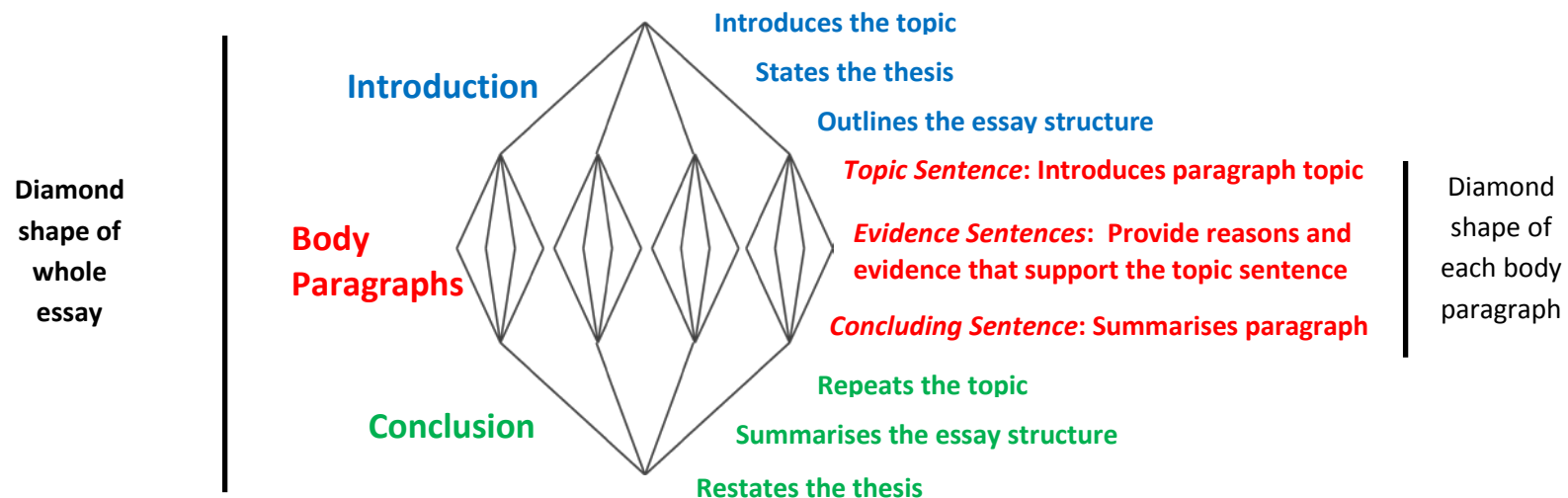


# Writing Structure Overview

Academic writing has a particular structure. This structure can be represented like a diamond. The diamond structure repeats on a small level in paragraphs and assignment tasks and on a larger level in the structure of an essay.



Some assignments are not essays but a set of linked tasks. Specific disciplines require adjustments to this structure to meet their requirements. Some examples of these are nursing care plans, experiments or briefing notes. Nevertheless, each *part* of an assignment *always* requires an introduction body and conclusion. Ask your lecturer or tutor for clear instructions about the overall structure of the assignment.

**Essay Question:** Australia's tourism industry is the third largest in the country in terms of contribution to the Gross Domestic Product (GDP). Much of its success is due to Australia's unique geography. **Analyse the geographical factors that both contribute to and hinder the success of tourism in Australia.**

## The Essay

### Introduction

Introduction of an acronym (RET) to reduce the word count of future in-text citations.

Summary of the structure of the essay – two geographic factors that help the industry and one that hinders tourists from coming.

Australia's tourism industry contributes 3.9% of the country's gross domestic product and Australia has been in the top ten of most desirable places to go on holiday 2000-2004 (Department of Resources, Energy and Tourism (RET), 2009). There are many reasons for this success but two major factors are Australia's distinctive geography, particularly its unusual landforms (Georgiou, 2007) and unique flora and fauna (Zeehan, 2008). However, a complication for the success of Australian tourism is the tyranny of distance and the high costs involved for travelers, particularly those from the Northern hemisphere (Proctor & Thomas, 2004). It will be argued that although logistical concerns warrant consideration, the value of the unique geography and wildlife outweigh the difficulties of Australia's remote location. In this essay the role of these three geographic factors—landscape, wildlife and distance—will be analysed.

