DISABILITY AND LEARNING SUPPORT SERVICES

The University offers a range of services and supports for students with a disability and it is important that these are negotiated early in the semester. Students who require alternative arrangements such as Special Exam Arrangements and assessment or study support should discuss their needs with the Disability Services Officer and/or the Course Coordinator as soon as possible.

The university offers a range of academic skills services to assist students with the development of writing and study skills. Workshops on topics such as critical thinking, clearer writing and essay writing are held most weeks throughout the semester. Learning fact sheets are also readily available on the intranet (http://intranet.usc.edu.au/usc/STUDSERV/learning). Students can also make an appointment with an academic skills adviser at Student Services for one-on-one assistance with study and academic writing skills.
FIELD OF EDUCATION
080701

FUNDING CLUSTER
2

WORK EXPERIENCE IN INDUSTRY
Indicate whether this course involves work experience in industry by ticking (✓) one of the following boxes:
- [ ] This course involves work experience in industry.
- [✓] This course does not involve work experience in industry.

If the course involves work experience in industry, indicate the basis on which this occurs by ticking (✓) one of the following boxes:
- [ ] Learning and performance is directed by USC or persons engaged by USC.
- [ ] Learning and performance is supported by USC or persons engaged by USC.
- [ ] No support is provided for learning and performance by USC or persons engaged by USC.

PROGRAM(S)
Bachelor of Business
Bachelor of Sustainable Tourism

MAJORS AND MINORS
Tourism Major
Tourism Minor
Sustainable Tourism Major

REQUIRED COURSE IN PROGRAM
Bachelor of Business (Tourism)
Bachelor of Sustainable Tourism

CONTACT HOURS
Lecture: 1 Hour
Tutorial: 2 Hours

PRE-REQUISITES
TSM210 – Tourism Management

MODE
Internal: Students who undertake all courses in which they are enrolled through attendance on campus, either in Australia or at an offshore location.

UNITS
12 credit points

ENROLMENTRESTRICTIONS
Nil
COURSE COORDINATOR
Mr Tony Stiller
Office: K2.04
Telephone: (07) 5430 1223
E-mail: TStiller@usc.edu.au
Consultation Times: TBA

COURSE MODERATOR
Dr David Foster
Office: K2.13
Telephone: 5430 1219
E-mail: DFoster@usc.edu.au
Consultation Times: By Appointment

COURSE DESCRIPTION TO BE USED FOR STUDENT HANDBOOK
This course provides an understanding of the nature of innovation and technology related to the growth, success and future development of tourism within Australia and internationally, on a local to global scale. The tourism industry expects its employees to have a fundamental understanding of a variety of innovative technological methods and their application within the industry. Consequently, the course addresses aspects of key management problems, needs, developments and approaches that effectively utilise technology and innovation within the tourism industry.

This course also encompasses an understanding of a variety of information and other technological methods utilised in the functional areas of development, operations, management, marketing and financial management within the tourism enterprise. Future trends and developments are discussed and an applied approach is adopted in assessing various technological techniques within examples of tourism organisations.

This course examines the nature and scope of innovation and technology and its emergence and utilisation within the tourism industry.

There are four key areas of study for this course. They include:

- Introduction and effects of technology and innovation in tourism
- Information and Communications Technologies for tourism
- Technology application in tourism: Suppliers and Distribution enterprises
- Technology application in tourism: Public tourism organizations
## LEARNING OUTCOMES

<table>
<thead>
<tr>
<th>USC Graduate Attributes</th>
<th>Learning Objectives</th>
<th>Learning/Assessment Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>On completion of this course students should be able to:</td>
<td>Essay on innovation in tourism</td>
</tr>
<tr>
<td><strong>To understand</strong></td>
<td>Develop an understanding of the introduction, history, concepts and nature of innovation and technology relating to tourism.</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Understand management issues, developments and approaches utilising technology in the tourism industry.</td>
<td></td>
</tr>
<tr>
<td><strong>To learn</strong></td>
<td>Demonstrate knowledge of global impacts of innovation and technology on the tourism industry and its stakeholders.</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Understand in what way technology has changed the way in which consumers deal with tourism activities.</td>
<td></td>
</tr>
<tr>
<td><strong>To communicate</strong></td>
<td>Understanding of technology application in the development and management of tourism organisations and enterprises.</td>
<td>✓</td>
</tr>
<tr>
<td><strong>To initiate</strong></td>
<td>Utilise specific tourism case studies of approaches in innovation and the use of technology.</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Appreciate methods and approaches for developing markets and providing effective innovation in marketing for tourism products.</td>
<td></td>
</tr>
</tbody>
</table>

