



Introduction

Welcome

Welcome to Destination Management course

TOUR 3009 course will provide a great opportunity for you to take an advanced step to develop your strategic thinking and analytical approach towards managing tourist destinations from the international tourism/event industry perspective.

Especially, you will evaluate how differently each destination's tourism industry sectors respond to new market change, innovation strategies, and other emerging issues such as green society, health issues, and different lifestyles. The additional focus of this course will be on the industry's practices in terms of destination products, market development, visitor experience, partnerships, environmental leadership, and crisis and risk management.

Further in-depth understanding of diverse destination strategies applied to the real life settings will help you to expand your capacity to be an effective problem-solver, strategic thinker, and proactive leader in the future.

I hope that your learning experience will be rewarding and inspiring.

Dr Aise Kim

Course Teaching Staff

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* Please refer to your Course homepage for the most up to date list of course teaching staff.

School Contact Details

School of Management

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North Terrace
City West
Adelaide 5000

Website: <http://www.unisabusinessschool.edu.au/management/>

Course Overview

Prerequisite(s)

Individual Compulsory Courses

TOUR 1001 Understanding Travel and Tourism

Prerequisite Comments

Course listed above plus successful completion of 49.5 units of study.

Corequisite(s)

There are no corequisite courses to be completed in conjunction with this course.

Course Objectives

On completion of this course, students should be able to:

CO1. Demonstrate an understanding of current trends and key issues in tourism destination management.

CO2. Analyse the global complexity and diversity of external and internal factors on strategic tourism destination development

CO3. Develop an integrated understanding of emerging management approaches to the tourism industry development

CO4. Critically evaluate different strategies and business practices of the tourism and event industry for achieving sustainability in tourism destinations

CO5. Demonstrate Business School Enterprise Skills in the context of the Tourism and Event Management discipline: i) Problem Solving (advanced level); ii) Ethical Awareness (intermediate level); iii) Written Communication (advanced level); iv) Oral Communication (advanced level); and v) International Perspective (advanced level)

Upon completion of this course, students will have achieved the following combination of Graduate Qualities and Course Objectives:

	Graduate Qualities being assessed through the course						
	GQ1	GQ2	GQ3	GQ4	GQ5	GQ6	GQ7
CO1	•	•	•	•			
CO2	•	•	•	•		•	•
CO3	•		•	•	•	•	•
CO4	•		•	•	•	•	•
CO5			•		•	•	•

Graduate Qualities

A graduate of UniSA:

GQ1. operates effectively with and upon a body of knowledge of sufficient depth to begin professional practice

GQ2. is prepared for life-long learning in pursuit of personal development and excellence in professional practice

GQ3. is an effective problem solver, capable of applying logical, critical, and creative thinking to a range of problems

GQ4. can work both autonomously and collaboratively as a professional

GQ5. is committed to ethical action and social responsibility as a professional and citizen

GQ6. communicates effectively in professional practice and as a member of the community

GQ7. demonstrates international perspectives as a professional and as a citizen

Course Content

Strategic choices and approaches to sustainable destination development, destination positioning, destination competitiveness, visitor experience management, destination product development, special interest tourism, visitor attractions, airline industry, industry partnerships, social responsibility for community development, cultural diversity, environmental management practices, green leadership, industry quality control, and crisis and risk management.

Teaching and Learning Arrangements

Lecture	2 hours x 10 weeks
Preparatory	1 x 1 week
Lecture (Virtual)	2 hours x 10 weeks
Tutorial	1 hour x 10 weeks

Unit Value

4.5 units

Use of recorded material

This course will involve the production of audio and/or video recordings of UniSA students. To protect student privacy, you must not at any time disclose, reproduce or publish these recordings, or related material, in the public domain including online, unless the videoed students give consent for reproduction, disclosure or publication. This requirement is consistent with University statutes, by-laws, policies, rules and guidelines which you agreed to abide by when you signed the Student Enrolment Declaration.

Learning Resources

Textbook(s)

There are no textbooks listed for this course.

