



**Council of Australian  
Secondary Teachers  
- SA Chapter**

**ABN 90 669 488 282**

## **Newsletter**

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**CASTT –SA  
Contact details**

### **President**

Susan Melhuish  
Glenunga International  
High School  
susan.melhuish@gih.s.sa.edu.au  
Phone-0424-022-795

### **Membership /Treasurer**

Margaret Simpson  
Urrbrae Education Centre  
margaret.simpson@urrbrae.sa.edu.au

### **Newsletter Items**

Liz Aziz  
Valley View Secondary School  
eaziz@senet.com.au  
elizabeth.aziz@valleyview.sa.edu.au

# **NEWSLETTER**

## **CASTT-SA**

A vital initiative for Tourism, Hospitality and Career pathway teachers linking teachers with each other, with tertiary and government bodies, and with tourism and hospitality industry representatives.

### **President's Column**

Have you heard that about this industry news?

The South Australian Tourism Plan 2007-14 which was shown to delegates at the Conference Day held at the Majestic Roof Garden Hotel, Adelaide identifies a strategy that called for the formation of an industry body with strength to lead the way in developing closer links collaboration for tourism industry development.

Formed in February this year, the South Australian Tourism Industry Council (SATIC) is South Australia's new, peak body for tourism. SATIC is an independent, not-for-profit, membership based organisation which aims to represent members' interests, and ensuring that its members have a strong, representative voice.

The group was created through amalgamation of the SA Tourism Alliance with the SA Tourism Accreditation Board. SATIC aims to make sure the tourism industry receives the recognition required from governments, business and the community to enable continued growth, performance and profitability within the tourism industry.

This year, SATIC is responsible for the Tourism Awards and the Australian Tourism Accreditation Program. For more information and useful tourism resources go to [www.satic.com.au](http://www.satic.com.au).

CASTT is a member of the SATIC and the Executive group are currently engaged in preparing a submission for this year's SATIC Tourism Awards to be held in November.

The CASTT website is now being hosted through MOODLE- a learning management system designed to enhance and support classroom teaching of tourism and hospitality. Updated information will be loaded during August – September and you are encouraged to regularly check the website for CASTT information to teachers.

Newsletters will be posted on the CASTT website for members to source.

Many of the SACE Learning Area meetings are being held during Term 3-4.

All teachers are encouraged to attend workshops in their Learning Areas.

Subject outlines are available on the SACE Board website. Check the SACE Board website for workshop and Course outline details: [www.saceboard.sa.edu.au](http://www.saceboard.sa.edu.au).

In this newsletter, find tips to help students through their investigative process.

*Susan Melhuish CASTT President*

*Are your students still struggling for an investigative issue?*



Perhaps they might like to analyse the current advertising by Tourism Australia and the markets they are targeting. Both **My Australia**, advertising personal journeys brought to you by Tourism Australia, (with inserts in a range of magazines and newspapers during June) and Australia.com provide a wealth of ideas. Students may be interested in evaluating the planning and implementation of an event such as the Barossa Gourmet Weekend; or finding out whether the stargazing with astronomers in the Northern Flinders Ranges been a successful tourism project.

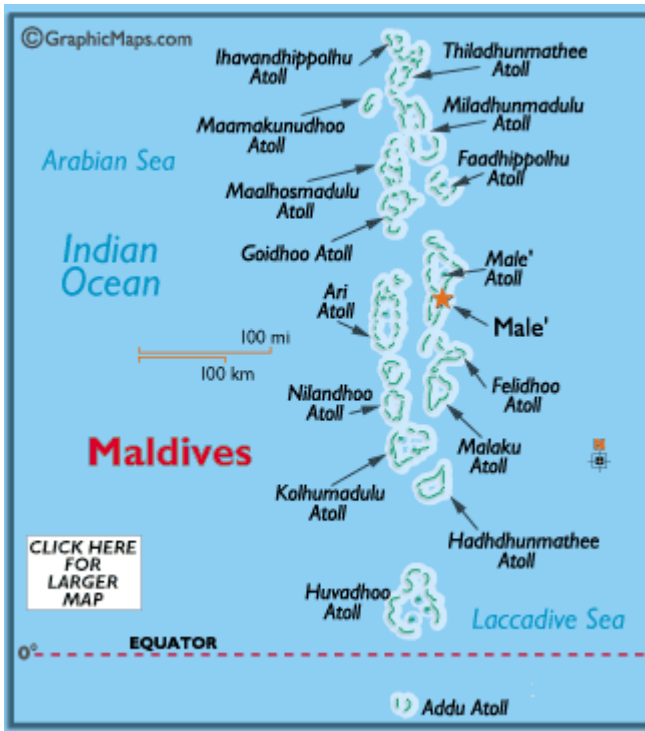
Just a reminder that [South Australia http://www.southaustralia.com/](http://www.southaustralia.com/) has general information regarding South Australia which could be particularly relevant for secondary students studying tourism or web page design.

