Postgraduate program

Tourism

Master of Tourism Handbook 2011
FLINDERS UNIVERSITY MAIN CAMPUS INFORMATION
Visit: www.flinders.edu.au/campus where you will find links to interactive location maps, Google maps, virtual tours, video resources, photographic galleries and live webcams of our main campus at Bedford Park.

FLINDERS UNIVERSITY VICTORIA SQUARE
Flinders has a presence in the Adelaide CBD where we:
• provide information and advice to students wanting to find out about study at Flinders;
• teach a selection of our courses and topics; and
• engage with major business, community and political stakeholders.
Flinders University, 182 Victoria Square, Adelaide. Further information visit: www.flinders.edu.au/victoriasquare

FLINDERS REGIONAL AND INTERSTATE LOCATIONS
Flinders geographical footprint extends beyond metropolitan Adelaide.
You can find a Flinders presence in:
• Regional South Australia: Port Lincoln, Barossa Valley, Mt Gambier, Victor Harbor and Renmark.
• Victoria: Warrnambool and Hamilton
• Northern Territory: Alice Springs, Darwin, Katherine and Nhulunbuy
For more information visit: www.flinders.edu.au/campus

CRICOS NO. 00114A
Letter to Prospective Students

Over the past decade and more, the tourism degrees and courses offered by Flinders Tourism have evolved – at each step in direct response to industry and student demand. We now offer multi-stream undergraduate and postgraduate studies – all the way to PhD – and we run a leading Professional Development Program. With such an evolutionary and innovative effort, Flinders Tourism has been recognised as a national and international leader in tourism education and research. Importantly, Flinders Tourism program is the only tourism degree in Australia that does not emanate from a business school, but is part of the School of Humanities. The program is accredited by the South Australian Tourism Industry Council (SATIC) and the festival and event stream is also endorsed by the South Australian Tourism Commission and Events SA. Each year students join us to advance their knowledge and build their exciting career opportunities to become leaders within the broad field of tourism industry.

The aim of our postgraduate program in tourism is to allow you to take an informed position in contemporary theoretical debates and applied policy programs, focusing on tourism and festival and event industry. The course is designed to equip you with the knowledge, ideas and awareness of policy contexts at the local, national and international scale, together with the research skills and relevant practical skills for better understanding issues in tourism and applying that knowledge in ways that match needs and emerging trends within the sector.

Taught by the academic staff of the Tourism Department, Flinders University, with inputs from our local and national network of researchers and professionals, the postgraduate program allows you to learn about the most important themes and contemporary issues in tourism. By undertaking a research dissertation especially for Masters students, the Master of Tourism (MTR) will equip you for future readership roles in the diverse and dynamic field of tourism and/or develop an opportunity to undertake a PhD in future.

The course allows you to acquire the learning and skills to move into a range of career opportunities in the tourism sector; site interpretation and storytelling in tourism, heritage management, destination management organisations, tourism product development, tourism policy, festival and event design and management, international development and research. We welcome applicants progressing from undergraduate qualifications in the social sciences and humanities, as well as from more applied and interdisciplinary undergraduate programs such as tourism and hospitality management.

We look forward to welcoming you to Flinders University and to the Tourism Department, and we look forward to working alongside you to help you achieve your Masters with us. We see it as an exciting opportunity for you to further develop and contribute to the depth and range of the research that the global tourism industry is seeking.

Your work with us will have an immediate and important impact on how the industry develops and operates in the future and, as a consequence, you will have an immediate and important impact on the lives of the millions of international, national and intrastate tourists travelling and visiting around the globe. We can’t wait for you to start!

Best wishes,

Dr Steve Brown
Head of Tourism, Flinders University
Contents

1. Course Overview ................................................................................................................. 1

2. MTR Course Team .................................................................................................................. 1
   2.1 Tourism Staff ...................................................................................................................... 1
   2.2 Contributing Staff .............................................................................................................. 2

3. Course Structure ................................................................................................................... 4
   3.1 Graduate Certificate in Tourism .......................................................................................... 4
   3.2 Graduate Diploma in Tourism ............................................................................................. 5
   3.3 Master of Tourism (MTR) .................................................................................................. 6

   4.1 Introduction .......................................................................................................................... 7
   4.2 Educational Aims ............................................................................................................... 8
   4.3 Anticipated Learning Outcomes ......................................................................................... 8
   4.4 Proposed Research Topic Statement and Dissertation Research Proposal ................. 8
   4.5 Supervisors ....................................................................................................................... 9
   4.6 Ethics Approval ................................................................................................................... 9
   4.7 Overview of the Dissertation ............................................................................................ 10
   4.8 Dissertation Presentation .................................................................................................. 12
   4.9 Submission Procedure and Award ..................................................................................... 12
   4.10 Recommended Readings for MTR Dissertation ............................................................... 12

5. General University Administration Information .................................................................... 13
   5.1 Assessment Policies .......................................................................................................... 13
   5.2 Grades ............................................................................................................................... 13
   5.3 Assessment Methods .......................................................................................................... 13
   5.4 Time for Completing Assessments ................................................................................... 13
   5.5 Re-marking ......................................................................................................................... 14
   5.6 Special Consideration ....................................................................................................... 14
   5.7 Supplementary Assessment (Medical/Compassionate Grounds) ................................... 14
   5.8 Academic Integrity ............................................................................................................. 14
   5.9 Submission and Collection of Assignments ...................................................................... 15

6. Student Learning Support Services ..................................................................................... 15
   6.1 Student Learning Centre ................................................................................................... 15
   6.2 Library Service .................................................................................................................. 15
   6.3 Other Academic Support Services .................................................................................... 16
1. Course Overview

The postgraduate programs in tourism are designed to meet the professional development needs of graduates with an interest in tourism. Students can focus on areas of special interest or undertake a broadly based program of study. Specialist areas of study include festival and event design and management, cultural tourism, and interpretation of natural and cultural environments. The general program of study allows students to choose topics from any of these streams to meet individual interests and needs, as well as topics relevant to a wide range of workplaces in the tourism sector.

