Course outline

Code: TSM221
Title: Tourism, Sport and Leisure Policy and Planning

Faculty of Arts, Business and Law
USC Business School
Teaching Session: Semester 2
Year: 2018
Course Coordinator: Dr Gayle Mayes
Office: K2.22
Phone No: +61 7 5430 2894
Email: gmayes@usc.edu.au
Consultation Times: As notified on Blackboard

1. What is this course about?
   1.1 Course description
   TSM221 is the capstone course for the TLEM program and addresses the activities of policy making and planning carried out by public, private and community-based organisations in the delivery of tourism, leisure and sport. The focus is on sustainable development and the realities of management of policy and planning at national, state, regional and local levels. This contemporary applied course bridges the gap between theory and practice by presentations from industry representatives, review of best practice case studies and evaluation of current policy and planning documents.

   1.2 Course content
   - introduction to tourism, sport and leisure policy and planning
   - political ideologies
   - society, politics, policy and planning
   - planning and
   - policy frameworks
   - planning tools
   - evaluation of policy and planning
   - sectors and groups
   - current issues and challenges – global to local

2. Unit value
12 units
3. **How does this course contribute to my learning?**

<table>
<thead>
<tr>
<th>Specific Learning Outcomes</th>
<th>Assessment Tasks</th>
<th>Graduate Qualities</th>
</tr>
</thead>
<tbody>
<tr>
<td>On successful completion of this course you should be able to:</td>
<td>You will be assessed on the learning outcome in task/s:</td>
<td>Completing these tasks successfully will contribute to you becoming:</td>
</tr>
<tr>
<td>Analyse and evaluate TSL related organisations and businesses to develop and apply innovative solutions using existing TSL frameworks.</td>
<td>3</td>
<td>Creative and critical thinkers.</td>
</tr>
<tr>
<td>Demonstrate effective, professional and persuasive written and oral communication skills.</td>
<td>2</td>
<td>Empowered.</td>
</tr>
<tr>
<td>Demonstrate sound discipline knowledge and skills to explain the nature and scope of policy and planning in the TSL industry and related theory.</td>
<td>3</td>
<td>Knowledgeable.</td>
</tr>
<tr>
<td>Evaluate aspects of TSL organisations for their corporate governance, policies and practices.</td>
<td>2 and 3</td>
<td>Sustainability-focussed.</td>
</tr>
<tr>
<td>Negotiate and conduct business arrangements with all stakeholders in an ethical manner.</td>
<td>2</td>
<td>Ethical.</td>
</tr>
</tbody>
</table>

4. **Am I eligible to enrol in this course?**

Refer to the Coursework Programs and Awards - Academic Policy for definitions of “pre-requisites, co-requisites and anti-requisites”

4.1 **Enrolment restrictions**
Nil

4.2 **Pre-requisites**
TSM102

4.3 **Co-requisites**
Nil

4.4 **Anti-requisites**
Nil

4.5 **Specific assumed prior knowledge and skills**
N/A

5. **How am I going to be assessed?**

5.1 **Grading scale**
Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)
5.2 Assessment tasks

<table>
<thead>
<tr>
<th>Task No.</th>
<th>Assessment Tasks</th>
<th>Individual or Group</th>
<th>Weighting %</th>
<th>What is the duration / length?</th>
<th>When should I submit?</th>
<th>Where should I submit it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Short Answer Quiz</td>
<td>Individual</td>
<td>20%</td>
<td>Short answer questions</td>
<td>Week 5</td>
<td>In tutorial</td>
</tr>
<tr>
<td>2</td>
<td>Report on a Tourism, Sport or Leisure Organisation</td>
<td>Individual</td>
<td>30%</td>
<td>1500-2000 words</td>
<td>Week 9</td>
<td>Safe Assign</td>
</tr>
<tr>
<td>3</td>
<td>Issues &amp; Challenges</td>
<td>Individual</td>
<td>50%</td>
<td>2500 words</td>
<td>In Week 13</td>
<td>Safe Assign</td>
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<td></td>
<td></td>
<td></td>
<td>100%</td>
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</table>

Assessment Task 1: Short Answer Quiz

**Goal:** To assess your knowledge of history, theory, frameworks and concepts.

**Product:** Short answer quiz.

**Format:** Short answers.

**Criteria**

- Demonstrate an understanding of the requisite knowledge base including theoretical frameworks and concepts from the first nine chapters of the textbook.

**Generic skill assessed**

- Communication

**Skill assessment level**

- Graduate

Assessment Task 2: Research Report on an Australian Tourism/Sport/Leisure Organisation

**Goal:** Students choose a leading organisation or agency that plays a major role in Tourism or Sport or Leisure Politics, Policy and/or Planning in Australia from a given list. Then present a report on the agency, using the eight items in the Report Format. Use the organisational website and any reports contained therein as your information source, including annual reports, policy, plans etc. In cases where reports or statements are not available, gather the necessary information by searching through the website and analysing the products and services they provide. Include an economic and performance evaluation. This task is designed to develop and assess your capacity to research and report on the role of a leading tourism/sport/leisure organisation.

