

TOU211 – THE TOURISM INDUSTRY [Tourism Geographies]

2015 Course Outline

Dr Bradley Rink
Department of Geography and Environmental Studies
University of the Western Cape
Office: 148 Old Arts
Email: brink@uwc.ac.za

COURSE OVERVIEW & LEARNING OUTCOMES:

This course serves as an introduction to the study of tourism as an academic discipline framed by the concepts, orientations, and venues of geography and accompanying fields of geographical knowledge.

At the end of this module, students will be able to:

- Describe the key geographical concepts that influence tourism studies
- Apply geographical theory and knowledge to tourism studies
- Articulate the role of the tourist, mobility and destinations in tourism studies
- Compare the range of potential impacts of tourism on a variety of scales

Main Content

- Approaches to tourism geographies: space, place, people and environment
- Regional geographies and scale in tourism geographies
- Mobilities and tourism
- Measuring, analysing and understanding the impacts of tourism: economic, social, environmental

PROGRAMME:

There is one scheduled lecture period and one tutorial session per week. You will be assigned to a particular tutorial session that fits in with your lecture timetable. *There is no prescribed textbook for this course. It is therefore important that students attend all lectures, take detailed notes, attend and complete all set work in Tutorials, and read all assigned readings.* Selections from a variety of academic and industry sources will be prescribed according to the timetable and will be made available on iKamva. The list of reading materials is at the end of this document.

Weekly Timetable

Lectures: Thursday 08:30-09:30, Venue: C3

Tutorials: (Group 1) Tuesday 08:30-09:30, Venue: C3
(Group 2) Wednesday 13:10-14:10, Venue D3

Attendance at the Tutorials is **compulsory**. Tutorial attendance and assessment not only supports your understanding of course content; It also counts towards your class mark.

METHODS OF EVALUATION:

The following table provides all the dates and important information regarding the evaluation of TOU211. It is important that this be referred to regularly. Please note that the semester mark constitutes 50% of your final mark. That is comprised of two class tests, tutorial work, and a class assignment. The remaining 50% of your final mark comes from the exam.

| Evaluation | | Date | Contribution to final assessment | Venue |
|------------------|---------|----------------------------------|----------------------------------|-----------------|
| Class Test 1 | Written | Thurs 5 March in class time | 35 % of semester mark | To be announced |
| Class Test 2 | Written | Thurs 23 April in class time | 35 % of semester mark | To be announced |
| Class Assignment | Written | Thurs 26 March by start of class | 15 % of semester mark | To be announced |
| Tutorial work | Written | Per timetable | 15% of semester mark | Per timetable |
| | | | | |
| Examination | Written | | 50% of final mark | |

You must write BOTH class tests.

If you are forced to miss one of the tests due to illness you must produce a valid original or certified doctor's certificate (within 48 hours after the evaluation). You will then be given an opportunity to write a sick test. Lack of a medical certificate and absence from a test, will result in your getting zero for that test.

You must attend ALL tutorials, and submit all assessed work.

TUTOR AND LECTURER CONSULTATIONS:

Your tutors are available to answer questions you might have and you may consult the lecturer outside of class, but only during consultation hours as below and posted on my office door:

Student consultation hours:
Room 148 Old Arts
Monday, Tuesday, Thursday 11:00-12:00
 or by special arrangement

DETAILED TIMETABLE:

