

MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.

OVERVIEW

Course Description This course introduces key concepts and theoretical underpinnings of designing and managing experiences for tourism, hospitality and event (THE) settings. The course examines design principles and key management issues associated with the development and delivery of experiences. A key focus of the course is sustainable development, and exploring how THE experiences can not only be delivered in sustainable ways but lead to more enduring sustainable behaviours from consumers. Through a problem-based learning approach, students gain opportunities to analyse real-world scenarios through case studies in a variety of THE contexts.

Sustainable Development Goals



Contact Hours

Integrated Learning Session

Face to Face On Campus

Two (2) hour(s) per Week for Full Term

Students are expected to complete 4 hours of guided learning via online preparation, lectures, interactive workshops, tutorials, discussion groups or self-directed learning and an additional 6 hours of independent study per week.

Unit Weighting

10

Assumed Knowledge

LEIS1000 Leisure Tourism and Behaviour

Requisites

Students who successfully completed LEIS2000 prior to 2020 cannot enrol in this course.

Workload

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

Please refer to the course CANVAS site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course CANVAS site.

Student Consultation

A minimum of one (1) hour of consultation per week. Please see course CANVAS site for details of time and location.

Course Learning Outcomes

On successful completion of this course, students will be able to:

1. Demonstrate an integrative understanding of the fundamentals of experience design and management.
2. Explain key issues in the planning and development of experiences.
3. Critically evaluate experience management models.
4. Apply operational and planning processes in the management of a particular kind of experience (events)
5. Work independently and as a team member to collect and analyse information to produce a performance evaluation framework for event operations; and
6. Effectively communicate ideas, knowledge and outcomes in written, oral, and visual formats.

COURSE OUTLINE

ASSESSMENT DETAILS

This course has 3 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Workshop Exercise	Tuesday of Week 4 by 9:00 am	Individual	20%	1, 2, 6
2	Group Presentation & Written Report	Tuesday of Week 8 by 9:00 am	Group	40%	1, 2, 3, 4, 6
3	Report	Friday of Week 13 by 11:59 pm	Individual	40%	1, 2, 3, 4, 5, 6

Please note: students are advised that all assessments must be submitted in English. Assessment items not submitted in English will receive a mark of zero.

Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.

Time referenced is time in Newcastle NSW

Late Submissions	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.
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Assessment 1 – Workshop Exercise

Assessment Type	Workshop/Laboratory Exercise
Purpose	The purpose of this assignment is to assess your understanding of and ability to apply course material and course readings.
Description	Students are required to read a set reading and complete an exercise which assesses understanding of course content and readings (Weeks 1–3) and encourages critical thinking skills in the analysis of an event. Students are required to answer a set of directed questions. The details of the exercise will be posted on CANVAS under the Assessments Tab.
Weighting	20%
Length	1200 words
Due Date	Tuesday of Week 4 by 9:00 am
Submission Method	Online – via Turnitin
Assessment Criteria	A marking rubric with the assessment criteria will be provided on CANVAS
Return Method	Online
Feedback Provided	Returned Work - Each student paper will receive feedback in the form of a general comment and a series of in-text annotations/edits.

Assessment 2 – Group Presentation and Written Report

Assessment Type	Group Oral Presentation and Written Paper
Purpose	The purpose of this task is to provide students an opportunity to work as a team to research an existing tourism, hospitality or event experience and provide an analysis that is clearly informed by course content concepts and theories.
Description	Students are to form teams to complete this assessment. This assessment task is in 3 parts: <ol style="list-style-type: none"> Group Oral Presentation in Class Written report. Each student must attach an Individual Contribution Statement to the Group Written paper submission (a form will be provided) <p>This is a group assessment task where each group member develops a key content area for the report. Further guidelines are available in CANVAS under the Assessments Tab.</p>
Weighting	40%
Length	Presentation: 10 - 15 Minute Presentation (TBA dependent on time restrictions)

Due Date	Report: 2500 word Written Paper Tuesday of Week 8 by 9:00 am
Submission Method	Presentation: in Class Report: online - via Turnitin
Assessment Criteria	To assess capacity in applying course content and undertaking research
Return Method	Online through Turnitin
Feedback Provided	Online through Turnitin

