

Case Study Ten

Major Report - Tourism

Task Description: Research and present a report on a tourism destination for a potential funding body

Weighting: 40%

Level: Final Year Undergraduate

Outline and Instructions:

To complete this task you are required to choose ONE town, city or region (excluding metropolitan areas) in Australia that depends on tourism as its main economic activity. Your audience will be funding bodies, such as government or industry, who you hope will be impressed with the current tourism activities presented in the report and want to invest further in your location.

You will need to research online and in library resources as part of your decision making process to make sure there is enough information available for you on a particular location to complete a comprehensive report.

The report should include the following sections:

- Front Cover (include visual)
- Executive Summary
- Table of Contents
- Introduction and Main Body of Text
- Conclusions and Recommendations for potential investment.
- Reference List
- Appendices (max 3)

The report should also be visually attractive e.g. colour scheme, font and layout and include maps, graphs, tables, statistical data and/or figures as further evidence of the impact of this tourism activity.

Marking Criteria:

- Degree to which the report details the tourism activity
- Relevance and extent of the research demonstrated
- Understanding and analysis of main ideas
- The feasibility of the recommendations put forward
- The presentation of the report

Submission: Online through the LMS (e.g., Blackboard)

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Workshop Rebuild

Workshop participants:

Paula INCE (ACU), Jo WATERS (Monash), Alysia COVENTRY (ACU), Keith FOGGETT (Newcastle), Wendy SUTHERLAND-SMITH (Deakin)

Identified Problems:

- This is an easy item to purchase because information on the topic is readily available online and the format lends itself to purchase as it doesn't demonstrate that the student is involved.
- The marking criteria are too general.
- The requested tables and charts are easy to purchase or copy from the internet.
- This is a high-stakes task (40%), so there is an incentive to cheat to do well.

Redesign of the Assessment Task:

- Narrow the selection of locations so that they are not locations that are heavily covered on the internet.
- If the location is local to the university, require evidence that the student has visited the area.
- Use a video diary to provide consistent updates on the student's work.
- Require the student to submit the assignment reference list as pre-task to see where the information is coming from (or submit an annotated bibliography that explains why some or all of the references were used).
- Alternatively, require that the student submits all of the resources they have used as electronic appendices to the final submission.
- Make the assignment into a two-part task to get an idea about the work quality and writing style of a student prior to final submission (i.e., draft and final submission).
- Ask students to provide one of their submissions from in-class work.