Faculty of Commerce and Economics
School of Marketing

GENC6003
Tourism: The Global Future

Course Outline
Session 2 2005
1. COURSE STAFF

1.1 Communication with Staff

2. INFORMATION ABOUT THE COURSE

2.1 Teaching times and Locations
2.2 Units of Credit
2.3 Relationship of this course to other course offerings
2.4 Approach to learning and teaching

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims
3.2 Student Learning Outcomes
3.3 Teaching Strategies

4. STUDENT RESPONSIBILITIES AND CONDUCT

5. LEARNING ASSESSMENT

5.1 Assessment Details
5.2 Assignment Submission Procedure
5.3 Late Submission
5.4 Special Consideration and Supplementary examinations
5.5 Assignment Format

6. ACADEMIC HONESTY AND PLAGIARISM

7. STUDENT RESOURCES

7.1 Course Resources
7.2 Other Resources, Support and Information

8. CONTINUAL COURSE IMPROVEMENT

9. COURSE SCHEDULE

APPENDICES
1. COURSE STAFF

Course coordinator
Dr Nina Mistilis
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Other times by appointment

Other academic staff
Professor Larry Dwyer
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Course Coordinator:
Dr Nina Mistilis is a senior lecturer in the tourism and hospitality management unit, School of Marketing. She began her tourism academic career in early 1996 and in 2001 she took up her current position at the University of New South Wales. Prior to that she worked in a major global banking corporation for five years until 1993, then as manager policy at the Tourism Task Force and as a consultant. She is a foundation board member and vice president of the Australasian chapter of the International Federation of Information Technology and Tourism (IFITT) and a member of Council of Australian Tourism and Hospitality Research Conference (CAUTHE). She has a Bachelor of Arts with honours in politics from Macquarie University and a Doctorate of Philosophy in Political Science from the Institute of Advanced Studies, Australian National University. She now publishes in tourism (earlier in politics) and her current
tourism research interests are information and communication technology, policy and planning (including urban transport) and the MICE (meetings, incentives, conventions and exhibitions) industry. She returned last semester after undertaking the Special Studies Program for six months at the George Washington University and at the University of Hawaii.

Other academic staff
Dr Tracey Firth has been lecturing in tourism and hospitality since 1999 and has completed a PhD in business strategies of marginal tourism firms in Sydney. Tracey has also acquired valuable industry experience in her role as a hotel management corporate trainee for the Sydney Renaissance Hotel, the owner and operator of an a la carte restaurant in Newtown and a research consultant for several small and large tourism firms. Her research interests lie in the areas of tourism industry structure, business strategy, tourism impacts, indigenous tourism and tourist behaviour.

Dr Roger March is a senior lecturer in, and head of the tourism and hospitality management unit, School of Marketing. He has been teaching tourism, marketing and Japanese business related subjects at UNSW since 1990. Before that he lived and worked in Japan for twelve years; he speaks and reads Japanese fluently. He completed a Masters of Commerce (Honours) degree in tourism marketing in 1995 and was awarded his PhD degree in 2003. Roger has done extensive consulting work on the Asian & Japanese tourism markets; utilizing his Japan background, he also runs negotiation and intercultural communication workshops for Australian and Japanese organizations. His tourism research clients include Qantas Airways, Australian Tourist Commission, Tourism New South Wales, Tourism Queensland and the Australian Tourism Export Council. He is presently engaged in five on-going research projects, ranging from the impact of the Olympics on inbound visitation, unethical practices in the inbound tourism industry, to the competitiveness of countries in the international travel market. Other research interests are cross-national tourism marketing, Asian/Japanese travel industry structures, and cross-cultural marketing issues.