First sentence introduces the topic— the success of Australia's tourism industry. This reflects the first sentence of the question which sets the context for the question.

This statement explains how positive aspects of Australia outweigh the negative. This does not just list the factors to be analysed but it produces an overall statement which includes how each factor contributes to the overall thesis.

### First Body Paragraph

Evidence in the second sentence supports the topic sentence.

Evidence in the remaining sentences supports the topic sentence. Evidence must be cited and referenced.

Australia's unique geological and ecological features make it a particularly attractive tourist location. Australia's Tourism Commissioner states that 87% of tourists (2000-2004) cited extraordinary natural phenomena as a significant motivating reason for their visit to Australia (RET, 2009). Favourite destinations included: Uluru, beaches and tropical rainforests. Uluru is the world's largest monolith (RET, 2009). This formation is so rare that the Uluru-Kata Tjuta National Park is one of the few World Heritage properties listed for both its natural and cultural values (Georgiou, 2007, 21). Australia has over 10,000 miles of white sandy beaches, some of the world's best surfing conditions and a climate that allows comfortable swimming throughout the year (RET, 2009). Australia's tropical north offers some of the most pristine wilderness left in the world. For example, The Cape York Peninsula is approximately the size of England, Scotland and Wales (137,000 km<sup>2</sup>), but has only 18,000 residents (Georgiou, 25). Unique geological features and ecology create landforms which are key components of Australia's appeal to tourists.

Topic sentence – includes both the main thesis and the main point of the first paragraph

Overview of the evidence in the paragraph

Concluding sentence sums up the paragraph, developing the topic sentence. Both concluding and topic sentences can provide linking words or phrases to help the ideas flow between paragraphs.

## Second Body Paragraph

Transition phrase to link first and second body paragraphs together.

