USC

Course Outline	

Code: TSM300
Title: Tourism, Sport and Leisure Policy and Planning

School: Business
Teaching Session: Semester 2
Year: 2020
Course Coordinator: Dr Aaron Tham
Course Moderator: Dr Vikki Schaffer

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

TSM300 is the capstone course for the TLEM program, building on and applying the knowledge gained from preceding TLEM courses, with a strong focus on integrating policy and planning related to tourism, sport and leisure at all scales from local to international. You will understand the philosophy, concepts, principles, practices, implementation and management of coherent and justified approaches to policy and planning. Selected international case studies will provide you with an understanding of the need to integrate the interests of the many and varied stakeholders throughout the process of contemporary and sound policy development. An insight to the complex issues, challenges, solutions and strategies facing contemporary tourism, sport and leisure policy and planning conclude the course, preparing you for the future.

1.2   Field trips, WIL placements or activities required by professional accreditation

Activity	Details
N/A	N/A

2.   What level is this course?

300 level Graduate - Independent application of graduate knowledge and skills. Meets AQF and professional requirements. May require pre-requisites and developing level knowledge/skills. Normally taken in the 3rd or 4th 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?

Specific Learning Outcomes On successful completion of this course, you should be able to:	Assessment tasks You will be assessed on the learning outcomes in task/s:	Graduate Qualities or Professional Standards mapping Completing these tasks successfully will contribute to:
Critically analyse and evaluate all aspects of a leading tourism, sport and leisure organisation including governance, ethics, stewardship of resources, CSR, policy, planning, practices, and the impacts of the organisation to tourism, sport and leisure	1	Communication Critical and Creative Thinking
Critically analyse and apply disciplinary knowledge to a selection of case studies	2	Creative and Critical Thinking Cultural Awareness
Analyse, synthesise, and make recommendations to a tourism, sport or leisure policy/strategy/plan	3	Critical and Creative thinking Community Consciousness Communication
Demonstrate effective, professional and persuasive written and oral communication skills	1, 3	Communication Career Ready

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   Enrolment restrictions

Nil

5.2   Pre-requisites

TSM102; TSM 223

5.3   Co-requisites

Nil

5.4   Anti-requisites

TSM221

5.5   Specific assumed prior knowledge and skills (where applicable)

N/A

6.   How am I going to be assessed?

6.1   Grading scale

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

6.2   Details of early feedback on progress

Early guidance and assistance on preparing their first oral assessment.

6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Electronic brochure	Individual	20%	1000 words	Week 4 Friday at 23:59	Online Assignment Submission with Plagiarism check
2	Critique (Written)	Individual	30%	1500 words	Week 8 Friday at 23:59	Online Assignment Submission with Plagiarism check
3	Briefing note	Individual	50%	2500 words	Week 13 Friday at 23:59	Online Assignment Submission with Plagiarism check
			100%			

Assessment Task 1: Electronic brochure on a Tourism, Sport or Leisure Organisation

Goal:	To critically analyse and evaluate all aspects of a leading tourism, sport or leisure organisation or agency that plays a major role in policy, planning and destination management in Australia [excluding QLD] or overseas.
Product:	Electronic brochure
Format:	An electronic brochure that encapsulates the essence of all aspects of a leading tourism, sport or leisure organisation/agency that plays a major role in relevant policy, planning and strategies. A list of these organisations is available on Blackboard as well as further details as to the structure and contents of the electronic brochure.
Criteria	• Identification and critical analysis of all aspects, including impact, of a leading tourism, sport and leisure organisation • Critical discussion of how the chosen organisation or agency contributes to tourism/sport/leisure policy and planning [based on existing sources of secondary data and literature in the field] • Clarity, logic and flow of information presented • Depth and breadth of content • Use of appropriate visual aids • Support from academic and other credible sources

Assessment 2: Written Critique on a Contemporary Tourism, Sport and Leisure Policy/Plan/Strategy

Goal:	To demonstrate knowledge of tourism, sport and leisure policy implementation and practices through analysis and discussion of contemporary tourism, sport and leisure policies/plans/strategies and use of theory and best practice examples to make recommendations to the chosen policy/plan/strategy.
Product:	Written Critique
Format:	You are required to analyse **ONE** of FIVE contemporary tourism, sport or leisure related policies/plans/strategies and use theory and best practice examples to make recommendations towards enhancing the outcomes/objectives of the policy/plan/strategy. This will be submitted in the scenario of preparing an entry to The Conversation. Further details are provided on Blackboard.