Professor Larry Dwyer is the Qantas Professor of Travel and Tourism Economics at the University of New South Wales. He publishes widely in the areas of tourism economics and tourism management with over 100 publications in international journals, government reports, chapters in books and monographs. Two articles, co-authored with Peter Forsyth, have been selected for inclusion in the International Library of Critical Writings in Economics. His present research interest involves computable general equilibrium modelling of domestic and inbound tourism. He maintains strong links with tourism at international, national, state and local levels. He has worked with the World Tourism Organisation in tourism strategy development in India, and the National Centre for Development Studies in researching the economic impacts of tourism in the Pacific. He has also served as contracted consultant to the Commonwealth Department of Tourism advising on the economic impacts of government policies on tourism. A recent research consultancy for the federal government involved development of a framework for measuring destination competitiveness. He has recently provided expert advice to the Tourism TaskForce in its submission to the federal government’s Ten Year Plan for tourism. Larry is an invited academic member of the London based World Travel and Tourism Corporation Tax Force Panel, an executive committee member of the USA based Business Enterprises for Sustainable Development (BEST) and a member of the Steering Committee, CRC for Sustainable Tourism Sub-program 3.3 (Tourism Economics and Policy).  He is on the Editorial Board of five international tourism journals.

Ray Spurr is Senior Research Fellow for the Sustainable Tourism Cooperative Research Centre (STCRC)’s Sustainable Destinations Program. He is located in the School of Marketing at UNSW where he was previously Director of the Centre for Tourism Policy Studies (1996-2003) and Head of the Tourism and Hospitality Management Unit (2002-03). Ray was First Assistant Secretary of the Commonwealth Department of Tourism from 1988 to 1996 and a member of the Australian diplomatic service serving as Australian Ambassador to Syria and the Lebanon in 1987-88. His current appointments include Policy Adviser Asia-Pacific to the World Travel and Tourism Council (WTTC) and member of the Council of Leaders of the World Tourism Organisation (WTO). His research interests are the economic impacts of tourism, tourism public policy and tourism marketing. He is a member of the STCRC’s Economic Modelling Team leading its Computable General Equilibrium Tourism Modelling research project.

Emma Wong is a Doctor of Philosophy candidate at School of Marketing. Her research interests include destination competitiveness and sustainability, and intergovernmental collaboration in tourism. Prior to
joining UNSW, she taught in University of Hong Kong School of Professional and Continuing Education (HKU SPACE) and the Hong Kong Polytechnic University (HKPU). She has also worked in the Front Office and F&B department of Boston Marriot Copley Place, USA and Hotel Marriott Champs Elysees, France.

1.1 Communication with Staff

Contact staff as above, or by email or phone

2. INFORMATION ABOUT THE COURSE

2.1 Teaching times and Locations

CLB5 Friday 10:00am-12:00pm

2.2 Units of Credit

3 units

2.3 Relationship of this course to other course offerings

This is a general education course

2.4 Approach to learning and teaching

The course engages students in the learning process through interactive lectures, a self directed tourism destination field trip assignment and the occasional case study during the lectures. The diversity of their tourism, academic discipline and other experience is recognised, valued and drawn on during class to provide a richer collective experience and stimulating learning environment.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

Tourism has experienced rapid growth in recent times and has become important on a global scale. In Australia, tourism contributes over one tenth of export earnings making it larger in export terms than any agricultural or mining export commodity, by far the largest service sector industry, larger than any single manufacturing export and about half the size of manufacturing exports in aggregate. It is forecast to continue to grow globally, especially in the Asia Pacific region, despite recent setbacks as a result of 9/11, the Bali bombings, Iraq war and SARS. Tourism will be a leading contributor to the world economy over the next 20 years, playing a significant role in helping nations to develop new businesses, earn foreign exchange and generate employment.

The course explores some basic concepts associated with tourism and highlights its diverse features. The course introduces students to the history of tourism, its nature and its impacts, and management issue involved in operating a tourism business. Students can participate in and observe the tourist experience during a field trip the historic Rocks tourism destination in the Sydney CBD.
3.2 Student Learning Outcomes

By the end of this course, you should be able to:

i. Define the scope and future of tourism and key tourism concepts;
ii. Apply these conceptual frameworks to analyse a range of tourism issues and
iii. Understand the foundation of tourism knowledge as an introduction to tourism and a
basis for recognising a range of links between your own discipline and tourism studies.