**Product:** Research Report.

**Format:** Research Report format

- 1500 – 2000 words

- Research Report content should include (but not be limited to) the following:
  01) role and function of the Tourism/Sport/Leisure agency/organisation
  02) mission, vision or some other statement of organisational aim or purpose
  03) governance (how and by whom the operations of the organisation are controlled)
  04) organisational structure – include an organisational chart or box diagram
  05) reporting lines (if any)
  06) other organisations that your organisation closely/regularly/strategically networks with
  07) funding and membership base (if any)
  08) summary and assessment of their contribution to sport/leisure/tourism and/or destination management
  09) a concise economic and performance evaluation
  10) ethics and sustainability policies, practices, approaches

**Criteria**

- Evidence of extensive background research.
- Assembly of quality background/contextual material.
- Well-structured report.
- Quality (depth and breadth) coverage of all content areas above.
Course Outline: TSM221 Tourism, Sport and Leisure Policy and Planning

- Summary and assessment of contribution to tourism/sport/leisure
- Economic and performance evaluation
- Ethics and sustainability focussed policies, practices, approaches addressed.
- Evidence of your level of independent thought.
- Presentation and report structure.

<table>
<thead>
<tr>
<th>Generic skill assessed</th>
<th>Skill assessment level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>Graduate</td>
</tr>
</tbody>
</table>

Assessment Task 3: Issues and Challenges

**Goal:**
This task has been designed to assess your ability to research, comprehend, analyse and synthesise information on the various sectors, groups, issues and challenges of tourism, sport and leisure organisations.

**Product:**
Prepare then submit answers to five of 10 given questions - due in week 13

**Format:**
This is a challenging individual task requiring 5 long answer questions

**Criteria**
This task will be assessed according to the level of achievement in the following:
- Research and application of theory to develop solutions to issues and challenges facing the TSL industry
- Demonstration of sound discipline knowledge and skills to explain the nature and scope of policy and planning in the Tourism, Sport and Leisure industry and related theory in Chapters 10-18 of the text.
- Clarity and expression: clear quality of expression, correct grammar, punctuation and spelling.

<table>
<thead>
<tr>
<th>Generic skill assessed</th>
<th>Skill assessment level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>Graduate</td>
</tr>
<tr>
<td>Organisation</td>
<td>Graduate</td>
</tr>
<tr>
<td>Problem solving</td>
<td>Graduate</td>
</tr>
</tbody>
</table>

5.3 Additional assessment requirements

**Plagiarism**
In order to minimise incidents of plagiarism and collusion, 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.

**Eligibility for Supplementary Assessment**
Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:
a) The final mark is in the percentage range 47% to 49.4%
b) The course is graded using the Standard Grading scale
c) You have not failed an assessment task in the course due to academic misconduct
5.4 Submission penalties
Late submission of assessment tasks will 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.

6. How is the course offered?

6.1 Directed study hours
On campus Lecture: 2 hours
On campus Tutorial: 1 hour
Please refer to the Course Activities table for further details.

6.2 Teaching semester/session(s) offered
Semester 2

6.3 Course activities

<table>
<thead>
<tr>
<th>Teaching Week/Module</th>
<th>What key concepts/content will I learn?</th>
<th>Directed Study Activities</th>
<th>Independent Study Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Society, Politics, Policy and Planning Chapters 1 to 5</td>
<td>No Tutorials in weeks 1-2</td>
<td>Q&amp;E 38, 69, 89, 113</td>
</tr>
<tr>
<td>Week 2</td>
<td>Planning Frameworks, Chapters 6 – 9 Quiz in Week 5 Tutorial includes content from chapters 1 – 9 in the text</td>
<td>Revision - key content concepts in Weeks 1-4 Practice questions</td>
<td>Q&amp;E 137, 154, 173, 202</td>
</tr>
<tr>
<td>Week 3</td>
<td>Planning Tools, Chapters 10 to 13 Short Quiz Week 5 Tutorial Quiz return Week 6 Tutorial</td>
<td></td>
<td>Q&amp;E 224, 249, 268, 293</td>
</tr>
<tr>
<td>Week 4</td>
<td>Evaluation, Chapters 14 &amp; 15 Economic &amp; Performance Evaluation activities</td>
<td></td>
<td>Q&amp;E 322, 339</td>
</tr>
<tr>
<td>Mid Semester Break</td>
<td>Research Report due week 9 Sectors &amp; Groups, Chapters 16 &amp; 17 Sectors, Groups activities and answers</td>
<td></td>
<td>Q&amp;E 370, 386</td>
</tr>
<tr>
<td>Week 9</td>
<td>Issues &amp; Challenges, Chapter 18 Issue/Challenge activities</td>
<td></td>
<td>Q&amp;E 399</td>
</tr>
<tr>
<td>Week 10</td>
<td>Semester Review and revision Submit papers on Issues and Challenges, applied theory solutions Discussion of exercises in Chapters 16 – 18 of text No tutorial in Week 13</td>
<td>Prepare and submit papers</td>
<td></td>
</tr>
</tbody>
</table>

Please note that the course activities may be subject to variation.

*Public Holiday(s)*
Queen’s Birthday - Monday 1st Oct 2018 (Week 10)
7. What resources do I need to undertake this course?

7.1 Prescribed text(s)
Please note that you need to have regular access to the resource(s) listed below:

<table>
<thead>
<tr>
<th>Author</th>
<th>Year</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
</table>

7.2 Required and recommended readings
Lists of required and recommended readings may be found for this course on its Blackboard site. These materials/readings will assist you in preparing for tutorials and assignments, and will provide further information regarding particular aspects of your course.

7.3 Specific requirements
N/A

7.4 Risk management
Health and safety risks have been assessed as low. It is your responsibility to research and understand risks of specific courses and to review the USC’s health and safety principles by viewing the online induction training for students.

8. How can I obtain help with my studies?
In the first instance you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Peer Advisors and Academic Skills Advisors. You can drop in or book an appointment. To book: Tel: +61 7 5430 2890 or Email: studentcentral@usc.edu.au

9. Links to relevant University policies 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


10. General enquiries
In person:
- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **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