The program aims to provide students with an increased level of theoretical knowledge, research skills and practical skills necessary for better understanding issues in tourism and applying that knowledge in ways that match needs and emerging trends within the sector. Especially, the Master of Tourism provides students with a broad understanding of their role in the field of tourism, both in Australia and worldwide. It will enable them to implement research concepts in their chosen tourism research areas. The course aims to produce graduates who will act ethically as professionals within their specialised field in the tourism industry and who have effective independent research and analysis skills in a variety of disciplines. It also aims to develop a framework for tourism management with the opportunity to apply this framework to specific case studies both on and offshore.

2. MTR Course Team

2.1 Tourism Staff

Dr Steve Brown, Head of Tourism (PhD, Flinders University)
Steve Brown is one of Australia’s most respected event designers, producers and marketers, with a wide range of large scale outdoor events to his credit in most states of Australia. Steve’s research interests are in the area of festival and event design, particularly the creation and staging of the event to maximise the experience for the audience. He is currently working on an international collaborative research project between Sweden and Australia on Peak audience behaviour at festivals and events.

Ms Chris Fanning (MTR, Flinders University)
Chris Fanning has a specialist expertise in education and training, both in a formal situation and in the field or on site, as a workshop facilitator. She has conducted specialist training for tourism operators in South Australia. She has published on a range of subjects primarily associated with interpretation, with a focus on children and cruise tourism. Chris is a member of Tourism SACE Course Advisory Committee and a past member of the South Australian Tourism Accreditation Board. She is a member of Interpretation Australia and has been a State Representative and Conference Committee member for that organisation. She is a current member of TAFE Tourism Degree Academic Board.

Professor Jane James (PhD, University of London)
Jane James has an international reputation for research in site interpretation and tourism, the effective and sustainable management of natural and cultural heritage, and the evaluation of visitor experiences. She has contributed to teaching and research in Australia, Canada, Hong Kong, the UK and Europe and to tourism course development and assessment at a number of international universities.

Dr Sean Sangkyun Kim (PhD, Leeds Metropolitan University)
Sean Kim’s research interests include tourism and the media; screen-tourism; representations of tourism in popular culture; tourist behaviour and experience; cultural representation, identity and place; and research methods in tourism. He is considered as one of the most outstanding young academics in the research field of tourism and the (popular) media including screen-tourism.
Adjunct Professor William (Bill) Spurr

Bill Spurr has extensive experience in the tourism and hospitality industries formally working as General Manager of Australian Major Events group. He was also the Chief Executive of the South Australian Tourism Commission from 1999-2007.

2.2 Contributing Staff

Ms Helen Carter (MA in Cinematography, Australian Film TV and Radio School)
Helen Carter is an award-winning, masters-educated, cinematographer with 20 years experience in the film and television industry. She has been recognised by her peers, winning eight awards from the Australian Cinematographers Society as well as numerous awards from the AFTRS, Kodak and the Sydney Film Critics Circle. Helen began her film career as a clapper loader on television series and went on to work on many documentaries, commercials, short dramas and feature length films.

Professor Angèle Cavaye (PhD, University of Waikato)
Angèle Cavaye was the Foundation Dean of Flinders Business School (FBS). FBS was formed early in 2007 by combining the School of Commerce and the School of Business Economics. She has experience of working in business departments and graduate business schools for 20 years. She has worked in Europe (the Netherlands and Denmark), New Zealand and Australia.

Her most recent appointment prior to joining Flinders was as Associate Dean at the business school of the University of New South Wales in Sydney.

Lyn Leader-Elliott
Lyn’s interests in cultural heritage and tourism developed during the 1970s when she was Assistant Director of the Australian Heritage Commission. In 1985 she moved to the Barossa region of South Australia, and there became directly involved in many aspects of the tourism industry as well as resident associations intent on retaining the history and character of the region. She set up tourism training programs at the Murray Institute of TAFE in 1990 and ran a successful consultancy business in cultural and heritage tourism until taking up a position as Lecturer in Cultural Tourism at Flinders University in 2005. Positions held there include Course Coordinator of Professional Studies and Acting Head of Flinders Humanities Research Institute. Since retirement in 2009 she has adjunct status within the Department of Archaeology.

From the beginning of 2011 she will be Chair of the Academic Board of Le Cordon Bleu Australia.

Mr Cole Larsen
Cole Larsen has worked as a research journalist, photo-journalist, children’s television director, health and medical documentary producer before embarking on an academic career at Flinders University in 2003. He currently teaches in the Screen Production section of the Department of Screen and Media and is completing a feature film.

Mr Damien Mills
Damien Mills brings a business focus to the Flinders Business School. He has been involved in businesses of various sorts for 25 years. This business acumen is now being applied to the School itself through his development role. His current focus is the development of opportunities for combining the theory of business with experiences in business. He teaches Management and Cost Accounting at Masters Level.

Ms Kaye Weeks
Kaye is the Marketing & PR Manager for Windmill Theatre and holds a Graduate Diploma in Communications and a Masters in Marketing. Kaye has contributed to the teaching in Festival and Event Design and Management for several years, but is taking part of 2011 off to welcome a new addition to the Week’s family.

Ms. Michelle Fotiou
Michelle Fotiou joins the Festival and Event Design and Management teaching team for the first time in 2011. Michelle is currently the Marketing Manager for the Adelaide Festival. She has
previously held marking and PR roles for the State Theatre Company of South Australia and the Adelaide Fringe.

**Mr. Paul Marks**
Paul Marks is the Director of Studies for the Legal Studies Department in the Flinders Law School. Paul has taught in the legal areas of small business and performing and creative artists for many years. He is also a member of the Editorial Committee for the Alternative Law Journal.

**Mr. Adrian Adams**
Adrian Adams is a designer and multimedia creative director. He has worked on a number of cultural and arts events, including multiple Adelaide Festivals, the Sydney Olympics, the Festival of Dreaming, and the South Australian Millennium Event. In 2001 Adrian won a Centenary Medal for his work on the Centenary of Federation. Adrian contributes to teaching in the Festival and Event Design and Management stream.

**Mr. Andrew Galpin**
Andrew Galpin is currently the art director at Molotov Creative in Adelaide. Previously he was Creative Director/Art Director at Charterhouse Creative Marketing. Andrew contributes to graphic design teaching in the Festival and Event Design and Management stream.

