TOUR13003 *Assessing Tourism Demand*
Term 2 - 2018

All details in this unit profile for TOUR13003 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview
This unit focuses on assessing tourism demand to design satisfying tourism experiences for multiple target audiences. This unit provides you with an understanding of key operational functions of the tourism industry such as travel distribution systems and segmentation approaches to identifying various tourism market segments. In addition, you will learn how to plan and compile a tourism market research report which will develop your ability to source, identify, summarise and integrate relevant data to inform destination marketing and management decisions. You will also learn how to use data and analytics to gain insights into tourists' needs and expectations.

Details
Career Level: *Undergraduate*
Unit Level: *Level 3*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites
There are no requisites for this unit.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the Assessment Policy and Procedure (Higher Education Coursework).

Offerings For Term 2 - 2018

- Cairns
- Distance

Attendance Requirements
All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website
This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

Regional Campuses

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

Metropolitan Campuses

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Practical Assessment**
Weighting: 40%
2. **Report**
Weighting: 60%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the University's Grades and Results Policy for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the CQUniversity Policy site.

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the CQUniversity Policy site.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Critically examine the key operational functions of the travel distribution system
2. Examine the role of positioning to promote tourism experiences in line with current market trends and effective segmentation strategies
3. Review and evaluate tourism marketing strategies based on tourists' needs and expectations
4. Develop analytical skills required in designing new tourism experiences
5. Plan and develop a tourism market research report for a new tourism market segment.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

| — N/A Level | Introductory Level | Intermediate Level | Graduate Level | Professional Level | Advanced Level |

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Practical Assessment - 40%	•		•	•	
2 - Report - 60%	•	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Communication		•	•	•	•
2 - Problem Solving	•	•	•	•	•
3 - Critical Thinking	•	•		•	•
4 - Information Literacy	•	•		•	•
5 - Team Work	•	•	•	•	
6 - Information Technology Competence				•	•
7 - Cross Cultural Competence		•	•	•	•
8 - Ethical practice			•	•	•
9 - Social Innovation					
10 - Aboriginal and Torres Strait Islander Cultures					

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Practical Assessment - 40%	•	•	•	•	•	•	•			
2 - Report - 60%	•	•	•	•		•	•	•		

Textbooks and Resources

Textbooks
TOUR13003

Prescribed

Tourism Marketing for Small Business
Edition: 1 (2018)
Authors: Steven Pike
Goodfellow Publishers Ltd
Wolvercote , Oxford , UK
ISBN: 978-1-911396-34-5
Binding: Paperback

View textbooks at the CQUniversity Bookshop

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft Excel

Referencing Style

All submissions for this unit must use the referencing style: American Psychological Association 6th Edition (APA 6th edition)
For further information, see the Assessment Tasks.

Teaching Contacts

Anja Pabel Unit Coordinator
a.pabel@cqu.edu.au

Schedule

Week 1 - 09 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to selling tourism experiences	Chapter 1	

Week 2 - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Destination marketing organisations and tourism distribution	Chapters 2 & 13	

Week 3 - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Tourism consumer behaviour and designing tourism experiences	Chapters 3 & 6	

Week 4 - 30 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic

| Tourism marketing planning and research | Chapters 4 & 5 | |

Week 5 - 06 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Using MS Excel for research purposes	Dataset provided on Moodle	

Vacation Week - 13 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 20 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Tourism market trend analysis	Readings and exemplars on Moodle	

Week 7 - 27 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Tourism branding	Chapter 7	**Tourism Barometer** Due: Week 7 Thursday (30 Aug 2018) 5:00 pm AEST

Week 8 - 03 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Promoting tourism to consumers	Chapter 9	

Week 9 - 10 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Pricing tourism services and performance measurement	Chapters 8 & 14	

Week 10 - 17 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Digital and social media in tourism	Chapter 10	

Week 11 - 24 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Tourism public relations and publicity	Chapter 11	

Week 12 - 01 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
Customer relationship management in tourism	Chapter 12	**Tourism Market Research Report** Due: Week 12 Wednesday (3 Oct 2018) 5:00 pm AEST

Review/Exam Week - 08 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 15 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Tourism Barometer

Assessment Type
Practical Assessment

Task Description
This assessment task requires you to analyse raw tourism data (Excel spreadsheet provided on Moodle) to develop a

tourism barometer based on visitors to the Tropical North Queensland (TNQ) region. Barometers are documents aimed at monitoring the short-term visitor trends in certain regions and are frequently updated to provide tourism stakeholders with relevant and timely information. There is no defined word limitation set for this assessment task, however the tourism barometer should not exceed 3 pages in lengths (not including the title page). You are required to use MS Excel for data analysis. Tuition on how to use and apply MS Excel for research purposes will be provided in class.

