UniSC

COURSE OUTLINE

TSM102 The World of Tourism, Leisure and Events

School: School of Business and Creative Industries

2025 | Semester 2

| UniSC Sunshine Coast | BLENDED LEARNING | You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement. |
| Online | ONLINE | You can do this course without coming onto campus. |

Please go to usc.edu.au 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

Tourism, leisure and events (TLE) often form the most memorable experiences of our lives. They are essential contributors to the socioeconomic well-being of our communities, and effective tools to help our communities achieve global sustainable development goals (SDGs). In this course, you will learn about the principles of supply and demand in various sectors that make up the global TLE system. You will also learn how engaging and memorable experiences drive consumer satisfaction and market competitiveness in the global TLE economy.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning material.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops on campus.	2hrs	Week 1	12 times
ONLINE			
Learning materials – Interactive online learning material.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Live online workshops on Zoom (Recorded).	2hrs	Week 1	12 times

1.3. Course Topics

- Experience economy
- Leisure fundamentals
- Planned events
- A systematic approach to tourism
- Tourism demand
- Tourists' behaviour
- Tourism markets
- Tourism products
- Tourism industry sectors and subsectors
- Tourist destinations
- Tourism intermediaries
- The future of tourism, leisure and events

2. What level is this course?

100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first full-time study 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?

COURSE LEARNING OUTCOMES On successful completion of this course, you should be able to...	GRADUATE QUALITIES MAPPING Completing these tasks successfully will contribute to you becoming...	PROFESSIONAL STANDARD MAPPING * Association to Advance Collegiate Schools of Business
1 Demonstrate critical and creative thinking to identify and solve TLEM problems and arrive at innovative solutions	Creative and critical thinker	PC3, PC3.1
2 Demonstrate capacity and competence in the application of TLEM discipline specific knowledge.	Knowledgeable Empowered	PC6, PC6.2
3 Demonstrate digital literacy skills for communication and information sharing in a TLEM context.	Engaged	PC1, PC1.3
4 Demonstrate effective written communication skills in the context of TLEM.	Engaged	PC1, PC1.1

* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1	Communication
PC1.1	Written Communication
PC1.3	Digital Literacy
PC3	Creative and Critical Thinking
PC3.1	Problem Solving
PC6	Career-ready
PC6.2	Discipline Knowledge

5. Am I eligible to enrol in this course?

Refer to the UniSC Glossary of terms for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

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

6.2. Details of early feedback on progress

Early feedback in this course will be provided through a Concept Test in week 5 and formative feedback given to the students throughout the tutorial activities in the course. The concept test will provide students with feedback on their ability to use analytical processes and apply discipline-specific knowledge in a TELM context. In addition, most tutorial sessions are designed as assessment workshops. Within these workshops, students will receive feedback on their progress in achieving the learning outcomes.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	2	Report	Individual	50%	Max. 2,000 words	Week 7	Online Assignment Submission with plagiarism check
All	3	Artefact - Creative, and Written Piece	Individual	50%	Max. 1,000 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 2: Destination Report

GOAL:	To introduce a tourism destination and analyse its tourism market.
PRODUCT:	Report
FORMAT:	This is an individual assessment task. In this task, you will apply your knowledge of the principles of tourism, leisure and event management and use your critical and creative thinking to analyse the tourism system and tourism market of a tourism destination.

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Application of TLEM discipline specific knowledge	2
	2	Identification of TLEM problems and proposing innovative solutions	1
	3	Effective written communication skills in the context of TLEM	4

GENERIC SKILLS:	Communication, Problem solving, Organisation

All - Assessment Task 3: New Product Concept

GOAL:	To creatively apply knowledge of the principles of tourism, leisure and event management in order to propose a new product to enhance the competitiveness of the selected destination for a specific target market.
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	This is an individual assessment task. In this task you will continue from Task 2, and apply your digital communication, information literacy and critical thinking skills to analyse the competitiveness of a tourism destination for a specific target market. You will use images, figures and graphics to create a visually appealing and well-organised digital artefact to propose addition of a new iconic product to the destination to enhance its attractiveness for the selected target market.

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Application of TLEM discipline specific knowledge	②
	2	Identification of TLEM problems and proposing innovative solutions	①
	3	Effective digital communication and information sharing in a TLEM context	③

GENERIC SKILLS:	Communication, Problem solving, Applying technologies

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

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

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas 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. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Recommended	A. J;DARCY VEAL (SIMON;LYNCH, ROB;FLETCHER, JOHN;F.)	0	World of Tourism, Leisure & Event CB	n/a	n/a

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility 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 and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training 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 Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%
The course is graded using the Standard Grading scale
You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may 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.

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: 07 5430 1168 or using the SafeZone app. For general enquires contact the SafeUniSC team by phone 07 5456 3864 or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call 07 5430 1226 or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the Learning Advisers web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to Student Hub, email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, AccessAbility Services can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to Student Hub, email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. 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
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10.General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au