### LEARNING/ASSESSMENT DETAILS:

<table>
<thead>
<tr>
<th>Learning/Assessment Tasks</th>
<th>Submission via</th>
<th>Due Date</th>
<th>Word Length</th>
<th>Assessment Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>20 April</td>
<td>1000-1500 words</td>
<td>25 %</td>
</tr>
<tr>
<td>1. Essay on innovation in tourism</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Case study of the use of tourism technology within tourism operations</td>
<td>✓</td>
<td>25 May</td>
<td>2000-2500 words</td>
<td>35 %</td>
</tr>
<tr>
<td>3. Final Examination</td>
<td>✓</td>
<td>TBA</td>
<td></td>
<td>40 %</td>
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</tbody>
</table>
LEARNING/ ASSESSMENT TASKS

Learning/ Assessment Task 1: Individual (25%)

The role of ICTs in Supply and Demand Driven Tourism

In September 2005 John Fitzgerald, the General Manager of Tourism Sunshine Coast (TSC) announced a $250,000 grant from the federal tourism development grant government to help unite the Sunshine Coast through a regional partnership approach which includes links to Wide Bay Burnett Region, Fraser Coast and Regional Hinterland.

“Our research continually shows us that we should be developing and marketing the Sunshine Coast as a region ... visitors travel extensively across the region when they are here and hold strong views about why they visit. We need to deliver on these expectations as a region. Both the public and private sectors will be engaged to ensure tourism is incorporated in their forward planning and to allow regional product development to be fostered with sustainability benchmarks for future growth”.

Referring to the models, strategies and statistics for supply-driven and demand-driven tourism in chapters 4 and 5 of the textbook by Buhalis and from other sources, prepare a report for the TSC addressing the following questions:
1. identify which target markets are more likely to book online and why?
2. list the key factors that will encourage more tourism products to be booked online.
3. what role will ICTs play for both tourism and non-tourism products/services by initiating a regional approach.
4. what are the ICT related challenges for managers of tourism organisations?

Assessment Criteria:
Students are to follow the basic structure on ‘Report Writing’ set out in Chapter 3 of Summers and Smith, ‘Communications Skills Handbook: How to succeed in writing and oral communication’, Wiley.

Due: Week 8 Friday 20 April by 5:00 pm in Faculty of Business assignment box

Learning/ Assessment Task 2: Individual (35%)

Developing a destination management system (DMS)

Based on assignment 1, “The role of ICTs in Supply and Demand Driven Tourism”, identify the key components of a destination management system (DMS) that could be developed and implemented by TSC for the Sunshine Coast region.

The essay should draw upon the models and frameworks set out in the textbook by Buhalis and other sources addressing the following issues:
1. what are the key services a DMS would offer tourism operators and travel agencies?
2. how can a DMS work closely with online and offline tourism operators travel agencies?
3. develop a strategic plan and overview for the ‘Sunshine Coast’ brand together with the steps that will need to be followed to design and implement the DMS strategy.
4. compare and contrast two destination management systems and make a recommendation as their suitability to meet the needs for TSC.

Assessment Criteria:
Students are to follow the basic structure on ‘Essay Writing’ set out in Chapter 5 of Summers and Smith, ‘Communications Skills Handbook: How to succeed in writing and oral communication’, Wiley.

Due: Week 13 Friday 25 May by 5:00 pm in Faculty of Business assignment box
Learning/ Assessment Task 3: Final Examination (40%)

The final exam will cover various aspects of lectures and readings.

Contribution to Tutorial Discussion/ Participation
Students are expected to attend tutorials and lectures in order to gain the fullest understanding of course content.

ANY ADDITIONAL ASSESSMENT REQUIREMENTS

Conditions for Passing Course:
To achieve a pass in this course students must:

1. Complete all items of assessment;
2. Perform satisfactorily in all items of assessment;
3. Achieve a satisfactory result in the exam;
4. Achieve at least a Pass level overall;

COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week Comm</th>
<th>Teaching Week</th>
<th>Content Focus of Week</th>
<th>Learning/Teaching Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>19 Feb</td>
<td>1</td>
<td>Introduction and effects of technology and innovation in tourism</td>
<td>Buhalis, Ch 1</td>
</tr>
<tr>
<td>26 Feb</td>
<td>2</td>
<td>Introduction and effects of technology and innovation in tourism</td>
<td>Buhalis, Ch 2</td>
</tr>
<tr>
<td>5 Mar</td>
<td>3</td>
<td>Introduction and effects of technology and innovation in tourism</td>
<td>Buhalis, Ch 3</td>
</tr>
<tr>
<td>12 Mar</td>
<td>4</td>
<td>ICTs in tourism: Consumers - ICT revolution for enterprise decisions</td>
<td>Buhalis, Ch 3</td>
</tr>
<tr>
<td>19 Mar</td>
<td>5</td>
<td>ICTs in tourism: Consumers - Demand-driven eTourism</td>
<td>Buhalis, Ch 4 &amp; 11</td>
</tr>
<tr>
<td>26 Mar</td>
<td>6</td>
<td>ICTs in tourism: Enterprises - Supply-driven eTourism</td>
<td>Buhalis, Ch 5</td>
</tr>
<tr>
<td>2 Apr</td>
<td>7</td>
<td>ICT application in tourism: Suppliers and Distribution enterprises - Operational</td>
<td>Buhalis, Ch 7</td>
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<td></td>
<td></td>
<td>Management and Distribution and Airlines</td>
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<tr>
<td>9 Apr</td>
<td></td>
<td>Mid Semester Break</td>
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<tr>
<td>16 Apr</td>
<td>8</td>
<td>ICT application in tourism: Suppliers and Distribution enterprises – Hospitality</td>
<td>Buhalis, Ch 8</td>
</tr>
<tr>
<td>23 Apr</td>
<td>9</td>
<td>ICT application in tourism: Suppliers and Distribution enterprises - Distribution,</td>
<td>Buhalis, Ch 9</td>
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<tr>
<td></td>
<td></td>
<td>Tour operators and Travel agencies</td>
<td></td>
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<tr>
<td>30 Apr</td>
<td>10</td>
<td>ICT application in tourism: Suppliers and Distribution enterprises - Distribution,</td>
<td>Buhalis, Ch 10</td>
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<tr>
<td></td>
<td></td>
<td>Tour operators and Travel agencies</td>
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<tr>
<td>7 May</td>
<td>11</td>
<td>ICT application in tourism: Public tourism organisations - National and State</td>
<td>Buhalis, Ch 12</td>
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<td></td>
<td></td>
<td>approaches</td>
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<tr>
<td>14 May</td>
<td>12</td>
<td>Technology application in tourism: Public tourism organisations - Regional and local</td>
<td>Buhalis, Ch 12</td>
</tr>
<tr>
<td></td>
<td></td>
<td>approaches</td>
<td></td>
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<tr>
<td>21 May</td>
<td>13</td>
<td>Wrap up and discussion of final exam</td>
<td>Revision and group discussion</td>
</tr>
<tr>
<td>28 May</td>
<td></td>
<td>Study Break</td>
<td></td>
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<tr>
<td>4 Jun</td>
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<td>Exams</td>
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<tr>
<td>11 Jun</td>
<td></td>
<td>Exams</td>
<td></td>
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<tr>
<td>18 Jun</td>
<td></td>
<td>Inter Semester Break commences</td>
<td></td>
</tr>
</tbody>
</table>
PRESCRIBED TEXT(S)

Principal Texts - The following two texts are to purchase and are also held in the Library:

RECOMMENDED READINGS

The following texts, which have significant readings are held in closed reserve for this course:

Journals

Information Technology and Tourism
Journal of Tourism Studies
Annals of Tourism Research
European Journal of Innovation Management
Journal of Travel Research
Knowledge and Innovation Management Journal
Tourism Management
Journal of Sustainable Tourism
Australian Journal of Hospitality
Management

Online Journals

Information Technology and Tourism: http://itt.ec3.at/Default.htm
Asia Pacific Journal of Tourism Research: http://hotel-online.com/Neo/Trends/AsiaPacificJournal
e-Review of Tourism Research: http://ertr.tamu.edu
Tourism Research Links: http://www.waksberg.com/research.htm
e-Tourism Newsletter: http://www.etourismnewsletter.com/
eCommerce and Tourism Research Laboratory: http://ectrl.itc.it:8080/home/labatory/publication/publication.jsp
Information Technology & Tourism, Applications. Methodology. Techniques http://itt.ec3.at/journals.htm
ASSESSMENT CONDITIONS (Faculty of Business Undergraduate Standard)
Faculty of Business guidelines and information relating to the administration of courses are located on the Student Intranet as follows:

Student Assessment Items - Guidelines

Faculty of Business Assessment Item Cover Sheet

Variations to Assessment - Guidelines

Plagiarism
Where specified in the Learning/Assessment Details, submit assessment items via Turnitin.com - full instructions are located at:


and brief step-by-step instructions at:


Turnitin.com Class ID and Password information is located at:

Hard copies of the above guidelines and information are also available from the Faculty of Business Reception and Administration Office.

Grade Levels
Grades shall be awarded on the following basis:

HIGH DISTINCTION where a student achieves an exceptionally high level of performance and/or competence plus the production of original work and demonstrated awareness of all significant elements of the course.

DISTINCTION where a student achieves a high level of performance and/or competence plus the production of original work and demonstrated awareness of all significant elements of the course.

CREDIT where a student achieves a level of performance and/or competence substantially above the minimum requirements of the course.

PASS where a student achieves a level of performance and/or competence which satisfies the minimum requirements of the course.

FAIL where a student has not satisfied the minimum requirements of the course.