



*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** Increasing the development and promotion of sustainable tourism is a planned and progressive strategy. Building upon the 'Principles of Marketing' offered in the Bachelor of Business core, this course investigates a range of approaches and issues associated with the management and marketing of destinations, and the wider tourism experience. Using selected case studies from around the world the course examines the challenges of contemporary marketing approaches to the development and promotion of sustainable tourism. Working through experiential exercises you will undertake research and marketing strategies reflective of current professional practice.

**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**

Students who enrol in this course will be expected to have undertaken LEIS1000 or TOUR1000 or MKTG1001 or MKTG2100.

**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. Examine and discuss the key concepts and principles of marketing as applied to destinations and the tourism experience;
2. Demonstrate an evaluative understanding of current issues associated with destination marketing;
3. Access, examine and assess the effectiveness of marketing strategies applied to tourism;
4. Engage in tourism and marketing research and inquiry to inform strategic decision making and problem solving;
5. Demonstrate skills in oral and written communication as well as critical and analytical thinking in accordance with professional contexts; and
6. Work independently and as a team member to collect and analyse information to guide your problem solving and decision making.

# COURSE OUTLINE

# ASSESSMENT DETAILS

This course has 4 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Workshop exercises	Weeks 4, 5, 6 and 7	Group	10%	1, 2, 5, 6
2	Briefing Paper	Sunday Week 7 by 11:59 pm	Individual	25%	2, 3, 4, 5
3	Group Presentation	Designated workshop in Weeks 10, 11, 12 or 13	Group	25%	2, 3, 4, 5
4	Report	Sunday of Week 13 by 11:59 pm	Individual	40%	1, 2, 3, 5

**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

<b>Late Submissions</b>	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. <b>Note:</b> this applies equally to week and weekend days.
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## Assessment 1 – Workshop exercises

<b>Assessment Type</b>	Tutorial / Laboratory Exercises
<b>Purpose</b>	The purpose of this assignment is to assess students' capacity to work effectively in a small team "workplace" environment, primarily through the conduct of a series of in-class meetings. The meetings have been designed to facilitate the sharing of key marketing information about the team's chosen destination.
<b>Description</b>	For this assessment, students are required to coordinate, contribute to, and record the outcomes of a series of four (4) team meetings held within workshops. Each meeting addresses one of the four marketing role areas assigned to team members: marketing mix, market segmentation, destination branding, and destination promotion. Each student in the group is required to prepare two formal written outputs as part of their participation in team meetings; namely, a meeting agenda and meeting minutes. Students will also be required to chair (i.e. lead) the team meeting associated with their marketing role.
<b>Weighting</b>	10%
<b>Length</b>	Approx. 100-200 words. See templates on CANVAS.
<b>Due Date</b>	Weeks 4, 5, 6 and 7
<b>Submission Method</b>	Online - Students will submit the meeting agenda and meeting minutes documents by uploading them to CANVAS, according to instructions provided in the Week 2 and 3 workshops.
<b>Assessment Criteria</b>	Criteria for the team meetings assessment: <ul style="list-style-type: none"> <li>- Accuracy of information presented and depth of preparation</li> <li>- Upload of team meeting documents to CANVAS in a timely manner</li> <li>- Adopting the standardised meeting templates for agenda and minutes</li> <li>- Leading one team meeting effectively, taking minutes of one meeting effectively, contributing to discussion in other meetings</li> </ul>
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online

## Assessment 2 - Briefing Paper

<b>Assessment Type</b>	Written Assignment
<b>Purpose</b>	The purpose of this individual assignment is for students to engage in critical thinking and to communicate effectively in writing. The briefing paper provides both a theoretical and applied basis for teams to critically assess the existing marketing strategy of the tourism destination they have chosen.
<b>Description</b>	Each team member prepares a briefing paper that corresponds with their assigned tourism marketing role area (i.e. the marketing mix, market segmentation, destination branding, or destination promotion). The briefing paper outlines the rationale, findings and recommendations associated with the role area and the particular destination. In addition to an overview of current marketing practices at the destination, the briefing paper should include some discussion of theory to demonstrate the student understands the conceptual basis for their assigned role area.
<b>Weighting</b>	25%
<b>Length</b>	1500 words
<b>Due Date</b>	Sunday of Week 7 by 5:00 pm
<b>Submission Method</b>	Online – via Turnitin
<b>Assessment Criteria</b>	Criteria for the briefing paper, along with standards of performance, are detailed extensively in a marking rubric available on the CANVAS site for the course. The criteria (and their relative weightings) can be summarised as follows: <ul style="list-style-type: none"> <li>- Layout and presentation (5%)</li> <li>- Introduction (10%)</li> <li>- Findings (35%)</li> <li>- Recommendations (20%)</li> <li>- Research/Literature (15%)</li> <li>- Referencing (10%)</li> <li>- Writing, spelling and grammar (5%)</li> </ul>
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online - (via Turnitin Grademark)