Evidence supports topic sentence

Mention of geography further links the first and second body paragraphs together

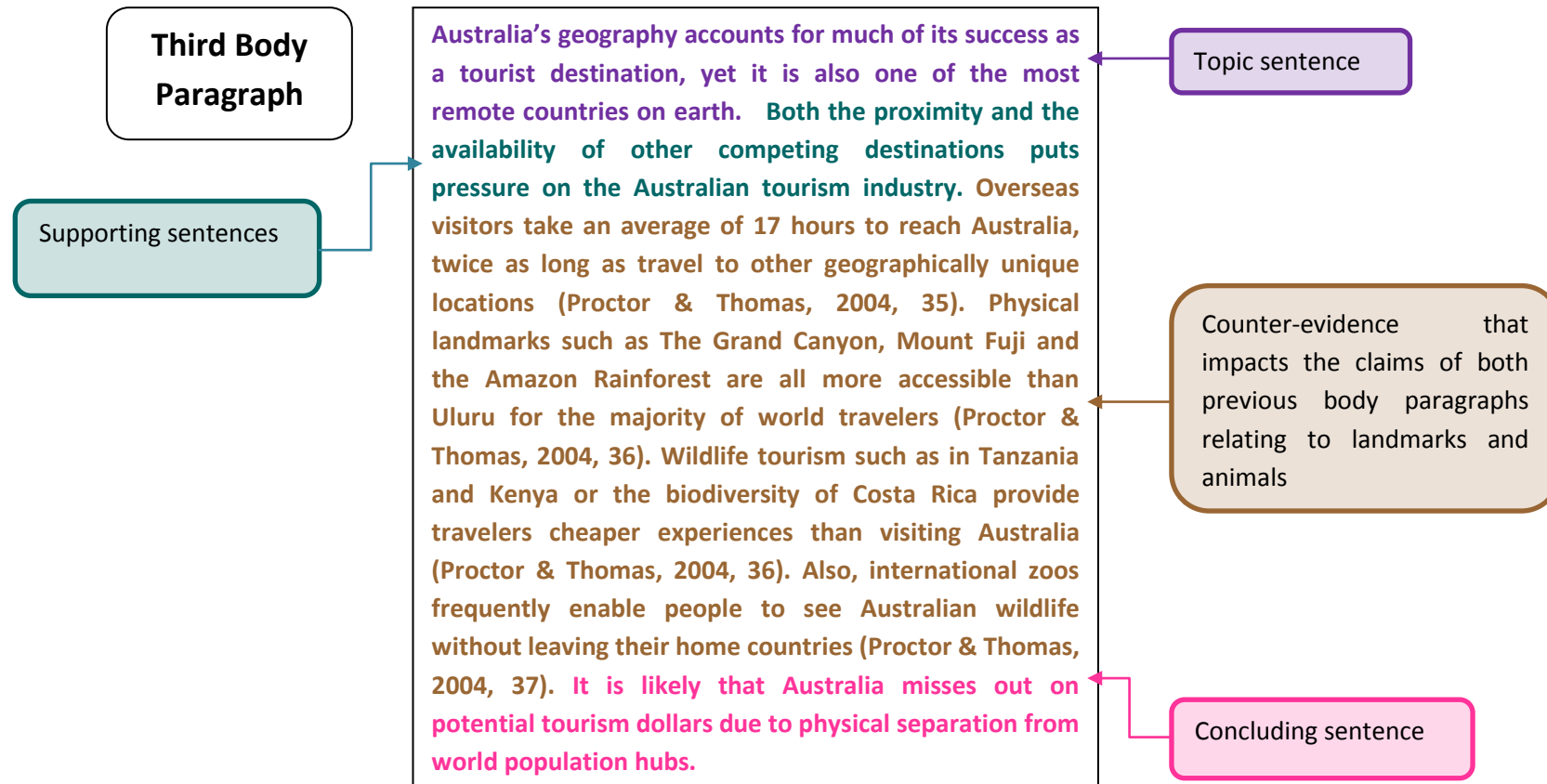
Furthermore, not only landforms but also distinctive plants and animals draw tourists to Australia. Australia is home to one million unique species of flora and fauna, many of which are yet to be described scientifically (RET, 2009). Tourists enjoy Australia's wildlife both in natural settings and wildlife parks. The Great Barrier Reef is the 2<sup>nd</sup> most popular tourist destination in Australia. The reef is the largest coral reef in the world, home to 1,500 unique species of tropical fish, 400 species of coral and numerous species of whales, birds, sharks, sea snakes, marine algae and invertebrates (Georgiou, 2007, 43). Tropical rainforests in far north Queensland and the Northern Territory are home to 2,500 species of higher plants and attract 26% of tourist spending. (Georgiou, 2007, p. 5). Taronga Zoo and Darling Harbour Aquarium are two of the most profitable tourist attractions in Australia (Zeehan, 2008, 51). Finally, a study with Australia Post found postcards featuring Australian animals were sent overseas more frequently than all other postcard types combined (Zeehan, 2008, 52). It is evident on a range of measures that Australia's unique plants and animals, as well as its geography, strongly influence tourist interest in visiting Australia. However, Australia's great distance from countries with affluent populations can be an inhibiting factor for the success of the tourist industry.

Topic sentence links the paragraph topic with the overall thesis.

Supporting sentences can reinforce the topic sentence. Use empirical evidence or rational argument to write more persuasively.

Concluding sentences.

Transition sentence to link the information of the second and third body paragraphs together.



#### Fourth Body Paragraph

Rebuttal against the idea that physical distance seriously impairs Australian tourism. This offers evidence in support of the thesis stated in the introduction.

However, Australia's isolation may not negatively impact tourist numbers as much as first considered. Australia is prized as a destination because visitors experience a multitude of unique geographic features in one visit and within a safe cultural context. Because of the plethora of attractions, tourists spend on average three times as much time as they normally spend visiting a single country—the exception being visits to the USA (RET, 2009, 65). Thus, although Australia may get fewer visitors in total, each visitor invests more in their stay. In addition, tourists often cite remoteness as a positive reason to travel to Australia. A British backpacker claims that he, "came to Perth *because* it was the most isolated city on earth" (Georgiou, 30). Tourists are willing to pay extra to experience a sense of adventure and distance from their normal lives (Georgiou, 30). In addition, Australia's stable political system and reputation for safety offer additional incentives for travelers to spend their vacation dollars here. **Thus, even though Australia appears to present a physical obstacle, they compensate by allocating more of their vacation budget to have a unique experience.**

Topic sentence

Supporting sentence.

Concluding sentence