### *Tourism and Health*

Did you know that rabies kills 50,000 people worldwide every year. In September 2008 four people died from rabies infection in Bali. Consequently the US issued travel warnings for this region. To protect the tourist industry and in response to the threat, mass vaccinations of dogs is being carried out in the Denpasar and Bundung districts. Unlike the other Muslim areas of Indonesia where dogs are considered 'unclean', here the significant Hindu population keep dogs as pets. As well there is also a significant stray population., Rabies is not only spread from animal to animal (or to a person) via biting but can also be spread through skin contact with infected saliva. Anyone planning to stay longer than a month in any part of Indonesia should consider getting a rabies vaccination. While dogs are the main culprits in Bali, in the US bats are implicated in more than 80% of the cases. This is because bat bites often go unnoticed in the dark or if the victim is sleeping. Tourists in national parks and similar vegetated areas need to take adequate precautions.

### *GFC Impact*

The Maldives described in the 14<sup>th</sup> Century as "One of the Wonders of the World," today with the highest GDP per capita in South Asia is facing serious problems. Heavily reliant on tourism income, the GFC has dealt a serious blow to the financial stability of this region. Not only does the tourist income not "trickle down," and the youth appear to be in the 'middle of a drug epidemic' but this



holiday paradise faces an environmental time bomb as its fragile coastline could be submerged in less than 20 years. Coral bleaching, coastal erosion and rising sea levels threaten the very existence

of this tourist haven. Some bungalows on the resort islands have had to be abandoned because of repeating flooding while the adjacent beach, no longer protected by a coral reef, has disappeared.

In an attempt to address this problem the government proposes setting aside funds from the tourist industry and combining these with foreign aid to purchase 'new territory' for the islanders. Understandably this proposal is neither popular with the islanders nor some richer nations.

### *Problems besetting the cruise ship industry*



Rosie Myers (**Australian and New Zealand Maritime Law Journal**) identified several factors which potentially could have a serious impact on the viability of tourism in the Cruise Industry. Some of these factors are outlined below.

A significant issue is whether the ship's crew should be their own police officers.

*'As many local and international laws, regulations and agreements govern maritime conduct, the result is a complex matrix of jurisdictional conflict that combines to muddy the waters when it comes to regulating conduct or investigating maritime crime.'*

When issues relating to crimes at sea arise, the lack of a police presence or police power has the potential to cause considerable unease for most passengers. There is firstly the problem of reaching the ship at sea, collecting evidence which may be contaminated by the time the police arrive. Also staff and witnesses may be reluctant to be involved, especially if this would subsequently require additional travel to give evidence in another country. There may also be a of to whom or how to

report crimes while on a cruise. Obviously a conflict of interest emerges if the travelling public becomes aware of crimes on cruise ships. The financial implications of adverse publicity could be serious for any company, consequently the ship's captain and security forces could be less likely to investigate or report these, while passengers fearing subsequent involvement in 'foreign' legal processes may be less than helpful in any on-going enquiry.

Cruise ships operating in Australia come under individual state and territory legislation provided these do no conflict with Australian federal law.

The states and territories have independent control of the investigation and enforcement of laws that they have enacted, using the local police force and other security agencies.

However, due to the nature of the Commonwealth Legislation there is often a need for cooperation between the various state and federal agencies. Between 1998 and 2001, all Australian States and Territories, (except the ACT) introduced uniform legislation through the *Crimes at Sea Acts*. These Acts determine the jurisdiction of crimes committed at sea aboard vessels within two hundred nautical miles of the Australian coast.