## Assessment 3 - Group Presentation

<b>Assessment Type</b>	Presentation
<b>Purpose</b>	The purpose of the group presentation is for students to display proficiency in the utilisation of information and technology in business, to engage in analytical problem solving, and to communicate effectively (both orally and through visual media). The presentation is an opportunity for each marketing team to exhibit their ideas about how to redevelop the marketing strategy of their chosen destination. The stakeholder role play component assesses the ability of students to apply skills that demonstrate an understanding of social and ethical business practices. The role play has been designed both to raise awareness of, and promote understanding about, the diversity of tourism stakeholders.
<b>Description</b>	Students are to deliver an in-class team presentation to 'pitch' a new marketing strategy for their chosen destination. The presentation should address all four of the assigned tourism marketing role areas and must demonstrate a critical understanding of destination marketing practices and how they apply to the team's chosen destination. The presentation will be followed by a question and answer session, where team members will be expected to respond to questions raised by fellow students role-playing as tourism industry stakeholders. The stakeholder role play requires students to apply critical thinking skills in order to: (i) evaluate the 'pitch' of another team, and (ii) compose a question that accurately represents the interests of a particular type of tourism stakeholder.
<b>Weighting</b>	25%
<b>Length</b>	<b>Presentation:</b> 15 minutes + 10 minutes Q & A; <b>Stakeholder Role Play:</b> 10-30 word question
<b>Due Date</b>	One workshop in either Week 10, 11, 12 or 13
<b>Submission Method</b>	The presentation takes place in-class, during the assigned workshop. Following the presentation, an electronic copy of the presentation file should be uploaded to the Group Forum on CANVAS. For the stakeholder role play, students will submit their question in the workshop in two ways. (1). The question will be posed (orally) to the presenting group following the presentation. (2). Using the question template sheet provided, a hand-written version of the question will be submitted to the workshop coordinator following the Q&A session.

<b>Assessment Criteria</b>	<p>The assessment criteria for the presentation are presented below, according to the group and individual components (note that within each component, all criteria are weighted equally):</p> <p><b>Group Components:</b></p> <ul style="list-style-type: none"> <li>- Organisation (content consistency, time management, sequence of material)</li> <li>- Overall Pitch (strategy was convincing, appropriate and achievable)</li> <li>- Audience Engagement (presentation was interesting and compelling)</li> <li>- Answers to Stakeholder Questions</li> </ul> <p><b>Individual Components:</b></p> <ul style="list-style-type: none"> <li>- Organisation (time management, sequence of material)</li> <li>- Textual Content (including scholarly material)</li> <li>- Visual Content (formatting, forms of media)</li> <li>- Delivery (clear voice, eye contact)</li> </ul> <p><b>The Assessment Criteria for the Stakeholder Role Play:</b></p> <ul style="list-style-type: none"> <li>- Relevance of question to the presentation content</li> <li>- Relevance of the question of the stakeholder being represented</li> <li>- Depth of critical analysis/insight</li> </ul>
<b>Return Method</b>	In Class
<b>Feedback Provided</b>	Online - Completed rubric emailed to group and individual

## Assessment 4 - Report

<b>Assessment Type</b>	Report
<b>Purpose</b>	The purpose of this individual assignment is for students to demonstrate knowledge of theory, models and concepts relevant to tourism and destination marketing, to engage in critical thinking, and to communicate effectively and professionally in writing. The report is a more detailed explanation of the Destination Marketing Strategy underpinning the team's 'pitch', whereby individual students demonstrate understanding of all elements of the new strategy
<b>Description</b>	<p>To complete the report, students must outline and justify all key elements of the destination marketing strategy that has been proposed by their team. The report must, therefore, address all four marketing role areas: the marketing mix, market segmentation, destination branding, and destination promotion. Students should demonstrate that they:</p> <ul style="list-style-type: none"> <li>(i) understand the destination marketing theory and practice pertaining to each of the four areas;</li> <li>(ii) can effectively link all the new approaches and strategies proposed, so as to present a holistic destination marketing strategy;</li> <li>(iii) are able to critically reflect on group-work processes and decision-making;</li> <li>(iv) can evaluate whether appropriate choices were made by the team.</li> </ul>
<b>Weighting</b>	40%
<b>Length</b>	3000 words
<b>Due Date</b>	Friday of Week 13 by 5:00 pm
<b>Submission Method</b>	Online – via Turnitin
<b>Assessment Criteria</b>	<p>Criteria for the final report, along with standards of performance, are detailed extensively in a marking rubric available on the CANVAS site for the course. The criteria (and their relative weightings) can be summarised as follows:</p> <ul style="list-style-type: none"> <li>- Layout and presentation (5%)</li> <li>- Executive Summary (10%)</li> <li>- Introduction/Discussion/Conclusion (35%)</li> <li>- Reflection (20%)</li> <li>- Research/Literature (15%)</li> <li>- Referencing (10%)</li> <li>- Writing, spelling and grammar (5%)</li> </ul>
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Report