Please upload the assessment through the appropriate TOUR13003 Moodle submission link. Each assessment must be uploaded as a .doc or .docx file (word file). Any assessment with a 'Turnitin' similarity score of more than 25% will be checked by the marker for plagiarism although it may not necessarily mean that you have plagiarised. If there is a substantial similarity score in the 'Turnitin' report, your assessment could be forwarded to an appropriate office/authority for review.

Penalties apply for late submission (5% mark will be deducted from the total mark for the assessment per day unless an approved extension has been granted).

The barometer should include the following sections:

Title page: The title page will include the title of your assignment, your name, student ID number and lecturer/tutor name and unit name and code.

Introduction: The introduction should present a brief outline of the region and the aim(s) and structure of the barometer should be presented. The introduction should also introduce the type of data used and the sample size.

Visitor profile: The focus here will be on presenting socio-demographic information about the sample. A profile then needs to be outlined in such a way to give readers of the barometer a better understanding as to who is visiting the TNQ region. Focus on demographic information such as gender, age, education, profession, and origin by key domestic and international market segments.

Visitor behaviour: The focus here will be on presenting information about visitors' behaviour while travelling in the region. Provide information on repeat vs first-time visitation, where visitors spend most of their time in the TNQ region, what accommodation they used, their travel composition (i.e. couples, family, alone), and the main sources of information.

Travel motivations: Outline the top 10 motivational factors for visiting the TNQ region.

Satisfaction rating: Provide a statement on how visitors to the TNQ region rated their stay.

Presentation: The barometer needs to be clear, concise and well-structured with appropriate use of figures and tables using the data to justify any of your explanations. Use of headings, sub-headings, cohesion of paragraphs were of high quality. Good grasp of standard writing conventions, i.e. spelling, punctuation, and grammar.

Assessment Due Date
Week 7 Thursday (30 Aug 2018) 5:00 pm AEST

Return Date to Students
Week 9 Thursday (13 Sept 2018)

Weighting
40%

Assessment Criteria
This is a brief assessment criteria. A more detailed marking criteria is provided on Moodle.
Introduction (5 marks)
Visitor profile (10 marks)
Visitor behaviour (10 marks)
Travel motivations (5 marks)
Satisfaction rating (4 marks)
Presentation (6 marks)

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Learning Outcomes Assessed

- Critically examine the key operational functions of the travel distribution system
- Review and evaluate tourism marketing strategies based on tourists' needs and expectations
- Develop analytical skills required in designing new tourism experiences

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy

- Team Work
- Information Technology Competence
- Cross Cultural Competence

2 Tourism Market Research Report

Assessment Type
Report

Task Description
This assessment task requires you to investigate a current tourism trend. The report will develop your ability to source, summarise, and integrate relevant information sources for better destination marketing and management decisions. There are three options to choose from:

Option 1: people "holidaying" overseas for (more affordable) cosmetic surgery;

Option 2: "experience seekers", i.e. people who venture beyond the beaten tourist path looking for authentic local experiences;

Option 3 provides the flexibility of developing a tourism market research report of a current tourism trend that interests you. If you choose option 3 then you must gain approval from your local lecturer/tutor (on-campus students) or from me (distance students).

This is an individual assessment with a maximum length of 2000 words. Your assessment should be an application of relevant tourism concepts learnt in the unit.

All assignments should be submitted online through the TOUR13003 Moodle site. All reports will be checked by 'Turnitin' to compare the report to other sources and will provide students and lecturers with a similarity score for the report. Reports with a similarity score index of more than 25% will be checked for plagiarism by the marker (although it may not necessarily mean that the student has plagiarised).

