



# **TOUR20022 Destination Planning and Management**

## **Term 2 - 2019**

Profile information current as at 28/04/2024 01:25 am

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 2 - 2019

- Cairns
- Online

### 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**

Edition: 1 (2009)

Authors: Bruce Prideaux

Butterworth Heinemann

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

No referencing style set.

## Teaching Contacts

**Bruce Prideaux** Unit Coordinator

[b.prideaux@cqu.edu.au](mailto:b.prideaux@cqu.edu.au)

## Schedule

### Week 1 - 15 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to destination planning and management	Chapter 1 Additional readings posted in Moodle	

### Week 2 - 22 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Sustainable planning concepts across contexts	Chapter 2 Additional reading posted in Moodle	

### Week 3 - 29 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Governments, governance, policy and regulation	Chapters 2 and 3 Additional reading posted in Moodle	

### Week 4 - 05 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Tourism planning and the use of scenarios	Chapter 3 Additional reading posted in Moodle	

### Week 5 - 12 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Planning in cities	Chapter 6 Additional reading posted In Moodle	Written Assessment due on Friday 16th August at 11:45pm EST. Remember there is a 5% penalty per day for late submission without an approved extension (as per the CQU assessment policy).  <b>Case study: The scales of tourism planning in a city destination</b> Due: Week 5 Friday (16 Aug 2019) 11:45 pm AEST

#### Vacation Week - 19 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Vacation		

#### Week 6 - 26 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Field trip	Chapter 6 Additional reading posted in Moodle	This field trip will be held in Cairns city for on-campus student. Off-campus students should negotiate a suitable destination with the lecturer. Remember there is a 5% penalty per day for late submission without an approved extension (as per the CQU assessment policy).

#### Week 7 - 02 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Developing the destination product	Chapters 4 and 5 Additional reading posted in Moodle	

#### Week 8 - 09 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Placemaking, positioning and branding urban places	Chapter 6 Additional reading posted in Moodle	Practical and written assessment due on 13th September at 11:45 pm EST  <b>Field trip report: Destination Development</b> Due: Week 8 Friday (13 Sept 2019) 11:45 pm AEST

#### Week 9 - 16 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Community planning and engagement	Chapters 7,8 and 9 Additional reading posted in Moodle	

#### Week 10 - 23 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Planning in coastal and mountain destinations	Chapters 7,8 and 9 Additional reading posted in Moodle	

#### Week 11 - 30 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Planning for Resilience and the challenges of climate change	Chapters 5 and 10 Additional reading posted in Moodle	

#### Week 12 - 07 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Presentations

Presentation and written assessment due 8th October 2019 in class. Off campus student will present via Zoom. Remember there is a 5% penalty per day for late submission without an approved extension (as per the CQU assessment policy).

**Destination Management Plan Brief** Due: Week 12 Tuesday (8 Oct 2019) 6:00 pm AEST

#### Review/Exam Week - 14 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
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#### Exam Week - 21 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
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## Term Specific Information

Welcome to TOUR20022 **Destination Planning and Management**. This unit draws together many of the issues that have been discussed during the course and is designed to give you skills and knowledge to critically consider the key issues that are involved with sustainable tourism destination planning. The unit includes a field trip where you will be able to observe first hand many of the key issues that need to be considered in destination planning.

## Assessment Tasks

### 1 Case study: The scales of tourism planning in a city destination

#### Assessment Type

Written Assessment

#### Task Description

Tourism planning is conducted by a range of actors across 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 cafe while the other end of the scale could be an integrated resort such as Atlantis the Palm in Dubai. At the destination scale, local governments or other government organisations are usually responsible for the management, planning and marketing of a place, but decision making is often disjointed because of the range of public and private sector organisations that have various planning requirements (eg fire service, local government planning ordinances, electricity providers and communications services). In a similar manner, planning at a regional scale is often disjointed because of conflicting priorities between local governments, the private sector and state and national governments. In Queensland for example, the mining industry would like to expand coal mining operations but at the cost of some damage to the Great Barrier Reef through dredging.

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. You are to identify two key issues 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 issues are significant and demonstrate how planning can be used to overcome these problems.

Distance students are to identify a suitable destination and discuss their selection with the lecture prior to the field trip.

This assessment is to be written in essay format and should include subheadings where appropriate. There is no need for an Executive Summary. Word count: no more than 2500 words excluding references.

#### Assessment Due Date

Week 5 Friday (16 Aug 2019) 11:45 pm AEST

Online submission

#### Return Date to Students

Week 7 Friday (6 Sept 2019)

Online

**Weighting**

40%

**Assessment Criteria****Assessment Criteria**

A more detailed rubric with weighting will be posted on Moodle  
Evidence of critical thought about the scales of tourism planning  
Justification of the selection of significant issues  
Application of tourism planning theories  
Effective Communication  
Use of suitable examples  
Use of appropriate academic references (minimum of 15)

**Submission**

Online

**Submission Instructions**

Submit through moodle

**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 Field trip report: Destination Development

**Assessment Type**

Practical and Written Assessment

**Task Description**

Field trip report: Destination development

In assignment 1 you identified a range of planning issues that are affecting the destination you considered. Drawing on assignment 1 and from the lecture material in this unit, your readings and your notes and observations on the walking tour field trip, write a field trip report that critically examines the current product mix in the destination and make recommendations for further development of the destination. You should consider the implications of your suggestions from a triple bottom line perspective. Identify what key businesses and/or services you think need to be encouraged to be established in the destination and provide suggestions on where these may be located and who should be responding for their funding. For example you may identify the need for additional CBD parking, pedestrian malls and more signage. Who should fund this, the local government authority or private sector investors?

Word count: 2000 word

**Assessment Due Date**

Week 8 Friday (13 Sept 2019) 11:45 pm AEST

On-line submission

**Return Date to Students**

Week 10 Monday (23 Sept 2019)

Online

**Weighting**

30%

**Assessment Criteria**

A more detailed rubric with weighting will be posted on Moodle  
Evidence of critical thought about destination development  
Effectively substantiate your argument with appropriate evidence  
Effective communication  
Use of suitable examples



Use of supporting evidence including figures, tables and links to source documents  
Use of appropriate academic references (A minimum of 15 academic references)

### **Submission**

Online

### **Submission Instructions**

Submit 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 Destination Management Plan Brief**

### **Assessment Type**

Presentation and Written Assessment

### **Task Description**

#### **Individual Presentation: Destination Management Plan Brief**

Imagine you are a planner employed by 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 for the DMP.

You have 15 minutes to give an overview of the destination, the type of development projects that you anticipate may occur within the next five years (new hotels for example), problems that you expect the consultants to consider (for example climate change, change in demand and access issues), some examples of other DMPs you think are worth looking at and what you expect the DMP to contain as a final document.

You will need to prepare a two-page brief as a handout to be given out at the time of your presentation. The brief should contain all relevant information and references.

You are to present the brief using power point.

Distance students will present via zoom discussion with lecturer. Distance students should discuss their preferred destination for this assessment with the lecturer by week 7.

### **Assessment Due Date**

Week 12 Tuesday (8 Oct 2019) 6:00 pm AEST

Online submission

### **Return Date to Students**

Exam Week Friday (25 Oct 2019)

Online

### **Weighting**

30%

### **Assessment Criteria**

A more detailed rubric with weighting will be posted on Moodle

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 (no less than 10)

Use of appropriate supporting data including tables and figures

Quality of written work

### **Submission**

No submission method provided.

## 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