3.3 Teaching Strategies

The lecturer each week will describe the teaching strategies used in the course topic, and the
ways in which they support student learning outcomes.

4. STUDENT RESPONSIBILITIES AND CONDUCT

For information on your responsibilities regarding workload, general conduct and behaviour,
and keeping informed, please refer to the School of Marketing’s website.
http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?Gl_ID=System.LoggedOutInheritableArea
&maxWnd= Current_Policies

4.1 Attendance

Your regular and punctual attendance at lectures and seminars is expected in this course. University
regulations indicate that if students attend less than eighty per cent of scheduled
classes they may be refused final assessment.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, you must: achieve a composite mark of at least 50.

5.2 Assessment Details

The link between assessment components and graduate attributes are listed below:

- the skills involved in scholarly enquiry are required for the test and exam;
- an in-depth engagement with the relevant disciplinary knowledge in its interdisciplinary
  context are required for the Rocks assignment;
- the capacity for analytical and critical thinking and for creative problem-solving are
  required for the test, exam and the Rocks assignment
- the ability to engage in independent and reflective learning for the Rocks assignment.

The criteria by which marks will be assigned to the Rocks assignment are in the appendix.

Students are required to (i) attend at least 80% of lectures; (ii) submit a field trip assignment
report; (iii) sit for a mid-session test; and (iv) sit for the final exam.

Overall rationale for assessment components and their association with course objectives

The assessments collectively aim to develop and test the range of skills and knowledge topics
set out in the objectives of the course; a variety of approaches are used, and they attempt to
complement other learning approaches in the course, such as readings, lectures, case studies and
workshops.
Details of assessment components

i. Mid term test 25
ii. Field Trip Assignment 40
iii. Exam 35
TOTAL 100

i. Mid-Session Test – 25% - Week 7- held during class time
This test is based on the lectures and readings from weeks 1 to 6 of the course. Questions will include short answers and an essay.

ii. Field Trip Assignment – 40% - Due Week 9, 1000 hrs Friday
This assignment can be done individually or with one other student, in which case it must be much bigger in terms of word count. The purpose is to expose you to aspects of the tourism structure and operation at the destination level. See Appendix A of this outline for details and Appendix B for marking criteria. The submission date is Week 9.

iii. Final Examination – 35% - held during exam period
An examination will be held in the exam period; it will be a combination of short answer and essay questions based on the lectures, readings and other material distributed during the course.

5.3 Assignment Submission Procedure
Assignments are placed in the assignment drop box on level 3, the Goodsell Building where the School of Marketing is located.

5.4 Late Submission
Information about late submission of assignments, including penalties, is available on the School of Marketing’s website:

5.5 Special Consideration and Supplementary examinations
Details relating to procedures for special consideration and supplementary exams can be found at:
http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=Current_SpecialConsideration

NOTE: You only have 3 days from the due date of the assessment/exam in which to lodge a special consideration form.

5.6 Assignment Format
Assignments should be typed neatly with a cover page stating the student details, course code and name and assignment.
6. ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For full information regarding policies, penalties and information to help you avoid plagiarism see: www.my.unsw.edu.au/student/atoz/Plagiarism

Plagiarism is the presentation of the thoughts or work of another as one’s own.* Examples include:

- direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person’s assignment without appropriate acknowledgement;
- paraphrasing another person’s work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and,
- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism.

Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms.

The Learning Centre website is the central University online resource for staff and student information on plagiarism and academic honesty. It can be located at:

www.lc.unsw.edu.au/plagiarism

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:

- correct referencing practices;
- paraphrasing, summarising, essay writing, and time management;
- appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre.