**Mr. John McDonnell**
Until recently John Warhurst was an integral part of McDonnell Warhurst, a Strategic Event and Consulting Management Company who offered major event management, human resources, business planning and project management. He now contributes to bids teaching in the Festival and Event Design and Management stream.

**Ms. Natalie Falcinella**
Natalie Falcinella is the owner of TMD Management Pty Ltd and has worked in the Festival and Events industry for many years. She has experience in events such as Skyshow, Clipsal and Carols by Candlelight. Natalie has broad experience in Festival and Event Design and Management and teaches into several parts of these topics.

**Dr. Jo Ankor**
Jo Ankor has recently completed her PhD in Cultural Studies and has taught in both the undergraduate and graduate programmes at Flinders University. She is currently the Sector Development Office for the Community Arts Network SA.

**Ms. Katherine Sutcliffe**
Katherine Sutcliffe contributes to the Interpretation programme and is currently completing a graduate degree in Interpretation. With a background in classical studies and archaeology Katherine has a particular interest in cultural heritage interpretation and museum visitor studies. She has recently been working with children in interpretation settings. She also has an interested in interpretation in multi-lingual environments and food and wine interpretation.

**Ms. Michele Bain**
Michele Bain is a qualified graphic designer, co-founder of Adelaide company Designhaus and owner of the award winning tourism business Yondah Beach House. She is the outgoing Vice President for Interpretation Australia, was the Chair of the 2008 IA Conference Program Committee, judged the 2008 IA Awards, was the winner of the IA Best of Excellent Commendation award in 2007. Michele lectures in Interpretation and Interpretation Design.
3. Course Structure

Students who wish to study the postgraduate programs in tourism may enrol in one of the following three options:

- A Graduate Certificate in Tourism (18 units)
- A Graduate Diploma in Tourism (36 units)
- Master of Tourism (72 units)

These programs provide an articulated pathway so that successfully completing each one allows you to build towards the completion of the following higher degree. This means that successful completion of the 18 units of the Graduate Certificate will count as credit towards one half of the Graduate Diploma, and completing the extra 18 units of the Graduate Diploma will count as credit toward the Masters degree. For all courses, students must enrol in one of the following streams:

- Tourism Stream
- Festival and Event Design and Management (FEDM) Stream

3.1 Graduate Certificate in Tourism

Introduction
The Graduate Certificate in Tourism is an 18-unit program which can be taken in intensive mode over one semester or the equivalent part-time. The program is offered by the Department of Tourism within the Faculty of Education, Humanities and Law. It is professionally oriented and is intended for people currently employed in the tourism, hospitality or festival or event management, those who would like to be so employed and those who have an interest in developing knowledge and skills in this field. The course is designed to provide you with a thorough understanding of both theoretical and practical aspects of the tourism industry including festival and event sector.

Admission Requirements
Applicants must normally hold an approved degree or equivalent qualification from an approved tertiary institution which includes a major in tourism or a related discipline (e.g. hospitality). However, the Faculty Board may, under certain circumstances, and subject to specific conditions, admit others who can show evidence of fitness for candidature.

Credit
Students who have successfully completed either the Industry Certificate in Festival and Event Design and Management or the Industry Certificate in Interpretation at Flinders University may be eligible to receive 4.5 units of credit for either the topic of 'Essentials of Festival and Event Design and Management' or the topic of 'Essentials of Interpretation'.

Program of Study
To qualify for the Graduate Certificate in Tourism, students must complete 18 units with a grade of Pass (P) or Non Graded Pass (NGP) or better in each topic.

For Tourism Stream students, the course offers three cores and one elective.

Tourism Stream Core Topics
TOUR 8111 Essentials of Festival and Event Design and Management – Dr Steve Brown
TOUR 8115 Essentials of Interpretation – Professor Jane James
TOUR 8116 Essentials of Tourism – Ms Chris Fanning

Students may select one elective from topics offered from across the University that are of specialist interest. These include:

BUSN 9400 Workplace and Business Communication
BUSN 9401 Australian Workplace and Business Environment
SCME 8001 Screen and Media Production 1, Production
TOUR 8114 Tourism Research Methods
TOUR 8117 Essentials of Interpretive Tour Guiding
TOUR 8118 Destination Image and Tourism
TOUR 8123 Tourism Placement
TOUR 8126 Tourism Case Study

For Festival and Event Design and Management (FEDM) Stream students, the course offers four core topics with no elective.

**FEDM Stream Core Topics**
TOUR 8111 Essentials of FEDM – Dr Steve Brown
TOUR 8112 FEDM Practice A – Dr Steve Brown
TOUR 8113 FEDM Practice B – Dr Steve Brown
TOUR 8115 Essentials of Interpretation – Professor Jane James

### 3.2 Graduate Diploma in Tourism

**Introduction**
The Graduate Diploma in Tourism is a 36-unit program which may be taken over two semesters full-time or the equivalent part-time. The program aims to build on the basic concepts and principles in tourism, festival and event industry that are introduced in the Graduate Certificate in Tourism program. The course is designed to provide opportunities for you to apply both theoretical and practical knowledge and skills to specific case studies both on and offshore. Also, it provides you with a broad understanding of the role of specialised fields in tourism, both in Australia and worldwide.

**Admission Requirements**
Applicants must normally have completed a Graduate Certificate in Tourism or equivalent qualification from an approved tertiary institution. However, the Faculty Board may, under certain circumstances, and subject to specific conditions, admit others who can show evidence of fitness for candidature.

**Credit**
Students who have successfully completed the Graduate Certificate in Tourism will receive 18 units of specified credit toward the Graduate Diploma in Tourism, and this is the normal pathway to achieve the Graduate Diploma in Tourism.

**Program of Study**
To qualify for the Graduate Diploma in Tourism, students must complete 36 units with a grade of P or NGP or better in each topic.

For Tourism Stream students, the course offers five cores and three electives.

