The University of New South Wales
School of Aviation

AVIA5030 – The Geography and Economics of Aviation and Tourism

Course Outline

Course Staff

The lecturer in charge is Tay Koo of the School of Aviation. Tay can be contacted via e-mail at t.koo@unsw.edu.au

About the Author

Tay Koo
BSc (geography), BCom (honours in economics), PhD (School of Aviation, UNSW)
Lecturer, School of Aviation (UNSW) since 2010
Tay studied geography and economics concurrently. Trained in Science and Commerce, his research involves applications of microeconomic and geographic approaches to the understanding of spatiality of aviation and its impact. He publishes internationally in the area of transport geography, air transport management, tourism management and applied economics. Tay has research grants from the industry, Australian government and cooperative research centres to conduct research in the aviation-tourism nexus. Recently, Tay has been collaborating with safety scientists and human factors experts at UNSW Aviation on research investigating how aviation safety information affects traveller behaviour.

Course Information

Background and aims

Tourism includes a wide range of travel purposes such as business, leisure, pilgrimage, special events, and more, while air transport is a key travel mode through which these travels are realised. Although the inter-relations of aviation and tourism seem obvious, aviation and tourism research and education have evolved in relative isolation from one another.

This course aims to fill this gap by assisting students develop a broad understanding of the two inter-related sectors, so that students from both aviation and tourism sectors can take a coherent view of their research, analysis, management, community and policy impacts. Through tourism, the impact of aviation can be better understood. Regardless of the industry sector with which students are involved, the course aims to provide a balanced and flexible approach to management and policy issues that increasingly demand the joint understanding of aviation and tourism industries.

The course emphasises conceptual underpinnings and methodological approaches than procedural knowledge. Economics and geography are the key fields of knowledge that are well situated to develop an understanding of the aviation-tourism

nexus. Consequently, this course draws from the knowledge bases of both research fields. The analytical rigour of economics provides the basis for answering questions about the nature and degree of tourism-aviation interactions. In particular, it enables quantitatively precise estimates of these relationships. Geographic perspectives help us appreciate and gain understanding of the international and intra-national variation of these interactions.

The course also aims to aid the development of students' proficiency in understanding context specific aviation and tourism issues through case studies. The course draws from a range of case studies carefully selected to ensure global representations, while appreciating the importance of local contexts. The pedagogy involves substantial degree of reading of academic journals as well as general media sources. In Units 6-7, some statistics and formal economic models are introduced. Although no prior knowledge in these areas are assumed, it is the aim of the author to introduce sufficient variety of materials to suit the interests and needs of students from a variety of background.

This course is intended to be positioned alongside related courses in the MSc. Tech. program such as Airport Economics and Policy and Quantitative Analysis for Aviation Research. Those completing Research Project in this domain may also find this course useful. By completing this course it is expected that students will develop an understanding of aviation and tourism as a coherent whole based on key principles in economics and geography.

Learning Outcomes

On completion of this course students should be able to:

- Explain the nature of aviation-tourism relations
- Demonstrate an understanding of analytical tools and concepts used to quantify and evaluate the relationship between aviation and tourism, and discuss the advantages and limitations of these techniques
- Describe and explain the main features of air transport and tourism demand, supply and market structure
- Discuss the differential regulatory and policy contexts in which aviation and tourism sectors have evolved
- Appraise and critically evaluate main arguments predicting aviation and tourism futures in relation to climate change and renewable energy
- Consider key aviation and tourism challenges in varying geographic context such as in developing countries and remote regions, and discuss how and why these variations occur.
- Illustrate the challenges associated with route development, and develop an appreciation of strategies available to overcome these challenges

Location

This course runs for the duration of Semester 2 2016.

The course is delivered via distance education. Course materials are supplied online.

Learning and Teaching Philosophy

Several different methods are used in the course to assist in achieving student learning outcomes. Readings, exercises and self-review questions are provided to assist students to appreciate and evaluate varying perspectives, and to provide a logical structure for the topics and concepts introduced in the course. While majority of the materials in the course are qualitative in nature, some quantitative topics are also introduced. In the latter, rather than mastering the analytical technique, it is expected that students appreciate the appropriate way of interpreting quantitative analysis. A supportive environment is provided but there is an expectation that students will take responsibility for their own learning and also learn co-operatively with their peers.

Internet

Online content and study materials can be accessed via UNSW Moodle

Assessment

At all times assessment is intended to form a component of the learning process and assignments are designed to encourage students to demonstrate their understanding through the application of concepts to real-world problems. Thus, where applicable, assignments will be assessed on the basis of how students apply subject material to gaining new insight in different contexts. Written comments will accompany return assignments and should provide useful feedback. The examination will provide students and faculties with feedback about student comprehension of the subject content.