*(If there is a conflict between state and federal court procedures defendants in the federal court cannot be convicted by a majority verdict.)*



Crime at sea is not the greatest danger to passengers. Other dangers which they may face include fires at sea and adverse weather conditions which could pose very significant threats to passenger safety. As well, recent publicity given to piracy (or terrorism attacks) indicates that these may not be isolated events. Ships have limited medical services available onboard to cope with medical emergencies let alone a terrorist or pirate attacks. Indeed the recent outbreak of infectious disease such as noroviruses and gastrointestinal bugs aboard cruise ships, which have infected hundreds of passengers and crew at the same time have raised the level of concern over disease outbreaks. The heightened publicity

of the quarantine of entire cruise ships with the outbreak of swine flu has increased public awareness of cruise ships' vulnerability. This episode has highlighted the difficulties of those trapped on board following the outbreak of a notifiable disease and the response of the travel insurance industry in attempting to limit cover in these instances. (see separate section).

Currently there are regulations requiring ships to have emergency management programs in place, but there is no uniform approach to inspection or enforcement to ensure implementation or maintenance of these programs. It is the nation under which the ship is registered that must ensure these standards. Similarly there are problems with environmental controls.

The International Maritime Organization's (IMO) two most important MARPOL 73/78 Annexes are:

IV – Regulations for the Prevention of Pollution by Sewerage from Ships, and

V – Regulation for the Prevention of Pollution by Garbage.

Unfortunately the regulations for cruise ships comes under the same heading as that for tankers. A cruise ship with 3000 passengers will create an estimated 30,000 gallons of sewage and 11.5 tons of garbage in a day. While a tanker with 30 crew members creates less

of an environmental problem in relation to sewage and garbage. 'The level of enforcement of the regulation of discharge by cruise ships is dependent on the undertaking made by the country the ship is registered under or where the pollution occurs.' Environmentally this is a serious problem.

Travellers concerned with Human Rights abuses may also be interested to know that the ships' crews, generally drawn from poorer countries are often forced to work 14 or more hours per day seven days a week. Many have to rely on tips from passengers to survive as the cost of their travel and accommodation is deducted from their wages.

*'In the event that a worker resigns or is fired they may be required to pay back their travel money by continuing to work onboard without pay, sometimes for several weeks.'*

As international hiring companies are responsible for employing crews another problem emerges in that there is no guarantee that background checks on staff are carried out. Many staff dealing directly with passenger are from poorly educated, low socioeconomic backgrounds and therefore have difficulty communicating with passengers. It is they who are responsible for important areas such as food preparation, cleaning, hygiene and childcare.

'The 2006 *SOLAS (Safety of life at Sea)* amendments relate primarily to the design of passenger vessels. They have been introduced with the aim of ensuring the safety of passengers in the event that damage occurs to the vessel. In particular, the amendments state that where the casualty threshold is exceeded a vessel should be capable of remaining viable for three hours. This is the time considered sufficient to properly evacuate the vessel.

Other changes include:

- that safe areas and the essential systems are to be maintained while a ship proceeds to port after a casualty, which requires redundancy of propulsion and other essential systems;
- the provision of on board safety centres from which safety systems can be controlled, operated and monitored;
- the installation of fixed fire detection and alarm systems, including requirements for fire detectors and manually operated call points, capable of being remotely and individually identified;
- the introduction of fire prevention techniques, including amendments aimed at enhancing the fire safety of atriums, the means of escape in case of fire and ventilation systems; and
- that sufficient time be allowed for orderly evacuation and abandonment, including a requirement for the installation of essential systems that must remain operational in case any one main vertical zone is unserviceable due to fire.

Unfortunately the 'Flag of Convenience' (ships are often registered in a country with limited legislation in relation to safety, labour laws and low if any taxation) has proven to be a popular tool to help protect cruise ships from regulatory scrutiny.

### **Travel Insurance Response to the Swine flu outbreak.**

There are subtle differences in many of these policies. A small sample of responses is shown below. Your students may like to research this issue further.