**Tourism Stream Core Topics**
TOUR 8111 Essentials of Festival and Event Design and Management – Dr Steve Brown
TOUR 8114 Tourism Research Methods – Dr Sean Sangkyun Kim
TOUR 8115 Essentials of Interpretation – Professor Jane James
TOUR 8116 Essentials of Tourism – Ms Chris Fanning
TOUR 8125 Issues in Contemporary Tourism – Dr Sean Sangkyun Kim

Students may select three electives from topics offered from across the University that are of specialist interest. These include:

BUSN 9400 Workplace and Business Communication
BUSN 9401 Australian Workplace and Business Environment
SCME 8001 Screen and Media Production 1, Production
SCME 8002 Screen and Media Production 2, Post Production
TOUR 8117 Essentials of Interpretive Tour Guiding
TOUR 8118 Destination Image and Tourism
TOUR 8123 Tourism Placement
TOUR 8126 Tourism Case Study
For FEDM Stream students, the course offers four core topics with no elective.

**FEDM Stream Core Topics**

- TOUR 8111 Essentials of FEDM – Dr Steve Brown
- TOUR 8112 FEDM Practice A – Dr Steve Brown
- TOUR 8113 FEDM Practice B – Dr Steve Brown
- TOUR 8114 Tourism Research Methods – Dr Sean Sangkyun Kim
- TOUR 8115 Essentials of Interpretation – Professor Jane James
- TOUR 8121 Applied FEDM – Dr Steve Brown
- TOUR 8122 Festival and Event Design – Dr Steve Brown
- TOUR 8123 Tourism Placement – Ms Chris Fanning

### 3.3 Master of Tourism (MTR)

**Introduction**

The Master of Tourism is a 72-unit coursework master degree which is organised over four semesters (2 years) full-time or the equivalent part-time. The program aims to meet the research needs of graduates with an interest in tourism, enabling them to undertake an in-depth research-focused study. It is also to increase the theoretical knowledge and research skills required to develop appropriate depth of understanding issues in tourism, both in Australia and worldwide. The course enables you to increase the knowledge based on which your practice is grounded and to combine strategic thinking with creativity, knowledge and practical skills.

**Admission Requirements**

Applicants must normally hold an approved degree or equivalent qualification of an Australian bachelors degree with second class honours or better (four years of study) undertaken in tourism or a related discipline such as hospitality, business, marketing, etc. Lesser qualifications are unlikely to be accepted without some qualifying studies or relevant work experience related to the proposed area of study.

**Credit**

Students who have successfully completed the Graduate Diploma in Tourism will receive 36 units of specified credit towards the Master of Tourism, while students who have successfully completed the Graduate Certificate in Tourism will receive 18 units of specified credit.

**Program of Study**

To meet the requirements of the Master of Tourism (MTR), students must complete 72 units with a grade of P or NGP or better in each topic. The MTR offers a variety of teaching and learning methods. These include lectures, seminars, tutorials, workshops, projects, fieldworks, and case studies. All topics, except Masters Research Project, normally operate on the basis of weekly classes which combine lectures by staff and visiting specialists, with small or whole group sessions. Some timetabled sessions may alternatively require students to undertake directed research tasks or reading.

Among the 72 units, students from both tourism and FEDM streams are required to write a MTR dissertation. It is based on independent research written up either as an 18,000 word or a 27,000 word dissertation. Students will be guided through designing, pursuing and completing research that is an original contribution to knowledge. For further detail, please refer to the following program of study for your specialised stream. The detailed information on the MTR dissertation will be given later in this course handbook. Students wishing to enrol in only an 18 units of MTR dissertation will need to enrol in two electives in Semester 1 for Year 2 instead of TOUR 8131A.
### Master of Tourism – Tourism Stream

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester</th>
<th>Code</th>
<th>Topic name</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>Semester 1</td>
<td>TOUR 8114</td>
<td>Tourism Research Methods</td>
<td>4.5 units</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TOUR 8116</td>
<td>Essentials of Tourism</td>
<td>4.5 units</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TOUR 8118</td>
<td>Destination Image and Tourism</td>
<td>4.5 units</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TOUR 8125</td>
<td>Issues in Contemporary Tourism</td>
<td>4.5 units</td>
</tr>
<tr>
<td>Semester 2</td>
<td>TOUR 8111</td>
<td>Essentials of FEDM</td>
<td>4.5 units</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOUR 8115</td>
<td>Essentials of Interpretation</td>
<td>4.5 units</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOUR 8126</td>
<td>Tourism Case Study – Research proposal</td>
<td>4.5 units</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Elective</td>
<td>Choose one topic from the electives list</td>
<td>4.5 units</td>
<td></td>
</tr>
<tr>
<td>Year 2</td>
<td>Semester 1</td>
<td>Elective</td>
<td>Choose one topic from the electives list</td>
<td>4.5 units</td>
</tr>
<tr>
<td></td>
<td>TOUR 8131A</td>
<td>Masters Research Project - Dissertation</td>
<td>9.0 units</td>
<td></td>
</tr>
<tr>
<td>Semester 2</td>
<td>TOUR 8131</td>
<td>Masters Research Project - Dissertation</td>
<td>18.0 units</td>
<td></td>
</tr>
</tbody>
</table>

Depending on their stream students may select up to five electives from topics offered from across the University that are of specialist interest. These include:

**Semester 1**
- BUSN 9400 Workplace and Business Communication
- BUSN 9401 Australian Workplace and Business Environment
- SCME 8001 Screen and Media Production 1, Production
- SCME 8002 Screen and Media Production 2, Post Production
- TOUR 8117 Essentials of Interpretive Tour Guiding
- TOUR 8123 Tourism Placement

**Semester 2**
- BUSN 9400 Workplace and Business Communication
- BUSN 9401 Australian Workplace and Business Environment
- SCME 8003 Screen and Media Production 3, Minor Project
- SCME 8004 Screen and Media Production 4, Research and Writing
- TOUR 8123 Tourism Placement

