



COURSE OUTLINE

TSM102 The World of Tourism, Leisure and Events

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2021 Semester 1

USC Sunshine Coast
USC Moreton Bay
USC Fraser Coast

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE 1

You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

Tourism, leisure and events (TLE) often form the most memorable experiences of our lives. They are essential contributors to the socioeconomic well-being of our communities. In this course, you will learn about the principles of supply and demand in various sectors that make up the global TLE system. You will also learn how engaging and memorable experiences drive consumer satisfaction and market competitiveness in the global TLE economy.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Tutorial/Workshop – In-class tutorial	2hrs	Week 2	11 times
Online – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
ONLINE 1			
Tutorial/Workshop – Interactive zoom tutorial online	2hrs	Week 2	11 times
Online – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times

1.3. Course Topics

Module	Topic
1	Welcome to the experience economy
2	The thing called leisure
3	The world of planned events
4	A systematic approach to tourism
5	TLE Demand (1): Determinants
6	TLE Demand (2): Motivation, decision making and satisfaction
7	Tourism markets
8	TLE Intermediaries
9	TLE Supply (1): Products
10	TLE Supply (2): Sectors and subsectors
11	TLE Supply (3): Destinations
12	Future of tourism, leisure and events
13	Course revision

2. What level is this course?

100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Demonstrate critical and creative thinking to identify and solve TLEM problems and arrive at innovative solutions	Creative and critical thinker	PC3 - Creative and Critical Thinking PC3.1 - Problem Solving
2 Demonstrate capacity and competence in the application of TLEM discipline specific knowledge.	Knowledgeable Empowered	PC6 - Career-ready PC6.2 - Discipline Knowledge
3 Demonstrate digital literacy skills for communication and information sharing in a TLEM context.	Engaged	PC1 - Communication PC1.3 - Digital Literacy
4 Demonstrate effective written communication skills in the context of TLEM.	Engaged	PC1 - Communication PC1.1 - Written Communication

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

TSM210

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Early feedback in this course will be provided through a Concept Test in week 5 and formative feedback given to the students throughout the tutorial activities in the course. The concept test will provide students with feedback on their ability to use analytical processes and apply discipline-specific knowledge in a TELM context. In addition, most tutorial sessions are designed as assessment workshops. Within these workshops, students will receive feedback on their progress in achieving the learning outcomes.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Quiz/zes	Individual	20%	Four essay questions	Week 5	Online Test (Quiz)
All	2	Report	Individual	50%	Max. 2,000 words	Week 8	Online Assignment Submission with plagiarism check
All	3	Artefact - Creative, and Written Piece	Individual	30%	Max. 1,000 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Concept test

GOAL:	To demonstrate knowledge of the fundamental principles of tourism, leisure and event management.	
PRODUCT:	Quiz/zes	
FORMAT:	This is an individual assessment task. This is an online, open book exam in Week 5. The test will include four essay questions based on the content covered during Weeks 1 to 4 (inclusive). You will be able to take the test at any time during Week 5. Once started, you will only have two hours to submit your answers.	
CRITERIA:	No.	Learning Outcome assessed
	1	Application of TLEM discipline specific knowledge 2
	2	Identification of TLEM problems and proposing innovative solutions 1

All - Assessment Task 2: Destination Report

GOAL:	To introduce a tourism destination and analyse its tourism market.
PRODUCT:	Report
FORMAT:	<p>This is an individual assessment task. In this task, you will apply your knowledge of the principles of tourism, leisure and event management and use your critical and creative thinking to introduce a tourism destination (selected from a list of recommended destinations on Blackboard) and analyse its tourism market. You are expected to consult a wider range of high quality academic and industrial sources beyond what is provided on Blackboard.</p> <ol style="list-style-type: none"> 1. Apply the tourism system to introduce the selected destination and its characteristics, 2. Demonstrate the significance of tourism, leisure and event industries for the destination, 3. Provide an overview of the trend of tourism demand for this destination, 4. Identify the main targeted tourism market segments, 5. Analyse consumers' motivations to visit the destination, 6. Identify three competitors for the destination and briefly compare their competitiveness.

CRITERIA:	No.	Learning Outcome assessed
	1	Application of TLEM discipline specific knowledge 2
	2	Identification of TLEM problems and proposing innovative solutions 1
	3	Effective written communication skills in the context of TLEM 4

All - Assessment Task 3: New Product Concept

GOAL:	To creatively apply knowledge of the principles of tourism, leisure and event management in order to propose a new product to enhance the competitiveness of the selected destination for a specific target market.	
PRODUCT:	Artefact - Creative, and Written Piece	
FORMAT:	<p>This is an individual assessment task. In this task you will continue from Task 2 and expand the scope of your work to both the supply and demand of tourism, leisure and events. In Task 3, you will apply your use your digital communication, information literacy and critical thinking skills to analyse the competitiveness of a tourism destination for a specific target market and create a digital brochure to propose addition of a new iconic product to the destination to enhance its attractiveness for the selected target market. In this brochure you will use images, figures, graphics and brief sections of text in a visually appealing and well-organised layout to:</p> <ul style="list-style-type: none"> • Introduce the selected target market • Analyse the push and pull factors that form the target visitors' motivation to visit the destination • Justify the gap in the supply of tourism, leisure and events in the selected destination in comparison to the competitors identified in Task 2 • Propose the addition of a new iconic tourism, leisure or event product to enhance the competitiveness of the destination for the selected target market: <ul style="list-style-type: none"> o Identify the core, facilitating and supporting layers of the proposed iconic product, o Develop a suitable marketing mix for the proposed iconic product. 	
CRITERIA:	No.	Learning Outcome assessed
	1	Application of TLEM discipline specific knowledge 2
	2	Identification of TLEM problems and proposing innovative solutions 1
	3	Effective digital communication and information sharing in a TLEM context 3

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	PUBLISHER
Required	Pourfakhimi, S.	2020	The World of Tourism, Leisure and Events: A selection of texts for TSM 102	Pearson

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au