Materials to be accessed online

learnonline course site

All course related materials can be accessed through your learn**online** course site which you will be able to access from the my Courses section in myUniSA.

myUniSA

All study related materials can be accessed through: <https://my.unisa.edu.au>

Assessment

Assessment Details

Details of assessment submission and return are listed under each assessment task. Assessment tasks will be returned to you within two to three weeks of submission.

If the Course Coordinator allows submissions in hard copy format, you will be required to attach an Assignment Cover Sheet which is available on the learnonline student help (<https://lo.unisa.edu.au/mod/book/view.php?id=1843&chapterid=567>) and in myUniSA.

Assessment Summary

#	Form of assessment	Length	Duration	Weighting	Due date (Adelaide Time)	Submit via	Objectives being assessed
1	Critical analysis	2000 words	N/A	45%	14 Apr 2019, 11:00 PM	learnonline	CO1, CO2, CO5
2	Report	2500 words	N/A	55%	2 Jun 2019, 11:00 PM	learnonline	CO2, CO3, CO4, CO5

Feedback proformas

The feedback proforma is available on your course site.

Assessments

Critical analysis (Graded)

Assignment 1 Critical analysis consists of two tasks:

- 1) Essay writing - 30% (Individual Assignment)
- 2) Class participation - 15%

Assignment 1 Topic: Critical analysis of destination competitiveness

Students are required to select one particular tourist destination (e.g. a particular city, or rural areas) and ONE major emerging tourism attraction in the selected tourist destination. Please do not select the country as it is a quite broad to cover complex issues.

Students also need to critically analyse key strategic direction for positioning emerging tourism in your chosen destination, compared to other countries/destinations which offer the same/similar tourism attraction.

It is important to demonstrate your understanding and knowledge of five lecture topics from Week 1 to Week 5 including **strategic thinking towards tourism destination management, destination competitiveness, situational analysis, destination positioning, visitor experience, and destination product development.**

Writing Format for Assignment 1 Essay (Individual Assignment)

Students must follow the essay format in this written assignment (see the feedback sheet for more details):

Title page

Introduction – a brief summary of the assignment overview

Discussion

- 2.1. Destination competitiveness & situational analysis (analysing destination competitiveness and the effects of situational/external environment on the growth/development of emerging tourism attraction in the selected tourist destination)
- 2.2. Destination positioning & tourism product analysis
- 2.3. Product diversity & visitor experience analysis
- 2.4. Strategic Directions

(evaluating the benefits and challenging issues in relation to strategic direction of new/emerging tourism attraction development in the selected tourist destination)

Conclusion

References

Students are required to demonstrate their research skills by using at least 6 relevant references (includes 4 relevant refereed journal articles). Students need to paraphrase your writing in their own words (do NOT use the long direct quotes with in-text references). Students will have 20% -30% deducted from their mark if they do not comply with this. The UniSa Harvard referencing system must be used in all assignments - see the University's referencing website for useful guides and resources: www.unisa.edu.au/Referencing.

Appendix: not included in word count, but is worth 10% of the assignment.

Appendices include material that is not essential to the assignment, but support the ideas and information.

Additional notes: The importance of class participation for Assignment 1 (Weeks 1 to 5)

Please note that "Class Participation" is NOT extra work for you as you are normally required to participate in lectures and tutorials. This course aims to enhance your communication skills, entrepreneurial, problem-solving skill sets through your class activities, along with your written assessments.

Lecture and/or tutorial activities are a part of this assignment – 15% of this assignment has been allocated to students demonstrating that they have incorporated the lecture and/or tutorial activities into their learning. Students will be requested to participate in class quiz/activities/presentations. There will be weekly continuous assessment on the quality of your answers to the class questions and engagement levels for the class participation. You will not automatically receive a full mark from just mere class attendance. Students are recommended to provide any evidence of relevant activities in class (both tutorials and lectures) into appendix section (optional).