Criteria	- Demonstrate critical thinking to develop and evaluate appropriate solutions to policy/plan/strategy problems - Utilise creativity to develop innovative solutions to TLEM policy/plan/strategy problems, issues or challenges - Analyse existing sources of secondary data and literature in the field in a critical manner - Develop and articulate succinct, informed arguments - Present written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation accurately

Assessment Task 3: Briefing note

Goal:	To demonstrate an ability to comprehend, analyse, synthesise, review, summarise and make recommendations to a Minister of Tourism based on a selected tourism strategy/policy/plan.
Product:	Briefing note
Format:	You are required to analyse, synthesise, review, summarise and make recommendations through a briefing note for a Minister of Tourism based on a tourism, sport or leisure policy/strategy/plan in an international context. Further details are available on Blackboard. This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Competency will be assessed: PC1.1 Communication Develop graduates with effective communication skills in a business context.
Criteria	- Identify and critically analyse the policy/strategy/plan - Reflect on how to problem solve and make decisions in a policy and planning context - Apply relevant legislation and principles associated with social responsibility, ethical conduct and practices in a business context - Integrate policy and planning frameworks, theories, concepts and responsibilities to enhance the selected policy/strategy/plan - Reference sources of information used within the body of the document and in a reference list using Harvard referencing style - Accurate presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation

7.   Directed study hours

This course will be delivered via technology-enabled learning and teaching. All lectures will remain in this mode for Semester 2 2020.
When government guidelines allow, students that elected on-campus study via the class selection process will be advised when on campus tutorials and practical sessions will resume.

Student workload is calculated at 12.5 learning hours per one unit.
Each week:
· 1 hour on-line lecture
· 1 hour interactive tutorial
· 1 hour digital content
· 9.5 hours independent study (including assessment work)

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

Please note that 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 as they are required:

Author	Year	Title	Publisher
David Edgell Sr. & Jason R. Swanson	2019	Tourism Policy and Planning: Yesterday, Today and Tomorrow; 3rd edition	Routledge

8.2 Specific requirements

Electronic devices, textbook

9. How are risks managed in this course?

Risk assessments have been performed for all laboratory classes and a low level of health and safety risk exists. Some risk concerns may include equipment, instruments, and tools, as well as manual handling items within the laboratory.

It is your responsibility as a student 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. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the online Health Safety and Wellbeing training module 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:

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

10.3 Assessment: 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 and supply the required documentation to negotiate an outcome.

10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to Student Hub.

Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5   Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, AccessAbility Services can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to Student Hub, email studentwellbeing@usc.edu.au or accessability@usc.edu.au or call 07 5430 1226

10.6   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

10.7   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

Appendix 1 Course content

Week Module	What key concepts/content will I learn?	Learning Activities
1	Introduction to TSM300 - Course content, objectives and assessment. Define tourism, sport and leisure policy, planning and strategies. Examples of policies, plans, strategies	Self-directed learning Lecture Tutorial
2	Historical development of policy and planning and political ideologies	Self-directed learning Lecture Tutorial
3	New directions and associated T/S/L policy and planning issues	Self-directed learning Lecture Tutorial
4	International tourism, sport and leisure as commercial and economic activities **Submission of Task 1**	Self-directed learning Lecture Tutorial
5	Political and foreign policy implications of T/S/L	Self-directed learning Lecture Tutorial
6	Developing and managing over tourism within T/S/L	Self-directed learning Lecture Tutorial
7	Barriers and obstacles to T/S/L travel at all levels from local to global	Self-directed learning Lecture Tutorial
8	Affecting and influencing T/S/L policy and planning – stakeholders and groups; Evaluation of policy – cost benefit analysis **Submission of Task 2**	Self-directed learning Lecture Tutorial
9	Policy/strategy development from international to local	Self-directed learning Lecture Tutorial
10	Strategic T/S/L planning	Self-directed learning Lecture Tutorial
11	Transformative leadership in developing T/S/L policies	Self-directed learning Lecture Tutorial

12	10 Future challenges and issues in tourism/sport/leisure policy and planning	Self-directed learning Lecture Tutorial
13	Revision of semester **Submission of Task 3**	Self-directed learning

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

Mid Semester Break:
28th September 2020-4th October 2020 (Between Week 10 and Week 11)
Public Holidays
Queen's Birthday - Monday 5th Oct 2020 (Week 11)