| WEEK/DATE | ACTIVITY (Venue) | TOPIC | READING or ASSESSMENT |
|---|--|--|------------------------------------|
| Week 1: Introduction | | | |
| 5 February | Lecture 1 (C3) No Tuts this week | Introduction to the study of tourism as an academic discipline | None |
| Week 2: Conceptualising Tourism | | | |
| 12 February | Lecture 2 (C3) | Conceptualising tourism ; UNWTO definition of terms; Global tourism patterns and trends | UNWTO (2014); Che (2010) |
| | Tut Group 1 (A3) | | |
| | Tut Group 2 (A4) | | |
| Week 3: The Tourist | | | |
| 19 February | Lecture 3 (C3) No Tuts this week | The tourist : The subject of tourism; Tourist and life-cycle analysis | |
| Week 4: Mobility | | | |
| 26 February | Lecture 4 (C3) | Mobility : the enabler of tourism; How, when and where tourist mobilities happen | Hannam & Butler (2012) |
| | Tut Group 1 (A3) | Mobilities and the tourism industry | |
| | Tut Group 2 (A4) | Mobilities and the tourism industry | |
| Week 5 | | | |
| 5 March | CLASS TEST 1 No Tuts this week | Test covering material from weeks 1-4 | Class Test 1 |
| Week 6: The Destination | | | |
| 12 March | Lecture 5 (C3) | Destination : the object of tourism; the tourist area life cycle | Keyser (2009) pp.125-143. |
| | Tut Group 1 (A3) | Modeling destinations | |
| | Tut Group 2 (A4) | Modeling destinations | |
| Week 7: The Tourism Industry | | | |
| 19 March | Lecture 6 No Tuts this week | The tourism industry : What makes the 'industry'?; Tourism and the service sector | Keyser (2009) pp. 195-201 |
| Week 8: The Tourism Industry | | | |
| 26 March | Lecture 7 (C3) | Destination marketing : Market position and competitiveness; Defining and assessing demand; Shaping 'destination space' | Assignment Due |
| | Tut Group 1 (A3) | Unfolding the tourist map | |
| | Tut Group 2 (A4) | Unfolding the tourist map | |
| 30 March – 6 April BREAK | | | |
| Week 9: Tourism Impacts & Responses | | | |
| 9 April | Lecture 8 No Tuts this week | The impacts of tourism : Economic, social, environmental | Keyser (2009) pp. 345-369; 377-399 |
| Week 10: Tourism Impacts & Responses | | | |
| 16 April | Lecture 9 | Responsible tourism : Sustainable, eco-, pro-poor & community-based tourism | Spenceley et al (2002) |
| | Tut Group 1 (A3) | Revision of material for test | |
| | Tut Group 2 (A4) | Revision of material for test | |
| Week 11 | | | |
| 23 April | Class Test 2 No Tuts this week | Test covering material from weeks 5-10 | Class Test 2 |
| Week 12: The Future of Tourism | | | |
| 30 April | Lecture 10 (C3) | Future challenges : Tourism and climate change | Lomine (2008) |
| | Tut Group 1 (A3) | The sustainability of the tourism industry | |
| | Tut Group 2 (A4) | The sustainability of the tourism industry | |
| Week 13: Revision | | | |
| 7 May | Lecture 11 | Revision - No Tuts this week | |

REQUIRED READINGS:

Che, D. (2010). Tourism. In *Encyclopedia of geography*. Thousand Oaks, CA: Sage Publications. Available from: <http://search.credoreference.com.ezproxy.uwc.ac.za/content/entry/sagegeography/tourism/0>

Hannam, K., & Butler, G. (2012). Engaging the new mobilities paradigm in contemporary African tourism research. *Africa Insight*, 42(2): 127-135.

Keyser, H. (2009). *Developing tourism in Southern Africa: Towards competitive destinations*. Cape Town: Oxford University Press. [Selected material]

Lomine, L. (2008). Tourism. In *Encyclopedia of global warming and climate change*. Thousand Oaks, CA: Sage Publications. Available from: <http://search.credoreference.com.ezproxy.uwc.ac.za/content/entry/sagegwcc/tourism/0>

Spenceley, A., Relly, P., Keyser, H., Warneant, P., McKenzie, M., Mataboge, A., Norton, P., Mahlangu, S., & Seif, J. (2002). *Responsible Tourism Manual for South Africa*, Department of Environmental Affairs and Tourism, July 2002.

Yeoman, I., Brass, D., McMahon-Beattie, U. (2007) Current issue in tourism: The authentic tourist. *Tourism Management*, 28(4):1128-1138. <http://dx.doi.org/10.1016/j.tourman.2006.09.012>.

ADDITIONAL READINGS & RESOURCES:

Bennet, J.A. (ed) (2000). *Managing tourism services: A South African perspective*. Pretoria: Van Schaik.

City of Cape Town. (2015). *Responsible Tourism Cape Town* website. Available from: <http://responsiblecapetown.co.za/>

Department of Environmental Affairs & Tourism. (2003). *Responsible Tourism Handbook*. Available from: https://www.capetown.gov.za/en/tourism/Documents/Responsible%20Tourism/Tourism_RT_Responsibl e_Tourism_Handbook.pdf

George, R. (2008). *Marketing tourism in Southern Africa*. Cape Town: Oxford University Press.

Nicholls, S. (2008) Climate change. [Online]. In *The encyclopedia of tourism and recreation in marine environments*. Oxford, United Kingdom: CABI. Available from: http://search.credoreference.com/content/entry/cabitrme/climate_change/0

Rogerson, C.M. (2004) Urban tourism and small tourism enterprise development in Johannesburg: The case of township tourism. *GeoJournal*, 60(3): 249-257.

Spenceley, A. (2010). *Responsible tourism: Critical issues for conservation and development*. London: Earthscan.

Waskey, A. (2007). Tourism. In *Encyclopedia of environment and society*. Thousand Oaks, CA: Sage Publications. Available from: <http://search.credoreference.com.ezproxy.uwc.ac.za/content/entry/sageenvsoc/tourism/0>