



# **TOUR20022 Destination Planning and Management**

## **Term 1 - 2017**

Profile information current as at 10/04/2024 12:15 pm

All details in this unit profile for TOUR20022 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

In an increasingly competitive global tourism market, planners, destination management organisations and industry stakeholders are being challenged to provide services for tourists whilst maintaining a unique brand, character and competitive advantage for the destination. This unit is designed as a capstone to the preceding units in the Master of Sustainable Tourism Management course. It draws in the knowledge gained from the core introductory, environmental, economic, marketing and socio-cultural units to critically consider how to sustainably manage destinations through developing in students an advanced understanding of destination governance, branding, sustainable planning and management.

### Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

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 1 - 2017

- 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 Postgraduate 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. **Written Assessment**

Weighting: 40%

#### 2. **Practical and Written Assessment**

Weighting: 30%

#### 3. **Presentation and Written Assessment**

Weighting: 30%

### 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. describe and critique a range of strategic concepts and theories and their application to sustainable destination planning and management;
2. critically evaluate the role of destination management and marketing organisations and other stakeholders in the sustainable development of tourism destinations;
3. analyse and navigate the process of developing destination management plans that effectively interact with and inform the legislative framework; and
4. using practical examples, identify and evaluate the key features required for the development of a sustainable tourism destination.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes

 N/A Level	 Introductory Level	 Intermediate Level	 Graduate Level	 Professional Level	 Advanced Level
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### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Written Assessment - 40%	•	•		•
2 - Practical and Written Assessment - 30%				•
3 - Presentation and Written Assessment - 30%			•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Knowledge	○	○	○	○
2 - Communication	○	○	○	○
3 - Cognitive, technical and creative skills	○	○	○	○
4 - Research	○	○	○	○
5 - Self-management				○
6 - Ethical and Professional Responsibility		○		○
7 - Leadership				○
8 - 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
1 - Written Assessment - 40%	○	○	○	○	○			
2 - Practical and Written Assessment - 30%	○	○	○	○	○			
3 - Presentation and Written Assessment - 30%	○	○	○	○	○	○	○	

## Textbooks and Resources

### Textbooks

TOUR20022

#### Prescribed

**Resort destinations: Evolution, management and development**  
(2009)

Authors: Bruce Prideaux

Elsevier

Oxford , UK

ISBN: 978-0-7506-5753-2

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)

## 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

**Allison Anderson** Unit Coordinator

[a.c.anderson@cqu.edu.au](mailto:a.c.anderson@cqu.edu.au)

## Schedule

### Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Destination Planning and Management	1	

### Week 2 - 13 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Sustainable planning concepts across contexts	2	

### Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Governments, governance, policy and regulation		

### Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Tourism planning	3	

**Week 5 - 03 Apr 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Field trip: Walking tour of City		

**Vacation Week - 10 Apr 2017**

Module/Topic	Chapter	Events and Submissions/Topic
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**Week 6 - 17 Apr 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Networks and informal planning		Assessment 1. Case study: Scales of tourism planning in your city  <b>Written Assessment</b> Due: Week 6 Friday (21 Apr 2017) 3:00 pm AEST

**Week 7 - 24 Apr 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Developing the destination product	4	

**Week 8 - 01 May 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Placemaking, positioning and branding urban places	6	

**Week 9 - 08 May 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Placemaking, positioning and branding natural areas	7, 8, 9	Assessment 2 due. Field trip report: What businesses the city needs to attract to improve the experiences of tourists  <b>Practical and Written Assessment</b> Due: Week 9 Friday (12 May 2017) 3:00 pm AEST

**Week 10 - 15 May 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Community planning and engagement		

**Week 11 - 22 May 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Planning for resilience	5	

**Week 12 - 29 May 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Review		Assessment 3 due. Group presentation: Destination management plan scoping presentation  <b>Presentation and Written Assessment</b> Due: Week 12 Monday (29 May 2017) 12:00 pm AEST

**Review/Exam Week - 05 Jun 2017**

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 Written Assessment

#### Assessment Type

Written Assessment

#### Task Description

Case study: The scales of tourism planning in your city.