Please note that the word count (2000 words) will be taken from the first word of the introduction. It will not include your executive summary, title page, table of contents, reference list and any tables or appendices (if you have any). The maximum number of pages will be 25 for submission.

The tourism market research report should include the following sections:

Title page: The title page will include the title of your assignment, your name, student ID number and lecturer/tutor name and unit name and code.

Executive summary: The executive summary should not read like an essay. You need to highlight only critical aspects from your tourism market research report. You should provide a brief outline of your chosen trend, particulars about your chosen key target market segment and identification of future product development opportunities and threats. Use of sub-headings, dot or bullet points is recommended to better present the required information.

Table of contents: The table of contents will present each section of the report, including sub-headings, with their appropriate page number(s). Sections should be numbered with page number (e.g. 1.0 Introduction on page 1). Pages prior to the introduction should use lower case Roman numerals such as i, ii, iii, iv.

Introduction: The introduction should present a brief outline of the chosen trend. This includes a discussion on what market dynamics drive this particular trend (i.e. advances in technology) and the potential size of the market. In addition, the structure of the report should be presented.

Background and target audience analysis: This section focuses on presenting information about your chosen trend. What market segments are attracted to this type of trend? If you chose option 1 or 2, then it is expected you research the tourism literature to better understand who is likely to have an interest in such a product/experience. A profile then needs to be outlined that gives the reader of your tourism market research report a better understanding as to who will be attracted to such an experience. Market segmentation involves using market research to identify the business's ideal target market and customer. Consider market segmentation according to demographic, psychographic, socioeconomic and geographic customer characteristics. Use of additional sources of information to help support the discussion is expected.

Travel behaviour: This section focuses on the travel behaviour of your identified target market segment. You are required to research the current tourism literature on your segment's motivations to travel, their potential travel expenditure, and their preferred travel information sources.

Identification of future product development opportunities: Based on the information reported in the previous sections, identify three to five opportunities and/or threats for future product developments based on your chosen tourism trend. This section can include a discussion on primary and secondary activity participation of your target market segment; and information on required tourism facilities, marketing, advertising and product promotion.

Conclusion: In your opinion, why do you think your chosen option will be a successful tourism product/experience in the future? Briefly outline the target audience, key points about their travel behaviour and any identified future product development opportunities (or threats) to explain your answer.

Evidence of research: The quality and integration of research in the write-up to support key points. This should include theoretical and empirical research findings from a combination of academic journals and textbooks. Any website which is used to find statistical information is also considered as part of evidence of research but not part of academic journal or textbooks. Useful websites include Australian Bureau of Statistics, Tourism Research Australia, Tourism Australia and any state or commonwealth authority website.

Referencing: APA referencing conventions followed
Presentation: Use of headings, sub-headings, cohesion of paragraphs were of high quality. Good grasp of standard writing conventions, i.e. spelling, punctuation, grammar.

Assessment Due Date
Week 12 Wednesday (3 Oct 2018) 5:00 pm AEST

Return Date to Students
Exam Week Wednesday (17 Oct 2018)

Weighting
60%

Assessment Criteria
This is a brief assessment criteria. A more detailed marking criteria is provided on Moodle.
Executive summary (5 marks)
Introduction (8 marks)
Background and target audience analysis (10 marks)
Travel behaviour (10 marks)
Future product development opportunities (10 marks)
Conclusion (5 marks)
Evidence of research (4 marks)
Referencing (4 marks)
Presentation (4 marks)

Referencing Style

- [American Psychological Association 6th Edition (APA 6th edition)](#)

Submission
Online

Learning Outcomes Assessed

- Critically examine the key operational functions of the travel distribution system
- Examine the role of positioning to promote tourism experiences in line with current market trends and effective segmentation strategies
- Review and evaluate tourism marketing strategies based on tourists' needs and expectations
- Develop analytical skills required in designing new tourism experiences
- Plan and develop a tourism market research report for a new tourism market segment.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the **Student Academic Integrity Policy and Procedure**. This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?
A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?
A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?
For academic advice and guidance, the Academic Learning Centre (ALC) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?

Be Honest
If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

Seek Help
If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

Produce Original Work
Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem