Field Trip: Kuranda, Atherton Tableland</td>
</tr>
<tr>
<td>Monday 22 July</td>
<td>9.00am - 11.00am</td>
<td>Joseph Banks Ballroom, Rydges Esplanade Resort</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Final Exam</td>
</tr>
<tr>
<td></td>
<td></td>
<td>End of academic program</td>
</tr>
<tr>
<td>Wednesday 23 July</td>
<td>7.00pm - 9.00pm</td>
<td>End of Program Dinner at Rydges Tradewinds</td>
</tr>
<tr>
<td>Thursday 25 July</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday 26 July</td>
<td>4.00am</td>
<td>Assemble in Rydges foyer for departure</td>
</tr>
<tr>
<td></td>
<td>6.45am</td>
<td>Depart Cairns on Qantas Flight 5953 to Sydney</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(from Cairns International Airport) (ETA 9.35am)</td>
</tr>
<tr>
<td></td>
<td>1.05pm</td>
<td>Depart Sydney on QF 15 for Los Angeles (ETA 9.45am 26 July)</td>
</tr>
</tbody>
</table>
ASSIGNMENTS

Assessment Task 1 (45%)
Design an Event Plan for the Kakadu Region (Due 10 July)

The assignment task:
To deliver an event plan for the Kakadu Region. You will work in a group of four. The groups will be randomly chosen to create the project team. The team will be responsible for the allocation of the four event plan sections to each of its members.

The assignment format:
The event plan will be in the format of an excel spreadsheet. The template will be given to the teams at the beginning of the lectures.

The event plan should have the following five sections:

**Event Concept:** this contains the theme, program and objectives of the event and how it fits in with the constraints of the Kakadu region, promotes tourism and meets the tourism objectives of the Northern Territory Government. All members of the group should contribute to this section.

**Marketing plan:** using the tools and techniques discussed in class as well as your own research, this is the marketing plan for the event. This will be completed by one member with another team member as a consultant.

**Project plan:** this describes the planning schedule, stakeholder management, resources and other aspects of an event project plan discussed in class. This will be completed by one member with another team member as a consultant.

**Risk Management plan:** this uses the International Standard in Risk Management (ISO31000) to describe and analyse the risks in involved in the proposed event. This will be completed by one member with another team member as a consultant.

**Staging/operation plan:** this contains the staging elements of the proposed event including a site map. This will be completed by one member with another team member as a consultant.

**Individual Marks:** There will be a general team mark making up 25% of the mark. The individual components will contribute 75% to the student’s mark.
Assignment Task 2 (25%)
The Rocks Field Trip Report (Due in class 17 July)

Underlying principle of the Assignment
Central to tourism is tourist behaviour and experience: why people travel, what their needs are, and how they respond to the experiences they encounter during the journey. These experiences are mostly created by commercial enterprises. Yet we must understand the tourist before we can start to think about tourism marketing. Observation of tourists and exposure to tourism activities helps us better appreciate what tourism is all about.

Learning method
The assignment can be done in pairs. In your pair you are to undertake the activities listed below and produce one 1500-word written report on the information gathered.

Objectives of the trip
• To experience and consider certain aspects of tourism and tourism businesses
• To gain an appreciation of how organisations view their product, customers, and their marketing activities
• To talk to tourists and learn from them
• To consider certain impacts – economic, social, and physical – of tourism

Learning outcomes
By the end of this activity, you should:
• better understand the inter-relatedness of organisations in the tourism industry
• appreciate the motivations and expectations of tourists
• understand how some businesses view their customers

Why the Rocks?
• The Rocks is one of Australia’s leading attractions: 60% of all international visitors to Sydney visit the Rocks (exceeded only by the Opera House (80%) and Darling Harbour (70%).
• The Rocks precinct contains an enormous variety of tourism-related businesses, organisations and activities.

Activities
• Undertake the following activities. They should take no longer than 3 hours in the location.
• Prepare a written report. You are free to decide the length and structure of the report yourself but it should not exceed 1500 words.
• You should read and consider all the questions before commencing your research. All questions must be answered.

1. As you walk around the Rocks precinct, list as many different types of businesses as possible that earn significant revenue from tourists. (Hint: Listing every type of retail shop is a waste of time; listing different types of transportation is not.) Classify the businesses under the relevant sector category headings (5 Marks).

2. Speak to three different businesses for which tourists are a main part of their business (look for interesting organisations, not just gift or coffee shops). Introduce yourselves as tourism students of the University of NSW doing research into tourism marketing. Find out the following information: (15 Marks)

Page 16  Tourism and Event Management: Sustaining the Attraction of Australia
• The category of tourists that use/visit their establishment (domestic/international, from what countries?)
• What tourists want to experience/enjoy about their product or service
• What kind of sales & marketing activities they undertake (advertising, market research, promotion to the travel trade [e.g., travel agents, tour operators, wholesalers, inbound operators])
• % of their overall business is derived from tourists

3. Interview three separate tourists (pick couples). Introduce yourself in the similar way to Activity Two. Find out the following information: (15 Marks)
• Where are they from?
• Why they chose Sydney (if domestic tourist) or why Australia and why Sydney (if international visitor)?
• Did they arrange their own trip, did they buy a package tour or how did they get here?
• What were their expectations before coming to Sydney/Australia?
• Were their expectations met?
• Have they enjoyed their time in Sydney/ Australia?
• Have they had any disappointments?

4. Why do you think tourists visit this area? What do they want? Do you think their needs are being satisfied? Why? (10 Marks)

5. List positive and negative examples of how tourism has impacted on the Rocks in the following ways: economic, physical, and social. (15 Marks)

6. Do you feel that the Rocks could be called a sustainable tourism destination (why or why not?) (10 Marks)

7. What have you learned from the Field Trip? (5 Marks)

Assessment Task 3 (30%)

Final Exam (Monday 22 July)

The final assessment item will be a 2-hour final exam to be held on Monday 22 July. The exam will require you to write 2 essays. The exam will be a closed book exam and no notes can be taken into the examination room. The topics covered in the exam will be revealed closer to the exam date.
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