

3018THS - Destination Management (Trimester 2, 2022)

ASSESSMENT GUIDELINES

This information sheet provides guidelines for all three assessment items (Destination Management Strategy Part A, Part B, & Part C), which collectively form a formative assessment plan.

In groups of three (3), you are required to conduct an analysis for a destination and develop a destination management strategy to develop and manage a target tourist market to the destination. Groups must select one of the eight destinations listed below:

- Honolulu, Hawaii
- London, UK
- Singapore
- Derby, Tasmania
- Sunshine Coast, Queensland
- Los Angeles, USA

The project should be undertaken from the standpoint of the **regional Destination Management Organisation (DMO)**, for example, the Hong Kong Tourism Board, Gold Coast Tourism, etc.

Destination Management Strategy has three parts, which will collectively form a formative assessment plan in the course:

- Part A Destination Analysis (Group Assignment) -- 25% due on Friday, 2nd September at 12pm (Week 6).
- Part B Destination Management Plan (Individual 15% / Group 25%) – total 40% due on Friday, 30th September at 12pm (Week 10).
- Part C Stakeholder Engagement Plan and the Vodcast (Individual Assignment) -- 35% due on Friday, 14th October at 12pm (Week 12).

The above assessment items are described in detail on subsequent pages. Please also refer to 3018THS course site on Learning@Griffith (L@G) for further information.

General Tips and Advice for ALL Assessment Items:

IMPORTANT! Use destination management theories and concepts to justify your points and back-up your argument. Include academic journal papers and other sources to support your argument.

You need to demonstrate your mastery of destination management theories and concepts and be able to integrate your ideas with existing destination management ideas and literature. Your ideas should be expressed in a clear, compelling, and insightful manner. Attention to written presentation errors, such as spelling and grammar, and referencing is important.

Grading: You will work as a group for Part A the Destination Management Strategy, and Part B the destination Management Plan involves 15% individual and 25% group work. Students will work independently for Part C (i.e., the Digital Stakeholder Engagement Plan and the Vodcast).

Destination Management Strategy - Part A

In order to develop a comprehensive and high standard destination management strategy, your group first needs to complete extensive background research and analysis of your selected destination. This analysis is to ensure that as much relevant information about the current (and possibly past) operating environment is gathered and understood, so that an appropriate destination management strategy can be developed.

In conducting this analysis, you will need to consult with industry and non-academic resources (e.g., plans, reports, etc.) as well as academic literature to identify trends and challenges in the current operating environment.

Your task:

The task is to research and present an analysis for a destination of your choice (from the list given) and present your analysis in a group report. This analysis should cover the following points:

- The policy and operational environment of the destination
- Overview of the key stakeholders
- Demand for the destination
- Issues and challenges that the destination is facing, including COVID-19, and post COVID-19 implications.

Group members will work together to collect background information, exchange ideas, and prepare the report for their selected destination. The report should be **approx. 2,500 words** ($\pm 10\%$).

You may have learnt tools such as PESTLE analysis, SWOT analysis, competitor analysis, visitor analysis, etc., in other courses. You can use these tools to assist with your analysis. Please do not include detailed descriptions of the analysis tools in your report. Instead, use these tools to provide background for your strategy and the key issues facing your destination (i.e., the results of your analysis).

Due date and submission: Friday, 2nd September at 12pm (Week 6), via the submission point on L@G.

Referencing: Groups should refer to at least 5 academic references and 5 industry/non-academic references in their report. Remember that a reference is a source that is actually cited in your report. You must reference appropriately. Please **use APA referencing style**, therefore, cite the name, year, and page number (if a direct quote) in-text and put the full reference (including author/s, year, title, etc.) at the end of the report in a reference list. Please see referencing guide for more information <https://www.griffith.edu.au/library/study/referencing>.

Destination Analysis Report Format

1. Introduction

Write 1-2 sentences to introduce the purpose of the report, and the destination management organisation's name. If possible, insert a map of the destination showing its geographic boundaries

2. Policy and operational environment of the destination

Describe the key policies that have been/could influence tourism, describe demographics of residents and industry characteristics, e.g., population size, number of female and male residents, number of young, middle and older aged residents, average education and household income level; and the main industries in the destination

3. Stakeholder Analysis

Identify 4-6 key stakeholders in your chosen destination, briefly explain what their stake is, and illustrate their location and importance/influence on the stakeholder analysis matrix.

4. Demand for the destination

Conduct a visitor analysis of the destination. Describe the visitor profile of the destination. Identify 3-4 key segments and describe their relevant demographic, geographic, behavioural, and psychographic characteristics.

Identify 3-4 key experience themes of the destination and provide examples of actual organisations delivering products under each theme.

5. Tourism issues

Use a PESTEL/SWOT or another method to identify a comprehensive list of issues. Present the issues in a table format. Highlight four (4) issues you consider most significant for the destination, explain why.

6. Conclusion

Write a short paragraph that makes a critically informed judgement or evaluative comment about the business situation of the destination. Ensure your conclusions link logically with the analysis previously presented.

7. References

APA style referencing should be used, please see library webpage for referencing tool. <https://www.griffith.edu.au/library/study/referencing>

Note: Word limits exclude references.