Report - Case Study (Graded)

Report for "Evaluation of the case study's business practices and strategies"

Weekly Case Study Topic Report

Assignment 2 tasks consist of two tasks:

- (1) Weekly Case Study Report writing – 40% (Individual Assignment)
- (2) Class participation – 15%

Assignment 2 report topic:

Students are required to select specific company example(s) relating to the tourism/airline/hospitality/event industry sectors. Using the case study example(s), students need to evaluate the case study industry's business practices, key strategies used, and recommendations in relation to the select five lecture topics (Topics 6-10).

Writing Format for Assignment 2 Report (Individual Assignment):

This assignment is an analytical report which must use the following format:

Title page (do not use an assignment cover sheet)- student's full name, tutor's name, course, and assignment title

Table of contents with page numbers

Introduction – very brief introduction to the assignment

Brief overview of the case study/specific company example(s):

The number of case study selection can be at least 'ONE' to maximum 'Five' case study examples. You can choose the same company example which can be applied to all lecture topics 6 to 10. Alternatively, you can select different company cases (2 to 5 examples) across the lecture topics 6 to 10.

Weekly Topic Discussion

Lecture topic 6: Linking to destination diversity: place, community and culture

Lecture topic 7: Strategic alliances and Industry partnership

Lecture topic 8: Strategic control for tourism destinations

Lecture topic 9: Green leadership strategies

Lecture topic 10: Crisis and risk management

Conclusion – a brief summary of the most significant points from your analysis.

References - a list of all materials directly referred to in the report (must include 10 relevant refereed journal articles).

Appendices -

This section must include at least your poster - photos of your poster presentation can be copied into this section as an appendix. Alternatively, you can type all the information of your poster into the appendix section. Students may also include evidence of their active participation in class activities.

Additional notes: The importance of class participation (Weeks 6 to 10)

Lecture and/or tutorial activities are a part of this assignment – 15% of this assignment has been allocated to students demonstrating that they have incorporated the lecture and/or tutorial activities into their learning.

There will be weekly continuous assessment on the quality of your answers to the class questions and engagement levels for the class participation. You will not automatically receive a full mark from just mere class attendance. Students are recommended to provide any evidence of relevant activities in class (both tutorials and lectures) into appendix section (optional).

Submission and return of assessment tasks

See above under Assessment details. There will be NO re-submission of the assignments in this course.

Students are recommended to seek further consultation on their assignments with a lecturer/tutor in advance prior to assignment submission.

Exam Arrangements

This course does not have an exam.

Variations to exam arrangements

Variation to exam arrangements does not apply to this course.

Supplementary Assessment

Supplementary assessment or examination offers students an opportunity to gain a supplementary pass (SP) and is available to all students under the following conditions unless supplementary assessment or examination has not been approved for the course:

1. if the student has achieved a final grade between 45-49 per cent (F1) in a course
2. if a student who has successfully completed all of the courses within their program, with the exception of two courses in which they were enrolled in their final study period, a supplementary assessment or examination may be granted where the final grade in either or both of these courses, is less than 45 percent (F1 or F2) and all assessments in the courses were attempted by the student. Supplementary assessment will not be available for a course under investigation for academic integrity until the investigation is completed, and determined that it did not constitute academic misconduct.

More information about supplementary assessment is available in section 7.5 of the Assessment Policy and Procedures Manual.

<http://i.unisa.edu.au/policies-and-procedures/codes/assessment-policies/>

Important information about all assessment

All students must adhere to the University of South Australia's policies about assessment:

<http://i.unisa.edu.au/policies-and-procedures/codes/assessment-policies/>.

Additional assessment requirements

There are no additional assessment requirements identified for this course.

Students with disabilities or medical conditions

Students with disabilities or medical conditions or students who are carers of a person with a disability may be entitled to a variation or modification to standard assessment arrangements. See Section 7 of the Assessment Policy and Procedures Manual (APPM) at: <http://i.unisa.edu.au/policies-and-procedures/codes/assessment-policies/>

Students who require variations or modifications to standard assessment arrangements should make contact with their Course Coordinator as early as possible in order to ensure that appropriate supports can be implemented or arranged in a timely manner.