Assessment 3 - Report

Assessment Type	Written Report
Purpose	The purpose of this assessment is for students to demonstrate they can apply conceptual and theoretical knowledge by developing an approach to address key task areas within THE sectors.
Description	Students will prepare a written report from the perspective of a tourism, hospitality, or events professional - such as advisor, consultant and/or manager. The report pertains to an area of concern relating to experience management within the tourism, hospitality, or event sectors. Further information is available on CANVAS.
Weighting	40%
Length	3000 words
Due Date	Friday of Week 13 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	Professionalism in execution Meeting the criteria of the assignment Demonstrating an understanding of a selected THE sector Demonstrating an understanding of the key knowledge areas in THE experience design and management Engagement with THE experience concepts & theory; extent of scholarly research Engagement with course materials and course content Structure and Mechanics – language, grammar, referencing (in-text and bibliography), recommendations. <u>See Rubric for this assessment task posted on CANVAS</u>
Return Method	Online through Turnitin
Feedback Provided	Online through Turnitin

SYLLABUS

Course Content

Topics in the course include but are not limited to the following:

1. Definitions and concepts relating to THE experiences
2. Designing, staging, and managing THE experiences
3. Understanding experience customers
4. Sustainable development and THE experiences
5. Sustainable THE experience design
6. THE Experience case studies

Course Materials

Required Text:

Smit, B., and Melissen, F. (2018). *Sustainable Customer Experience Design: Co-creating Experiences in Events, Tourism and Hospitality*. Routledge, London.

ISBN: 9781138658554

Please refer to the course CANVAS site for details of additional recommended texts.

SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Essential information about THE experiences	Chapter 1 of prescribed textbook: Smit and Melissen (2018)	Introduction and activities connected to experience as a concept; overview of the course; discussion on course expectations
2	Connecting experiences to customers	Chapter 2 of prescribed textbook: Smit and Melissen (2018)	Overview of content. Discussion of set reading and set questions. Completion of workshop activities. Forming teams for Assessment 3.
3	Designing the experience (Part I)	Chapter 3 of prescribed textbook: Smit and Melissen (2018) AND Tattersall & Cooper (2014). Creating the Eventscape. Chapter 8 in <i>Strategic Event Creation</i> (L. Sharples, P. Crowther. D. May & C. Orefice (Eds). Oxford: Goodfellow. Pp 141-164	Overview of content. Discussion of set reading and set questions. Completion of workshop activities. Teams to be finalised and Group Pre-Project Action Plan submitted. Identifying the experience to be researched (Type, category, setting goals and objectives)
4	Designing the experience (Part II)	Chapter 4 of prescribed textbook: Smit and Melissen (2018)	Overview of content. Discussion of set reading and set questions. Assessment 1 due: Tuesday of Week 4 by 9:00am.
5	Staging and managing experiences	Chapter 5 of prescribed textbook: Smit and Melissen (2018)	Discussion of set reading and set questions.
6	Sustainable development	Chapters 6 & 7 of prescribed textbook: Smit and Melissen (2018)	TEAMWORK: Finalising Assessment 2
7	Matching THE experiences with sustainable development principles	Chapter 8 of prescribed textbook: Smit and Melissen (2018)	Discussion of set reading and set questions.
8	Student Presentations	No set reading	Assessment 2 due: Tuesday of Week 8 by 9:00 am
9	Designing sustainable THE experiences	Chapter 9 of prescribed textbook: Smit and Melissen (2018)	Discussion of set reading and set questions. Report Writing Workshop
10	Case Studies in Tourism & Travel Experiences	TBC – see CANVAS	Interactive Industry Q & A (To be advised)
11	Case Studies in Hospitality Experiences	TBC – see CANVAS	Interactive Industry Q & A (To be advised)
12	Case Studies in Event Experiences	TBC – see CANVAS	Interactive Industry Q & A (To be advised)
13	Course Recap	Chapter 9 of prescribed textbook: Smit and Melissen (2018)	Open discussion relating to Assessment 3. Assessment 3 due: Friday of Week 13 by 11:59 pm

If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.

CONTACTS

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PSB Academy Enquiries

Log your question or request to the PSB Program Executives at the following website:
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ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods	Communication methods used in this course include: <ul style="list-style-type: none"> - CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site. - Email: Students will receive communications via their student email account. - Face to Face: Communication will be provided via face to face meetings or supervision.
Course Evaluation	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.
Oral Interviews (Vivas)	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination (viva) Procedure . In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule .
Academic Misconduct	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35 .
Adverse Circumstances	The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where: <ol style="list-style-type: none"> 1. the assessment item is a major assessment item; or 2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system; 3. you are requesting a change of placement; or 4. the course has a compulsory attendance requirement.
Important Policy Information	Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at: https://policies.newcastle.edu.au/document/view-current.php?id=236 The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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