Tourism planning is conducted by a range of people at a range of scales in tourism cities. At the site scale, tourism (and non-tourism) businesses are responsible for planning (or non-planning) activities that directly influence the experience of tourists. At one end of the site scale is the tourist experience of a tour desk on a main street, and at the other is an integrated resort such as Atlantis the Palm in Dubai. At the destination scale, local governments or other associations are often responsible for the management, planning and marketing of a place, but these are often disjointed between what is economically lucrative and what contributes most effectively to the destination product. Similarly, at a regional scale, there are often many disjoints between industry priorities and the regional tourism product. For example, mining developments in Gladstone, Queensland satisfy different economic priorities at a local, state and federal government level, and these have a direct impact on the Great Barrier Reef and its World Heritage status, which is critically important for tourism. These examples can extend to national and supra-national scales (such as the Mekong River Delta).

Using the example of a tourist city familiar to you, conduct a critical case study to identify six key issues for tourism development and planning: two at the site scale, two at the destination scale, and two at the regional scale. Drawing on theories discussed in this unit, justify why these are issues and draw conclusions on whether examining a place from a range of scales is useful or not destination planning and development.

Word count: 3000 words

#### Assessment Due Date

Week 6 Friday (21 Apr 2017) 3:00 pm AEST

#### Return Date to Students

Monday (1 May 2017)

#### Weighting

40%

#### Assessment Criteria

Evidence of critical thought about the scales of tourism planning

Application of tourism planning theories to thinking

Effective communication

Use of suitable examples

Use of appropriate academic references

#### Referencing Style

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

#### Submission

Online

#### Learning Outcomes Assessed

- describe and critique a range of strategic concepts and theories and their application to sustainable destination planning and management;
- critically evaluate the role of destination management and marketing organisations and other stakeholders in the sustainable development of tourism destinations;
- using practical examples, identify and evaluate the key features required for the development of a sustainable tourism destination.

#### Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills

- Research
- Self-management

## 2 Practical and Written Assessment

### Assessment Type

Practical and Written Assessment

### Task Description

Field trip report: Destination development

Drawing from the lecture material in this unit, your readings and your notes and observations on the walking tour field trip in week 5, write a field trip report describing the current product mix in the destination and make substantiated recommendations to develop the destination. Identify what key businesses and/or services you think the destination needs to develop and make suggestions on where and how you think they should be encouraged to establish in the city. Word count: 1500 words

### Assessment Due Date

Week 9 Friday (12 May 2017) 3:00 pm AEST

### Return Date to Students

Monday (22 May 2017)

### Weighting

30%

### Assessment Criteria

Evidence of critical thought about destination development  
Effectively substantiate your argument  
Effective communication  
Use of suitable examples  
Use of appropriate academic references

### Referencing Style

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

### Submission

Online

### Learning Outcomes Assessed

- using practical examples, identify and evaluate the key features required for the development of a sustainable tourism destination.

### Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management

## 3 Presentation and Written Assessment

### Assessment Type

Presentation and Written Assessment

### Task Description

Group Presentation: Destination Management Plan Brief

Imagine you are a Destination Management Organisation (DMO) such as a local council. You are seeking tenders for a five year Destination Management Plan (DMP) and have called a meeting of interested consultants to invite them to tender to produce it. You have 15 minutes to give an overview of the destination, the key prospects for development you are anticipating within the next five years, some examples of other DMPs you think are worth looking at and what you expect the DMP to contain as a final document.

Your team, which is a group of up to three students, is responsible for the effective development, presentation and delivery of this brief, including a one-page document hand-out with the relevant information for them to take away. Innovation is always good, so be creative with how you present this, as long as the information is clear.

### Assessment Due Date

Week 12 Monday (29 May 2017) 12:00 pm AEST  
Presentations will be made throughout this week.



**Return Date to Students**

Review/Exam Week Friday (9 June 2017)

**Weighting**

30%

**Assessment Criteria**

Evidence of team work

Evidence of understanding the key elements of a Destination Management Plan

Effective communication

Innovative and/or insightful presentation

Use of suitable examples

Use of appropriate academic references

**Referencing Style**

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

**Submission**

Online Group

**Submission Instructions**

Email presentation and handout to unit coordinator directly

**Learning Outcomes Assessed**

- analyse and navigate the process of developing destination management plans that effectively interact with and inform the legislative framework; and
- using practical examples, identify and evaluate the key features required for the development of a sustainable tourism destination.

**Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

## 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