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle
† Adapted with kind permission from the University of Melbourne.

7. STUDENT RESOURCES

7.1 Course Resources

Text

**Readings (study kit available for purchase in the UNSW bookshop)**

**References**

**Recommended Internet sites**

World Tourism Organisation (WTO) nb Australia is a member
http://www.world-tourism.org/

World Travel and Tourism Council (WTTC)
http://www.wttc.org

Australian Office of National Tourism

Pacific Asia Travel Association (PATA) nb – UNSW is a member
http://www.pata.org

Australian Bureau of Statistics

Australian Tourist Commission
http://www.atc.net.au

Travel and Tourism Intelligence
http://www.t-ti.com/index.htm

**Tourism related journals (* journals held in the UNSW library)**

*Annals of Tourism Research S338.479105/3
*Australian Journal of Hospitality Management S657.9494005/1
*Bureau of Tourism Research Publications SQ647.9494005/2
* Cornell hotel and restaurant administration quarterly S647.9405/5
Events Management
*Hospitality research journal: the professional journal of the Council on Hotel, Restaurant, and Institutional Education S647.9405/4
*Hotel hospitality & tourism educator / Council on Hotel, Restaurant & Institutional Education SQ647.9405/7
Information Technology & Tourism
International Journal of Tourism Research SEJ647.9405/3
*International journal of hospitality management SEJ647.9405/3
*International Journal of Contemporary Hospitality Management SQ647.9406805/1
Journal of Convention and Exhibition Management
* Journal of sustainable tourism S338.479105/15
*Journal of Leisure Research *Journal of Tourism Studies S790.07205/2 S338.479105/2
*Journal of Travel & Tourism Marketing S338.479105/24
*Journal of Travel Research SQ338.479105/5
* Leisure management. SQ790.06905/2
Tourism, Culture & Communication
*Tourism Economics S338.479105/25
*Tourism Management SEJ338.4791005/1
* Union news Hospitality & leisure SQ331.881105/10
Newspapers and magazines:

- The Age
- Asian Wall Street Journal
- The Australian
- Australian Financial Review
- The Bulletin
- Business Review Weekly
- The Economist
- Far Eastern Economic Review
- Sydney Morning Herald
- Time magazine

Other reference material held in library

- Mak, James. (2003) Tourism and the economy. Honolulu, HI: University of Hawai'i Press,

7.2 Other Resources, Support and Information
The University and the Faculty provide a wide range of support services for students, including:
- Learning and study support;
- Counselling support;
- Library training and support services;
- Disability support services;

In addition, it is important that all students are familiar with University and Faculty policies and procedures in relation to such issues as:
- Examination procedures and advice concerning illness or misadventure;
- Supplementary Examinations;
- Occupational Health and Safety policies and expectations;

For information and links relating to the above services, please see [note School web pages where this information is presented]

8. CONTINUAL COURSE IMPROVEMENT
Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process ([http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm](http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm)) is one of the ways in which student evaluative feedback is gathered. Significant changes to courses and programs within the School are communicated to subsequent cohorts of students.
### 9. Course Schedule