### Master of Tourism – Festival and Event Design & Management Stream

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester</th>
<th>Code</th>
<th>Topic name</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>Semester 1</td>
<td>TOUR 8111</td>
<td>Essentials of FEDM</td>
<td>4.5 units</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TOUR 8112</td>
<td>FEDM Practice A</td>
<td>4.5 units</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TOUR 8113</td>
<td>FEDM Practice B</td>
<td>4.5 units</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TOUR 8114</td>
<td>Tourism Research Methods</td>
<td>4.5 units</td>
</tr>
<tr>
<td>Semester 2</td>
<td>TOUR 8115</td>
<td>Essentials of Interpretation</td>
<td>4.5 units</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOUR 8121</td>
<td>Applied FEDM</td>
<td>4.5 units</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOUR 8122</td>
<td>Festival and Event Design</td>
<td>4.5 units</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOUR 8126</td>
<td>Tourism Case Study – Research proposal</td>
<td>4.5 units</td>
<td></td>
</tr>
<tr>
<td>Year 2</td>
<td>Semester 1</td>
<td>TOUR 8123</td>
<td>Tourism Placement</td>
<td>4.5 units</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
<td>Choose one topic from the electives list</td>
<td>4.5 units</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TOUR 8131A</td>
<td>Masters Research Project - Dissertation</td>
<td>9.0 units</td>
<td></td>
</tr>
<tr>
<td>Semester 2</td>
<td>TOUR 8131</td>
<td>Masters Research Project - Dissertation</td>
<td>18.0 units</td>
<td></td>
</tr>
</tbody>
</table>

### 4. Masters Research Project - MTR Dissertation Guidelines

#### 4.1 Introduction

The dissertation is an established part of the coursework Master of Tourism. The dissertation within this award establishes you as an independent researcher, giving you an opportunity to demonstrate competence in research methodology, research design issues, and understanding of the relationships between theory and method within the broad field of tourism. The document produced will be potentially of near-publishable quality, becoming a document.
which you can use to demonstrate their standing as a researcher to your potential employers or supervisors.

In keeping with the nature of the award, students are required to conduct a research investigation, demonstrating your competence as a first-hand researcher. They are permitted to conduct a purely library based study by undertaking significant analysis of a secondary data set in order to draw new conclusions. However, you are strongly encouraged to conduct a primary research. **The optimal length of the dissertation is 15,000 words for 18 units and 24,000 words for the 27 units research project.**

Your dissertation should begin in Semester 1 of Year 2. However, an early start to your dissertation work is advisable for a number of reasons. An early choice of your topic allows informal discussion with your supervisor over a longer period of time. Many research projects require negotiation of access and written ethics application forms have to be approved by the Social and Behavioural Research Ethics Committee of the University, which can take many months (See Section 4.6 below).

### 4.2 Educational Aims

The aims of the dissertation are to enable students to:

- Demonstrate researcher skills commensurate with the accomplishment of MTR
- Undertake an extended practical professional project focusing on a topic of their particular interest
- Conduct an empirical enquiry with due attention of methodology and epistemology and understanding of links between theory and method
- Produce a cogently argued piece of writing that demonstrates researcher competence and the ability to operate independently
- Address issues of research design, ethics, philosophical assumptions and theoretical arguments, and locate their own research within these
- Develop in-depth understanding of a project area

### 4.3 Anticipated Learning Outcomes

On completion of their MTR dissertation students will be able to:

- Synthesise knowledge and skills previously gained and applied to an in-depth study
- Establish links between theory and method within their field of study
- Select from among approaches, perspective and epistemologies to produce a suitable research design, and justify their design
- Select from among research strategies and methods to carry out data collection and analysis, and justify these
- Demonstrate in-depth understanding of the project area to a point where implications of the project outcome can be used for industry strategic management
- Carry out a relevant piece of work as a contribution to their research area

### 4.4 Proposed Research Topic Statement and Dissertation Research Proposal

**Statement of Proposed Research**

Students should submit two copies of a short statement of their proposed research topic by no later than Friday 1 July 2011 to the Postgraduate Coordinator, the Department of Tourism.

The statement of your proposed research topic should consist of one page, comprising:

- your name and contact details (address, phone number, university email address)
- one or two paragraphs on your research topic, and if you have formulated them, your research questions
- your proposed methodology (i.e. qualitative or quantitative)

You must submit a research topic statement regardless of how well you have specified a topic.
Dissertation Proposal

Once your Statement of Proposed Research is approved and your supervisor(s) is appointed, you will enrol in TOUR8126 Tourism Case Study for Semester 2 of Year 1 to develop a formal dissertation proposal. It should represent a well-considered starting point from which a final dissertation can evolve. During the preparation of your formal dissertation proposal, you will have consultations with your supervisor.

The proposal should be between 2,000 and 2,500 words and address the following:

- Title (no longer than 12 words)
- Introduction and rationale (specification of the research problem, including theoretical and/or policy relevance)
- An indication of relevant literature and research
- Research question
- Proposed methodology
- Ethical issues identified
- Proposed time scale
- Resources – bibliography or references

4.5 Supervisors

As mentioned earlier, since the submission and approval of your proposed research topic statement, one principle supervisor and one co-supervisor will be appointed to you for your dissertation. You will be consulted about your nominated supervisors at the beginning of Semester 2 of Year 1. Supervision is provided for the duration of the research project including preparing a formal research proposal mainly by the principle supervisor and that an appropriate replacement is made in the event of the prolonged absence (longer than six weeks), retirement or resignation of the principle supervisor – your co-supervisor usually will become your principle supervisor.

The Department of Tourism guidelines specify a maximum contact time of 20 hours per student in the course of the Masters dissertation. The supervisor will read and provide written or oral comments on one draft of each dissertation chapter. If you want comments on draft chapters you should make sure that you give your supervisor enough time before you meet to read them. More general feedback may be given orally on the complete draft of the dissertation, if time allows.

IT IS YOUR RESPONSIBILITY TO CONTACT YOUR SUPERVISOR TO SET UP MEETINGS AND TO DISCUSS YOUR PROGRESS. YOUR SUPERVISOR IS NOT EXPECTED TO CONTACT YOU. PLEASE PLAN AHEAD. YOUR SUPERVISOR HAS OTHER RESPONSIBILITIES AND IS NOT EXPECTED TO DROP EVERYTHING TO MEET YOU, TO READ YOUR WORK, OR GIVE FEEDBACK. SET UP MEETINGS AND ARRANGE FOR FEEDBACK IN ADVANCE.

