

# TSM300 Tourism, Sport and Leisure Policy and Planning

School: School of Business and Creative Industries

2026 Trimester 2

UniSC Sunshine Coast  
UniSC Moreton Bay

**BLENDED  
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

**ONLINE**

You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to [unisc.edu.au](http://unisc.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

TSM300 has a strong focus on sustainable policy and planning of tourism, sport and leisure at all scales from local to international. The philosophy, concepts, practices and management of sustainable approaches to policy and planning are provided to integrate the interests of various stakeholder throughout the process of contemporary and sound policy development. An insight to the complex issues, challenges, and evolving landscape from international cases help prepare for future careers.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – Interactive online learning activities.	1hr	Week 1	10 times
<b>Tutorial/Workshop 1</b> – Scheduled face to face workshops.	2hrs	Week 1	10 times
<b>ONLINE</b>			
<b>Learning materials</b> – Interactive online learning activities.	1hr	Week 1	10 times
<b>Tutorial/Workshop 1</b> – Scheduled online workshops (Recorded).	2hrs	Week 1	10 times

### 1.3. Course Topics

- Destination policy and planning
- Strategic leadership and governance at a destination level
- The Quadruple Helix and destination management - including community wellbeing (featuring Airbnb)
- Tools and indicators of destination management and governance
- Over-, and under-tourism management
- Managing visitor attractions - including Indigenous tourism
- Destination transport governance - Cruises, scooters, Uber, air taxis
- The night time economy for destinations
- Accessible tourism destination development - including the 2032 Olympics and Paralympics
- Disaster and crisis management of destinations
- The future of destination management and governance

## 2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth 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	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING *
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Critically analyse and evaluate all aspects of a leading TLEM organisation including governance, ethics, triple bottom line sustainability, CSR, policy, planning, practices, and the impacts of the organisation	Creative and critical thinker Engaged	
2 Critically analyse and apply TLEM discipline knowledge to national and international case studies	Creative and critical thinker Ethical Engaged	
3 Analyse, synthesise, and then make recommendations for improving a TLEM Policy/Strategy/Planning	Creative and critical thinker Ethical Sustainability-focused	
4 Demonstrate effective, professional and persuasive written and oral communication skills	Empowered Engaged	PC1.1

\* Competencies by Professional Body

CODE	COMPETENCY
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS	
PC1.1	Written Communication

## 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

TSM102

## 5.2. Co-requisites

Not applicable

## 5.3. Anti-requisites

TSM221

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

Not applicable

## 5.5. Microcredential Information

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 guidance and assistance on preparing their first assessment.

### 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	1	Artefact - Creative, and Oral	Individual	50%	Vodcast of up to 10 minutes	Week 7	Online Assignment Submission with plagiarism check
All	2	Report	Individual	50%	2500 words	Exam Period	Online Assignment Submission with plagiarism check

#### All - Assessment Task 1: Vodcast in response to ONE of several polcies

<b>GOAL:</b>	To present a critical evaluation of a chosen policy document in the form of a vodcast to the general public		
<b>PRODUCT:</b>	Artefact - Creative, and Oral		
<b>AUTHORSHIP STATEMENT:</b>			
<b>FORMAT:</b>	Vodcast in response to one of several policies on offer, and to use theory and best practice examples to make recommendations for enhancing the operationalisation of the plan		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	1	Demonstrate critical thinking to develop and evaluate appropriate solutions to policy problems	3
	2	Critical analysis of existing sources of secondary data and literature in the field	2
	3	Capacity to develop and articulate informed arguments	4
	4	Use of appropriate verbal communication	4
	5	Use of appropriate time management	4
<b>GENERIC SKILLS:</b>	Communication, Problem solving, Organisation, Information literacy		

## All - Assessment Task 2: Policy/Strategy/Plan for the proposed Brisbane 2032 Olympic Stadium

<b>GOAL:</b>	To demonstrate an ability to comprehend, analyse, synthesise, review, summarise and draft a Policy/Strategy/Plan in the context of the proposed Brisbane 2032 Olympics Stadium																		
<b>PRODUCT:</b>	Report																		
<b>AUTHORSHIP STATEMENT:</b>																			
<b>FORMAT:</b>	<p>You are required to analyse, synthesise, review, summarise and make recommendations to draft a Policy/Strategy/Plan in the context of the proposed Brisbane 2032 Olympics Stadium</p> <p>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: PC 3.1 Problem solving.</p>																		
<b>CRITERIA:</b>	<table border="1"><thead><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr></thead><tbody><tr><td>1</td><td>Identification and critical analysis of pertinent issues in a business context</td><td>2</td></tr><tr><td>2</td><td>Critical analysis of existing sources of secondary data and literature in the field</td><td>3</td></tr><tr><td>3</td><td>Demonstrate critical thinking to develop and evaluate appropriate solutions to business problems</td><td>1</td></tr><tr><td>4</td><td>Demonstrate reflective thinking for problem solving and decision making in a business context</td><td>2</td></tr><tr><td>5</td><td>Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation</td><td>3 4</td></tr></tbody></table>	No.		Learning Outcome assessed	1	Identification and critical analysis of pertinent issues in a business context	2	2	Critical analysis of existing sources of secondary data and literature in the field	3	3	Demonstrate critical thinking to develop and evaluate appropriate solutions to business problems	1	4	Demonstrate reflective thinking for problem solving and decision making in a business context	2	5	Accuracy and presentation of written work including English expression, discipline-based vocabulary, grammar, spelling, and punctuation	3 4
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## 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

You need regular access to the resource(s) below. Many texts are available as ebooks through the [Library](#) at no additional cost.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Recommended	Alastair M. Morrison	2023	Marketing and Managing Tourism Destinations	3rd edition	Routledge

### 8.2. Specific requirements

Electronic devices, prescribed textbook

## 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:

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

### 10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

Less than 15 minutes: No penalty

From 15 minutes to 30 minutes: 20% penalty

More than 30 minutes: 100% penalty

### 10.4. 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>

### 10.5. 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.

### 10.6. General Enquiries

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- [UniSC Student Central](#)
- [UniSC Adelaide Student Central](#)