Students can register for an Access Plan with UniSA Access & Inclusion Service. It is important to make contact early to ensure that appropriate support can be implemented or arranged in a timely manner. See the Disability Hub for more information: <http://www.unisa.edu.au/Disability/Current-students>

Students are advised there is a deadline to finalise Access Plan arrangements for examinations. Further information is available at: http://i.unisa.edu.au/campus-central/Exams_R/Before-the-Exam/Alternative-exam-arrangements/

Deferred Assessment or Examination

Deferred assessment or examination is not available for this course. APPM 7.6.4

Special Consideration

Special consideration is not available for this course. APPM 7.7.4

Variations to assessment tasks

Variation to assessment methods, tasks and timelines may be provided in:

Unexpected or exceptional circumstances, for example bereavement, unexpected illness (details of unexpected or exceptional circumstances for which variation may be considered are discussed in clauses 7.8 - 7.10 of the Assessment Policy and Procedures Manual). Variation to assessment in unexpected or exceptional circumstances should be discussed with your course coordinator as soon as possible.

Special circumstances, for example religious observance grounds, or community services (details of special circumstances for which variation can be considered are discussed in clause 7.11 of the Assessment Policy and Procedures Manual). Variations to assessment in expected circumstances must be requested within the first two weeks of the course (or equivalent for accelerated or intensive teaching).

Students with disabilities or medical conditions please refer to **Students with disabilities or medical conditions**.

Academic Integrity

Academic integrity is the foundation of university life and is fundamental to the reputation of UniSA and its staff and students. Academic integrity means a commitment by all staff and students to act with honesty, trustworthiness, fairness, respect and responsibility in all academic work.

An important part of practising integrity in academic work is showing respect for other people's ideas, and being honest about how they have contributed to your work. This means taking care not to represent the work of others as your own. Using another person's work without proper acknowledgement is considered Academic Misconduct, and the University takes this very seriously.

The University of South Australia expects students to demonstrate the highest standards of academic integrity so that its degrees are earned honestly and are trusted and valued by its students and their employers. To ensure this happens, the University has policies and procedures in place to promote academic integrity and manage academic misconduct. For example, work submitted electronically by students for assessment will be examined for copied and un-referenced text using the text comparison software Turnitin <http://www.turnitin.com>.

More information about academic integrity and what constitutes academic misconduct can be found in Section 9 of the Assessment Policies and Procedures Manual (APPM): <http://i.unisa.edu.au/policies-and-procedures/codes/assessment-policies/>. The Academic Integrity Module explains in more detail how students can work with integrity at the University: <https://lo.unisa.edu.au/mod/book/view.php?id=252142>

Action from previous evaluations

The student feedback for this course will be used to update this course.

Course Calendar

Study Period 2 - 2019

	Weeks	Topic	Assessment Details (Adelaide Time)	Public Holidays
	25 February - 3 March	Pre-teaching: Week 0 Activity Preparation		
1	04 - 10 March	Topic 1: Strategic approaches to destination management		
2	11 - 17 March	Topic 2: Destination competitiveness & Situation Analysis		Adelaide Cup Day 11 Mar 2019
3	18 - 24 March	Topic 3: Destination positioning strategies		
4	25 - 31 March	Topic 4: Tourism Product Development		
5	01 - 7 April	Topic 5: Visitor experience management		
6	08 - 14 April	Topic 6: Developing destination diversity: place, people and culture	Critical analysis due 14 Apr 2019, 11:00 PM	
	15 - 21 April	Mid-break		Good Friday 19 Apr 2019 Easter Saturday 20 Apr 2019
	22 - 28 April	Mid-break		Easter Monday 22 Apr 2019 ANZAC Day 25 Apr 2019
7	29 April - 5 May	Topic 7: Strategic alliances and industry partnerships		
8	06 - 12 May	Topic 8: Strategic control for tourism destinations		
9	13 - 19 May	Topic 9: Green leadership strategies for sustainable tourism destinations		
10	20 - 26 May	Topic 10: Crisis and risk management and challenging issues in tourism destinations		
	27 May - 2 June	Swot-vac	Report - Case Study due 02 Jun 2019, 11:00 PM	