**Mondial Assistance** or Access America policies sold on or after April 24th will not provide coverage for any claims related directly or indirectly to the outbreak of the flu in Mexico, or any other area as this is considered a known event

**American Express** There will generally not be coverage for cancellation or interruptions due to the outbreak unless the covered person is inflicted with the virus.

**CSA** policies offer coverage if a covered individual, their travelling companions or their family members need to cancel or interrupt their trip due to a covered sickness, injury or death. Covered individuals **may** have coverage for illnesses arising from this event

**International Medical Group** Individuals purchasing plans have coverage for claims resulting from Swine Flu. However, an individual who decides to cancel a trip because he or she is afraid of contracting Swine Flu would not be an eligible expense. Even though this is a known event there is still coverage regardless of when the plan was purchased

**MH Ross** There is coverage for an insured to cancel/interrupt their trip if they (or their family members/travelling companion) become ill with Swine Flu or if they are quarantined due to Swine Flu. In either case, the policy must have been purchased prior to contracting or being quarantined for the flu, and the appropriate medical documentation would need to be submitted to support the sickness and/or quarantine. Medical expenses incurred if an insured requires medical treatment for Swine Flu while on a covered trip are covered.

## Do your students know the difference between smart foods and super foods? Can they analyse the differences in advertising these products?

### Smart foods

These are foods developed through the invention of improved processes using man-made materials or ingredients .

They may

- ✚ have a function, other than that of providing energy and nutrients;
- ✚ \_ perform a particular function never achieved by conventional foods;
- ✚ \_ have had significant investment of intellectual property;
- ✚ \_ have been developed for specialised applications, but some eventually become available for general use.

(<http://www.nutrition.org.uk/upload/SmartFoods.pdf>)

Characteristics

- ✚ novel molecular structures, e.g. modified starches, fat replacers and sweeteners
- ✚ \_ functional foods, e.g. cholesterol - lowering spreads, probiotic yogurts, fortified eggs
- ✚ \_ meat analogues, e.g. textured vegetable protein (TVP), myco-protein and tofu
- ✚ \_ encapsulation technology, e.g. encapsulated flavours in confectionery
- ✚ \_ modern biotechnology, e.g. soya bean, tomato plant, particular enzyme

### Super foods

These are naturally occurring foods with a superior source of essential nutrients, being nutritionally more effective than standard foods and a source of anti-oxidants. Being nutrient packed and calorie sparse these contribute to a more healthy diet, and can be divided into 5 main groups:

1. [Green Superfoods](#)

2. [Bee Superfoods](#)
3. [Seaweed Superfoods](#)
4. [Herb Superfoods](#)
5. [Fruit and Nut Superfoods](#)

Interested check <http://www.foodmatters.tv/webapp/Superfoods>

Your students could research/compare/analyse advertising in relation to these products.

### **Into the Future: A new way to use your cell phone.**

Take your smart phone into the Supermarket, snap the bar code and trace the product! Is this the new future for ensuring food safety? Concerns about fair trade, the environment, as well as safety underpin the drive to track food from the farm to the kitchen. Food scandals such as the baby food and pet food disasters as well as the outbreaks of salmonella and E.coli in some frozen and fresh products mean that consumers are now demanding more reliable product information. Currently manufactures use barcodes or RFID chips to track products.

Today access to the internet and cheap cell phones mean that even the most remote areas can have access to modern technology. Information indicating that the crop has not been grown on cleared rainforest land and/or the date and time of harvest could be readily available. Customers would have the opportunity of calculating the greenhouse gas emissions or carbon footprint from farm to kitchen. For those requiring halal food, TraceTracker's data base (operated by a Norwegian company) can track the exact source of products. Currently the Institute of Food Research in Norwich is experimenting using isotope analysis to check where and how birds were farmed by analysing the corn they were fed and rainfall data where they were raised. This will identify whether these animals were produced in Asia or Europe.

The University of London's case study in tracking Chilean wine is shown below. Farmers have uploaded photos and video to show the labour conditions imposed by the multi-national companies for whom they work.. (Interested see New Scientist 13<sup>th</sup> June 2009. Diagram New Scientist