Please note that supervisors may be away (at conferences or on annual leave) during semester breaks, so please check in advance with your supervisor about when they may be away.

Do keep in mind that your supervisor is there to help you. Maintain regular contact with your supervisor; she or he can help you refine your ideas and can give suggestions for things to read or how to overcome problems. If you run into difficulty, do not hide out; seek out your supervisor for advice instead. If, for any reason, you are unhappy with your supervisor you should discuss this with her/him first, and if you are still unhappy you should see the Head of Department.


4.6 Ethics Approval

According to Section 7 of Research Components of Postgraduate Coursework Awards Policy and Procedures, the University requires that students who intend to undertake any research
A project involving human subjects (e.g., tourism) as part of their masters degree must obtain ethics approval from the Social and Behavioural Research Ethics Committee. Prior to the commencement of collection of any data for your research projects, you must submit an ‘Application for Ethical Approval of Social or Behavioural Research Involving Human Subjects’ to the Committee.

In order to receive unconditional approval from the Committee, it can take many months. Please plan ahead under your supervisor’s guidance. It is always a good idea for you to check and confirm the Committee’s meeting schedule which is available on the University website: http://www.flinders.edu.au/research/info-for-researchers/ethics/committees/social-behavioural.cfm. The application is also available at the above link.

We strongly recommend you to submit your ethics application form whilst you prepare a formal dissertation proposal during Semester 2 of Year 1. The suggested submission date is Monday 17 October 2011. The latest application should be submitted by 5pm, Monday 14 November 2011. All applications must be submitted by the closing date. Please keep in mind that an electric copy must be submitted to human.researchethics@flinders.edu.au and one (original) signed copy to:

Andrea Mather
Executive Officer
Social and Behavioural Research Ethics Committee
Room B1, Union Building
Flinders University
GPO Box 2100
Adelaide SA 5001

4.7 Overview of the Dissertation

The dissertation should present a report of an empirically grounded enquiry. It may take any of a number of forms. For example, it may report the results of a small-scale pilot study, an analysis of data collected by others (secondary analysis), or collection of data through survey questionnaire and/or in-depth interviews to examine theoretical issues relating to a substantive topic. The subject matter and structure of the dissertation must be decided in close consultation with your supervisor.

Dissertation Format
There is no set format for the structure of the dissertation. A possible format for your Masters dissertation would be:

a) Introduction: An introduction which specifies your reasons for choosing the particular research problem/area you aim to address (e.g. its practical and/or theoretical significance) together with a brief overview of the structure of the dissertation

b) Literature review: A critical account of previous work in the area. You cannot be expected to do a complete search of the literature but you should try to place your work in relation to important previous research and theoretical and methodological discussions of the area, showing how this literature informs your research problem.

c) Conceptual/Theoretical Framework: A description of the theoretical structure (concepts, frames of reference, problematic) in which you are operating. A clear specification of the research problem you are addressing.

d) Methodology: An account and theoretical justification of the methods you used in collecting and analysing the data, and of any problems encountered. Please note that it is a requirement that you give due consideration to ethical issues.

e) Analysis and Findings: A presentation of your results and a discussion of them in the light of (i) the research problem you set yourself at the outset and (ii) the theoretical structure. This might be structured in terms of 2 or 3 interlinked conceptual themes. Key tables relevant to the text should be included; additional tables may be placed in an Appendix.
f) **Conclusion:** A conclusion which assesses the significance of what you have found, and critically reflects upon the work’s strengths and limitations (empirical, methodological and theoretical). Implications for practitioners, where relevant, may be considered. You may also wish to suggest directions for further research.

**Dissertation Length**
The preferred length of the dissertation is **approximately 15,000 words for an 18 unit research project and 24,000 words for a 27 unit**. Submissions exceeding this limit will not be accepted. The word count should be the electronic word count produced by the word processing package used, and must be presented at the end of the contents page.

As well as the text of the dissertation, the following should be included in the word count:
- Footnotes and endnotes
- Data tables

The following are excluded from the word count:
- Title page
- Contents page(s)
- Abstract
- Acknowledgements
- Reference list / bibliography
- Appendices (Appendices are not assessed as part of the final mark but are there as additional material. Students should not include vital material in appendices, but only use them for additional information – reference materials, sample of survey questionnaire, interview transcripts, etc which may be of interest.)

There are no exceptions to this specification about the word count.

**Structure of Dissertation**
The dissertation should have the following structure: title page, table of contents, abstract, declaration, acknowledgements, body of dissertation, references/bibliography, and appendices (if required). The dissertation will normally be divided into chapters.

a) **A title page** should indicate the title of the research components in full (no longer than 12 words), the name and degrees of the student, the name of School and Faculty of the University associated with the work, the postgraduate coursework award of which the research component. Please refer to Appendix 1 for the title page.

b) The dissertation should be divided into chapters or sections. **The contents page(s)** should be clearly laid out including page numbers, and should also include the word count. Where relevant students may provide a list of Tables or Figures following the Contents page(s).

c) **A summary or abstract** of the dissertation, not exceeding 500 words in length, must immediately follow the table of contents.

d) The following **declaration** must be signed by the student:
   ‘I certify that this work does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any university; and that to the best of my knowledge and belief it does not contain any material previously published or written by another person except where due reference is made in the text.’

e) It is courtesy to include **acknowledgement** of any special help you have been given, including sponsoring and funding agencies, supervisor(s) and respondents.

f) The main text of the dissertation immediately follows the acknowledgement.

g) A **bibliography** or **a list of references** must be included, presented in alphabetical order.

h) **Appendices** if any: i.e. sample of survey questionnaire, cover letter, informed consent, interview protocol, interview transcripts, etc.
4.8 Dissertation Presentation

Two copies of the dissertation should be submitted by no later than **Monday 10 October 2012**. Especially, this deadline is crucial for international students who intend to graduate in December 2012. The two copies should be held together securely in a form of temporary binding (e.g. heat-bound or ring-bound), and should not be in a hard-backed folder. Dissertations should be typed by A4 size paper (297mm x 210mm). The preferred typescripts are Times 12 or Times Roman 12, although another font of similar size and appearance is acceptable. Margins must be not less than 45mm on the binding side and other margins must be at least 20mm to allow for trimming during binding. The University no longer has regulations regarding line spacing, but it is strongly advisable to use 1.5 line spacing. Remember your dissertation must be clear and readable by the Examiners, and professional editing should be undertaken before the final version of the dissertation is submitted to the supervisor for consideration.