<table>
<thead>
<tr>
<th>WEEK BEG.</th>
<th>WEEK NO.</th>
<th>Lecture Topic</th>
<th>Readings*</th>
<th>Lecturer</th>
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<tbody>
<tr>
<td>July 25</td>
<td>1</td>
<td>Introduction to tourism: sustainable tourism development</td>
<td>Ch 1-2</td>
<td>Dr Nina Mistilis</td>
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<td>Tourism models, industry sectors</td>
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<td>Tourism Economic Impacts</td>
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<td>Tourism Environmental Impacts</td>
<td>Ch 10</td>
<td>Dr Tracey Firth</td>
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<td>Governments role in tourism</td>
<td>Ch 5, 6</td>
<td>Ray Spurr</td>
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<td>Mid-session test</td>
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<td>8</td>
<td>How Tourists Behave</td>
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<td>Tourism Policy and Planning: Conflict and Cooperation</td>
<td>Ch 11</td>
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<td>September 26</td>
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<td>Mid-session break</td>
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<td>October 4</td>
<td>10</td>
<td>Tourism in Developed Countries</td>
<td>TBA</td>
<td>Dr Tracey Firth</td>
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<td>October 10</td>
<td>11</td>
<td>Special Interest tourism in rural and peripheral areas</td>
<td>Ch 12</td>
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<td>October 17</td>
<td>12</td>
<td>Destination competitiveness</td>
<td>Ritchie &amp; Crouch (2003)</td>
<td>Emma Wong</td>
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<td>October 31</td>
<td>14</td>
<td>Future of tourism; Summary of course</td>
<td>Ch 14</td>
<td>Dr Nina Mistilis</td>
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</table>
APPENDIX A
GENC6003.S05-2 TOURISM THE GLOBAL FUTURE: THE ROCKS ASSIGNMENT

TOPIC: managing the tourist experience in an historic precinct

Objectives of the excursion
• To experience, observe and consider various aspects of tourism in one destination – The Rocks historic precinct
• To be introduced to, and interact with, various providers and enhancers of the tourism experience
• To increase understanding of tourists and the structure of tourism
• To understand the challenges for management to deliver a competitive destination tourism product in the precinct within a framework of sustainable tourism development

Learning outcomes - Did you:
• better understand the inter-relatedness of organizations in tourism
• recognize the interplay of forces that make the tourist experience in one destination and
• appreciate the nature and extent of management necessary to ensure the Rocks precinct is a memorable and competitive tourist experience within a framework of sustainable tourism development

Activities:
1. Peruse & collect information at the Rocks Sydney Tourist Centre (STC), George Street
   • What kind of trips and experiences are promoted here for the Rocks?
   • How does the Rocks precinct experience fit in with them?
   • What industry sectors are represented?
   • Are they adequate to meet the needs of tourists who are visiting the Rocks/Sydney?
2. Explore the Aboriginal & Tribal Art Centre George Street and note its components.
   • Try to understand its positioning,
   • Try to identify how the Gallery relates to the tourist experience in the Rocks precinct
3. With 2 other students, walk around the Rocks precinct.
   • note the number and type of different tourism related businesses in at least three industry sectors
   • choose one business from each of these industry sectors that earn significant revenue from tourists.
   • Describe each business briefly, including its industry sector.
   • Speak to the business managers, introducing yourselves as UNSW students and find out the following:
     • % of their overall business is derived from tourists
     • the category of tourists that use/visit their establishment (eg domestic/international, day-trippers/overnight visitors)
     • what tourists experience they aim to provide
     • what tourists want to experience/enjoy/buy in their product or service
4. Interview two separate tourists; find out the following information
   • gender
   • country/suburb of residence
   • age group
   • main reason for coming to the Rocks
   • where obtained tourist information, how useful it was
   • number of tourists in travel party
   • what their experience has been like – eg what they have enjoyed, what they did not like
   • would they return to Sydney/Rocks
   • how it could be improved (if at all)

5. What kind of environment do you think the planners have tried to create for tourism in the Rocks precinct? Have they been successful?
6. Finally write summary of one page max of what have you learned from the assignment about the tourism and also about managing the tourist experience in an historic precinct.
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Grading criteria:

<table>
<thead>
<tr>
<th>Question 1 below is worth five; each section 2-6 is worth seven marks</th>
<th>mark</th>
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</thead>
<tbody>
<tr>
<td>1. Presentation style (including proper sentence structure, grammar, spelling, &amp; format)</td>
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<td>2. Question 1, 2</td>
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<td>5. Question 5, 6</td>
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<td>6. Value, cohesiveness of report</td>
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TOTAL

ASSESSOR: Nina Mistilis