Criteria for Assessment

Unless otherwise specified, the following criteria will be applied in assessing your written work:

- Evidence of understanding of concepts, theories and ideas developed in the subject;
- Ability to apply these concepts to new and original situations;
- Degree to which arguments are clear and logical, and claims and statements are substantiated through research and appropriate citations
- Evidence of research and reading beyond core texts and lecture notes
- Capacity to structure an exercise or assignment logically and limit it to the length required;

- Degree to which the material submitted for assessment addresses the specified or negotiated assignment requirements.

Course Content (subject to minor changes)

Unit 1	Nature of aviation-tourism interaction
Unit 2	Aviation-tourism demand perspective
Unit 3	Aviation-tourism supply perspective
Unit 4	Aviation policy and tourism
Unit 5	Economic geography of aviation and tourism
Unit 6	Quantifying the aviation-tourism relations
Unit 7	Assessing the tourism impact of aviation
Unit 8	Aviation-tourism: a sustainability perspective I
Unit 9	Aviation-tourism: a sustainability perspective II
Unit 10	Fossil fuel, climate change and aviation-based tourism
Unit 11	Aviation tourism in newly industrialising and remote regions
Unit 12	Tourism, airports and route development

Academic Honesty and Plagiarism

The MScTech (Aviation) Postgraduate Program requires compliance with the UNSW Policy on Academic Honesty and Plagiarism

Students are referred to the University's rules on academic conduct, which are contained within the *Student Handbook*. Put simply, plagiarism is intellectual dishonesty and the theft of other people's work. Consequences for students caught plagiarising or stealing the work of others can include failure of the course or even exclusion from the University.

Plagiarism is the presentation of the thoughts or work of another as one's own[1]. 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;

[1] Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle.

- 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 of work contributed to a group assessment item that is greater than that actually contributed.[2]

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 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:

https://student.unsw.edu.au/plagiarism

Open Book Examinations and Plagiarism

Open book examinations are examinations which allow students to refer to notes/texts/etc to assist in preparing answers. They allow students, in effect, to research answers during examinations. Students in open book examinations are, however, expected to submit their own work as answers to examination questions. Students in open book examinations who merely copy portions of notes/texts into their answers rather than submitting their own work are plagiarising or stealing the copied material and will receive no marks for such answers and, in addition, will be subject to the University sanctions for plagiarism.

[2] Adapted with kind permission from the University of Melbourne.

Internet

Of increasing importance and relevance in studying is of course the Internet. On line legal systems allow you to research source material such as legislation and judgments (both reported and unreported). Search facilities allow instant access to quality information not previously possible. National and State tourism organisations (Tourism Australia, Tourism Queensland, Tourism NZ, etc.), Department of Resources, Energy and Tourism, Bureau of Infrastructure and Transport all have excellent web sites.

Please ensure you fully cite any web references you use in your assignments and the date on which you referenced the material.

As a final comment, it is most important with any research but in particularly with online research, that the reference source be verified and checked to ascertain its accuracy and authenticity. Obviously the official websites of governments, educational institutions, agencies and reputable organisations are usually the best and most reliable source of information but most references still need to be checked for currency. It is also common practice to state the date of viewing or referencing of online information sources.

Textbooks

This course does not have a required textbook.

Texts that may be of assistance are extracted in the various sections to each unit. You may find that some of these publications are also useful references in areas other than the extracted sections. Most publications used in this course are sourced from books and journal articles. The latter can be accessed via UNSW Library database.

Report/essay Writing

Report and essay writing standards and requirements are very varied in the University environment and within industry and Government. It is not expected that students will be perfect in this area. The standards for referencing etc are not important as long as you do use quotes where appropriate and acknowledge other's ideas. It is expected that students exert effort into correct referencing when necessary.

Continual Course Improvement

Periodically, student evaluative feedback on the course is gathered, using among other means, UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback. Significant changes to the course will be communicated to subsequent cohorts of students taking the course

Teaching Strategies

The Master of Science and Technology in Aviation and its associated programs, the Graduate Certificate in Aviation Management and the Graduate Diploma in Aviation Management, are offered through distance education and have been specifically designed for students who are unable to attend weekly sessions at the university. The MScTech in Aviation is targeted towards professionals and managers who work in aviation related environments. This course is also suitable for professionals and managers who work in tourism related environments associated with aviation.

Administrative Matters

Students should be familiar with the information contained in https://my.unsw.edu.au regarding expectation of students, enrolment, fees and other policies that affect you. Also students must be familiar with the information provided in the Postgraduate Aviation Student Guide. This essential document can be obtained from the School of Aviation and is available on UNSW Blackboard. Please contact Jamie Lim aviam@unsw.edu.au for any administrative enquiries.

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