4.9 Submission Procedure and Award

Students submit two copies of the dissertation to the Faculty General Manager by **Monday 10 October 2012**. Dissertations are marked by one Internal and one External Examiners. Both internal and external examiners make their decisions within 6 weeks of the presentation of the dissertation. The examiners will make one of the following recommendations:

a) that the research dissertation be awarded a percentage mark and a grade of either High Distinction, Distinction, Credit, Pass, or Fail.

b) that the research dissertation be awarded a percentage mark and a grade of either High Distinction, Distinction, Credit, or Pass, subject to the completion of minor amendments carried out to the satisfaction of the faculty.

After confirmation of a successful result the Faculty will write to inform the candidate and enclose details of the next degree Ceremony (either in December or in April).

Before students can be awarded their MTR they must do any minor required corrections (usually within a month after the receipt of the examiners’ reports) and submit **three bound copies** of their dissertation. Two copies are lodged in Flinders University Central Library. The third copy is housed in the Department. The Faculty General Manager will arrange them for you.

The Faculty recommends the following binders for theses, but students are free to use alternative binders should they wish:

- **Coil Binding**
  - Flinders Press, Flinders University, car park 9 – 8201 2332

- **Soft or Hard Cover**
  - Harley & Sons Bookbinders, 28 Dew St, Thebarton – 8443 7515

- **Hard Cover**
  - Frank Malovany, 5 Renown Ave, Seacliff Park – 8298 4108

4.10 Recommended Readings for MTR Dissertation

The following readings are recommended for your MTR dissertation by the Flinders Tourism Team. They are all available from the Flinders University Central Library.


5. General University Administration Information

5.1 Assessment Policies

The University's assessment policies are set out in Section C of the Student Related Policies and Procedures Manual and summarised in the Enrolment Guide. The most up-to-date versions of these policies can also be accessed via the Flinders University website at: http://www.flinders.edu.au/ppmanual/student.html

5.2 Grades

Flinders University has adopted the following grading system:

- High Distinction 85-100 HD
- Distinction 75-84 DN
- Credit 65-74 CR
- Pass 50-64 P
- Fail 0-49 F

5.3 Assessment Methods

The Department of Tourism uses a wide variety of assessment methods. At the start of the semester the topic lecturer will propose an assessment method which may include examinations of various types, essays of different types and lengths, oral presentations, reports, tutorial contributions, and so on. The assessment scheme for each topic will be included in each topic handbook, which normally be given to you and discussed with you in the first week of teaching in the topic. When the assessment method has been settled you will be given a copy of it, in the form of a Statement of Assessment Methods (SAM); this form is typically found at the back of each topic handbook.

5.4 Time for Completing Assessments

Individual pieces of assessed work will have their own time for submission which will be set out in the Statement of Assessment Methods (SAM) form for each topic. If you cannot meet a deadline, because of ill health or other good cause, you must ask the topic lecturer for an extension. You will find that most staff are prepared to accept a reasonable excuse – the key is to be honest and to ask as soon as you are aware you are going to have a problem meeting a deadline. Having said this, if you only require the deadline because you have left your three assignments all until the last moment, you cannot reasonably expect to be given an extension – learning time management skills and how to juggle your various tasks within a set time frame are generic skills that all students are expected to master during their degree.

All assessment tasks in a topic must be completed by the end of the examination period in Semester 1 in the case of Semester 1 topics, or by the end of the examination period in Semester 2 in the case of all other topics, unless there are special reason for setting a late date. Usually, if you fail to submit a piece of work in a topic, you will not be eligible to pass that topic, even if you have managed to score more than 50% based on your other assessment tasks – check the SAM form for each topic for details of this.

If you cannot complete the assessments for a topic in the time allowed, because of ill health or extreme personal difficulty (you will be asked to submit ‘extension application form’), you may have your case considered by the Examination Board for the grant of a grade of Incomplete – an I grade. An I grade requires you to negotiate with the Department for a later date for the completion of all outstanding work.
5.5 Re-marking

You may challenge or appeal against marks or final grades in accordance with the procedures set out in the University policies. Students who receive a grade of F for an assignment may resubmit it at a date to be negotiated with the topic lecturer/coordinator, provided the assignment was not submitted late and is judged by the lecturer/coordinator to constitute a genuine attempt at the work required. The maximum mark is restricted to P.

5.6 Special Consideration

If you think your performance has been impaired by medical or other circumstances, you may apply to the Director of Studies for special consideration in the marking of relevant assessment, either instead of or in addition to a formal application for supplementary assessment. The application must be in writing and where possible accompanied by supporting documentation. The application will be forwarded to the lecturer(s) concerned, who may take the alleged impairment into consideration only if the final marks in the topic leave you near a borderline between different grades.

5.7 Supplementary Assessment (Medical/Compassionate Grounds)

Supplementary assessment is a second chance to take an assessment which you missed taking first time round. Supplementary assessment will not normally be awarded to improve a grade in a topic which you have successfully completed. For supplementary assessment awarded on medical and compassionate grounds, the full range of grades is available.

Applications to be allowed take a supplementary assessment can be made on medical or compassionate grounds. They must be made in accordance with the procedures set out in the University’s policies.

The lecturer(s) concerned may grant permission for some form of supplementary assessment. The decision will be made in the light of the nature and extent of the incapacity suffered, your performance in other assessment for the topic and the time available in which to organise supplementary assessment.

A student dissatisfied with a decision not to award supplementary assessment on medical or compassionate grounds may appeal in accordance with the procedures set out in the University’s policies.