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# SYLLABUS

## Course Content

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

1. Strategic marketing and sustainable tourism
2. Destination marketing and branding
3. Understanding tourist markets
4. Tourism marketing, communication and promotion
5. Tourism marketing and information technology
6. Tourism product and price
7. Collaborative approaches to tourism marketing
8. Tourism marketing and crises

## Course Materials

### Required Text:

Morrison, A.M. (2024). *Marketing and Managing Tourism Destinations* (3<sup>rd</sup> ed). Abingdon, Oxon: Routledge

**ISBN:** 978-1-032-38069-8

# SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Introduction to Destination Marketing and the Destination Marketing Organisation (DMO)	Please read course outline and familiarise yourself with the CANVAS site	
2	Destination Management, Planning & Strategy		Destination Marketing Team formation and Destination Choice
3	Tourism Destinations and the Marketing Mix		Destination SWOT Analysis and Destination Marketing Team Role Choice
4	Understanding Tourist Markets	Ensure meeting agenda and minutes are uploaded to CANVAS (see Assessment 1 for details)	<b>Assessment 1 due:</b> Team Meeting Role 1: Marketing Mix
5	Destination Branding	Ensure meeting agenda and minutes are uploaded to CANVAS (see Assessment 1 for details)	<b>Assessment 1 due:</b> Team Meeting Role 2: Market Segmentation
6	Communication and Promotion in Tourism Marketing	Ensure meeting agenda and minutes are uploaded to CANVAS (see Assessment 1 for details)	<b>Assessment 1 due:</b> Team Meeting Role 3: Destination Branding
7	Destination Product Development	Ensure meeting agenda and minutes are uploaded to CANVAS (see Assessment 1 for details)	<b>Assessment 1 due:</b> Team Meeting Role 4: Destination Promotion <b>Assessment 2 due:</b> Briefing Papers Sunday of Week 7 by 11:59 pm
8	Tourism Marketing, Information Technology and the Digital Tourist		Team Meeting: Planning the new Destination Marketing Strategy
9	Customers and Community Relationships		Team Meeting: Identifying Stakeholder Roles and Perspectives
10	Destination Marketing Reporting and Planning Workshop		Destination Marketing Strategy: Pitch Presentations <b>Assessment 3 due:</b> Group Presentations in Class
11	Collaboration and Cooperation in Destination Marketing		Destination Marketing Strategy: Pitch Presentations <b>Assessment 3 due:</b> Group Presentations in Class
12	Destination Marketing: Disaster & Crisis Management		Destination Marketing Strategy: Pitch Presentations <b>Assessment 3 due:</b> Group Presentations in Class
13	The Destination Marketing Strategy - Role Summaries		Destination Marketing Strategy: Pitch Presentations <b>Assessment 3 due:</b> Group Presentations in Class <b>Assessment 4 due:</b> Reports Sunday of 13 by 11:59 pm

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

# CONTACTS

## School Offices

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### PSB Academy Enquiries

Log your question or request to the PSB Program Executives at the following website:  
<http://www.psb-academy.edu.sg/eng>  
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### Newcastle Australia Institute of Higher Education Pte Ltd

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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).

<b>Communication Methods</b>	<p>Communication methods used in this course include:</p> <ul style="list-style-type: none"> <li>- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.</li> <li>- Email: Students will receive communications via their student email account.</li> <li>- Face to Face: Communication will be provided via face to face meetings or supervision.</li> </ul>
<b>Course Evaluation</b>	<p>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.</p>
<b>Oral Interviews (Vivas)</b>	<p>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 <a href="#">Oral Examination (viva) Procedure</a>. 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 <a href="#">Student Conduct Rule</a>.</p>
<b>Academic Misconduct</b>	<p>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 <a href="https://policies.newcastle.edu.au/document/view-current.php?id=35">https://policies.newcastle.edu.au/document/view-current.php?id=35</a>.</p>
<b>Adverse Circumstances</b>	<p>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:</p> <ol style="list-style-type: none"> <li>1. the assessment item is a major assessment item; or</li> <li>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;</li> <li>3. you are requesting a change of placement; or</li> <li>4. the course has a compulsory attendance requirement.</li> </ol>
	<p>Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at:</p>
	<p><a href="https://policies.newcastle.edu.au/document/view-current.php?id=236">https://policies.newcastle.edu.au/document/view-current.php?id=236</a></p>
<b>Important Policy Information</b>	<p>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 <a href="https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures">https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures</a> that support a safe and respectful environment at the University.</p>

*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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