5.8 Academic Integrity

The University expects that students and staff will adhere to high standards of academic integrity in the pursuit of knowledge through learning, teaching and research. In the submission of assessed work, academic integrity requires that all work which is presented is produced by the student alone, with all sources and collaboration fully acknowledged. There are various actions that compromise academic integrity. These include plagiarism, collusion, fabrication, falsification, double submission of work and other forms of cheating. Any failure to meet the requirements of academic integrity in any form of academic work will be regarded as a breach of the requirements of academic integrity and will incur penalties which include zero marks for the relevant piece of work, a grade of fail for the whole topic or referral to the Vice-Chancellor. University policy, information and guidance on academic integrity can be found at http://www.flinders.edu.au/aims/.

IT IS THE RESPONSIBILITY OF EACH STUDENT ENROLLED AT FLINDERS UNIVERSITY TO ENSURE THEY ARE FULLY AWARE OF THE RELEVANT POLICIES AND GUIDELINES. IF YOU ARE IN DOUBT ABOUT WHAT CONSTITUTES ACADEMIC DISHONESTY, SPEAK UP EARLY!
5.9 Submission and Collection of Assignments

All assignments must bear a standard cover sheet that can be obtained from the landing outside of room 202 in the Humanities Building. Please make sure you fill in the cover sheet carefully; it required you to make a number of declarations and if these declarations are not true, your marks may suffer more or less severely, or in extreme cases, other action may be taken.

Assignments MUST NOT be submitted inside folders, envelopes or plastic coverings. Sheets should be firmly fastened together, preferably by staple.

Assignments must be placed in the Humanities essay/assignment box satiated at the top of the stairs (northwest corner) of the Humanities Building, by 4pm on the assignment due date. There is also an after-hours essay chute in the Humanities Courtyard, outside of room 133. Assignments will not be accepted at any office (including those of lecturers). You are strongly advised to keep a copy of your assignment and to note the time and circumstances of its delivery to the assignment mailbox. Although all care is taken by the Department with assignments submitted, the onus remains on you to produce a copy of any submitted assignment if it cannot be found by the Department. Written work will be returned in lectures/tutorials. Any uncollected assignments can be picked up from the Assignment Office, Humanities room 267. Collection times are Tuesdays to Thursdays, 9:30-12:30pm and 1:30-4:30pm.

All assignments will be returned to students or made available for collection as soon as possible.

6. Student Learning Support Services

6.1 Student Learning Centre

The Student Learning Centre assists students to adjust to the academic demands of the University in their first year of study and develop more effective learning techniques in all years of study. You can contact the Centre on 08 8201 2305 or 08 8201 2518. They also produce a number of helpful leaflets on studying at the University, all of which will help you with your assignment work. You can access most of these guides as well as lots of other helpful information on-line at http://www.flinders.edu.au/current-students/slc/slc_home.cfm.

6.2 Library Service

Your main contact in the Library is Veronica Ghee, the Humanities Liaison Librarian. Veronica’s role is to support the teaching and research needs of Humanities staff and students.

Veronica can provide the following services:

- Introductory tours for new students and introduction to the services provided by the Library
- Subject specific information sessions for lecture or tutorial groups on using the Library resources including the Voyager Information System (library catalogue), as well as print and electronic material
- Training on the general area of information retrieval, using the various electronic resources, citation databases, full-text electronic database and the use of Internet search engines
- Advice to postgraduate students

Also contact Veronica with:

- Recommendations for new books for the Library collection
- Requests to replace lost or stolen books
- Requests for materials to be added to the Library’s Reserve or eReserve collection

For more information, visit Veronica on Level 1 of the Central Library, call 08 8201 2157 or email veronica.ghee@flinders.edu.au
6.3 Other Academic Support Services

- **Careers Office** – assistance includes details of private firms and government departments, help in the presentation of written applications for jobs and practice interviews. Phone 08 8201 2832.

- **Counselling Service** – helps where personal and social problems interfere with your ability to study effectively. Staff include registered psychologists and social workers. Phone 08 8201 2117.

- **Equal Opportunity Office** – students with disabilities are advised to contact this office to discuss their study plans and to clarify the difficulties they might meet and the ways these might be overcome. Phone 08 8201 3733 or 8201 3735.

- **Health Service** – nursing staff are available on a walk-in basis from 8:45am-12:15pm and 1:00-4:30pm Monday to Friday. Male and female doctors are available by appointment. Any medical problem can be brought to the unit. Phone 08 8201 2118.

- **International Student Services Unit (ISSU)** – is the first point of contact for international students and offers a range of programs supporting your enrolment, study and social life, as well as a referral service to facilities on campus and within the local community. Also, ISSU staff write letters for students including student enrolment status, invitations and degree completion. Phone 08 8201 2717.

- **Yunggorendi** – provides support for Aboriginal and Torres Strait Islander Australians with all aspects of their University work. Phone 08 8201 3033. All Indigenous students at Flinders University may be eligible to receive extra tutoring support for each topic they are enrolled in; please speak to Chris Wilson, the Yunggorendi Academic Support Officer for more details.
### CRITICAL DATES 2011

<table>
<thead>
<tr>
<th>First Semester Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friday 4 March</strong></td>
</tr>
<tr>
<td><strong>Thursday 10 March</strong></td>
</tr>
<tr>
<td><strong>Friday 11 March</strong></td>
</tr>
<tr>
<td><strong>Thursday 31 March</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Friday 14 May</strong></td>
</tr>
<tr>
<td><strong>Friday 18 June</strong></td>
</tr>
<tr>
<td><strong>Friday 1 July</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Second Semester Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friday 5 August</strong></td>
</tr>
<tr>
<td><strong>Wednesday 10 August</strong></td>
</tr>
<tr>
<td><strong>Wednesday 31 August</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Friday 7 October</strong></td>
</tr>
<tr>
<td><strong>Monday 17 October</strong></td>
</tr>
<tr>
<td><strong>Friday 11 November</strong></td>
</tr>
<tr>
<td><strong>Monday 14 November</strong></td>
</tr>
</tbody>
</table>

Please Note: You need to be enrolled in 13.5 units each semester to remain eligible for Youth Allowance or AUSTUDY. If you withdraw from a topic and your total study load is reduced below 13.5 units in a semester, you must notify Centrelink.