3018THS Destination Management Strategy - Part A Assessment Criteria (25%)

	Excellent	Very Good	Good	Satisfactory	Unsatisfactory
<p>Analysis & Synthesis (7.5 marks/25): Clear and precise introduction & conclusion. Separate sections are well integrated into a compelling story.</p>	<p>Exceptional introduction defines and sets parameters clearly and precisely. Conclusion is an excellent summary of the arguments and provides an exceptionally clear and precise response.</p>	<p>Introduction defines and sets parameters clearly and precisely but is perfunctorily. Conclusion is a solid summary of the arguments and provides clear and precise response.</p>	<p>Introduction defines assignment question clearly, but parameters are imprecise. Conclusion adequately summarises the arguments and provides a clear response to the question.</p>	<p>Introduction defines and sets the parameters for question. Conclusion is a minimal summary of the arguments and provides a clear but at times imprecise response to the question.</p>	<p>Introduction fails to define, and set parameters for, assignment question. Conclusion neither summarises the arguments nor provides a direct answer to the assignment question.</p>
<p>Key concepts and writing style (10 marks/25): Concepts/theories & ideas have been identified & explained in a logical and sequential way in the separate sections.</p>	<p>Key concepts and ideas are identified. Explanations or interpretations demonstrate sophisticated understanding. Demonstrates serious engagement with challenging material from an extensive variety of sources. Written argument is developed in a clear and logical way. No spelling and/or grammatical mistakes and extremely well presented</p>	<p>Key concepts and ideas are identified. Explanations or interpretations of them demonstrate solid understanding. Demonstrates serious engagement of material from a broad variety of sources. Minor spelling and/or grammatical mistakes and well presented.</p>	<p>Key concepts and ideas are identified and explained or interpreted correctly but superficially. Demonstrates obvious effort to read beyond given references. Some obvious but inconsequential spelling and/or grammatical mistakes and presented adequately.</p>	<p>Not all key concepts and ideas are identified and are not always explained or interpreted correctly. Demonstrates limited reading of the literature beyond given references. Numerous spelling and/or grammatical mistakes of consequence presented with some errors in presentation.</p>	<p>Fails to identify key concepts and ideas, or if identified, are explained or interpreted incorrectly. Demonstrates no serious reading of any of the literature. Contains numerous spelling and/or grammatical errors that pose an insurmountable challenge for the reader with many errors in presentation.</p>
<p>Scholarly presentation of evidence of research and Use of diagrams, charts, and other illustrations to support argument (7.5 marks/25): Depth and width of research in the separate sections.</p>	<p>Demonstrates exceptional and enterprising effort to gathering and presenting empirical data from an extensive variety of sources, especially those that are not obvious. Diagrams, charts and other illustrations are professionally presented and insightful deductions from them are expertly interwoven into the text to support analyses.</p>	<p>Demonstrates a solid effort to gather empirical and present data from a broad variety of sources. Diagrams, charts, and other illustrations are completely free of errors and correct deductions are made from them to support analyses.</p>	<p>Demonstrates some serious effort to gather empirical and present data from a variety of sources. Diagrams, charts, and other illustrations are largely free of errors, and deductions are made from them to support analyses.</p>	<p>Demonstrates minor effort to gather empirical and present data from a variety of sources. Diagrams, charts, and other illustrations contain only a few significant errors.</p>	<p>Demonstrates no meaningful effort to gather empirical and present data from a variety of sources (domestic/international, print/electronic, etc.), Diagrams, charts, and other illustrations are poor quality, with numerous significant errors.</p>

DESTINATION MANAGEMENT STRATEGY- PART B

Based on the analysis of destination presented in Part A, students will develop Part B, i.e., a destination management plan, for their chosen destination. Part B has an individual component worth 15% and a group component worth 25%. Part B includes three key elements, plus introduction and conclusion (total 4,500 words, $\pm 10\%$):

- i. **Summary of Destination Analysis** – An overview of Part A findings, summarising the policy and operational environment of the destination, key stakeholders, tourism demand, key product experience themes, and issues the destination is facing.
- ii. **Experience Audit and Competitor Analysis** – Provide an overview of the concept “experience economy” (including transformative experience), and describe how this approach could improve tourist experience offering and thus improve operator competitiveness for the case study destination. Conduct an audit of the existing experiences/settings/tourism providers of the destination and identify providers that could potentially develop exceptional experiences. Undertake a destination competitor analysis of tourist experiences and present a summary of that analysis.
- iii. **Planning and Management Strategy** - Identify existing tourism strategies and policies that align with the destination management strategy of your destination. Provide a destination management strategy that **focuses on one potential market** for proposed experiences in the destination.

Part B should include an introduction and conclusion, in addition to the key elements described above. Each student will be responsible for developing a subsection of the assignment (individual mark – 15%) and work with other group members to integrate the subsections into an overall Management Plan (group mark – 25%). Further details will be provided in class and on L@G.

Due date and submission: Part B is due on Friday, 30th September at 12pm (Week 10).

Part B: Destination management plan report format:

1. Introduction (Group)

In 100 words or less, name your destination, the target market for the management strategy, and outline the key sections of the report.

2. Destination Analysis (Student A)

Provide a summary of the key findings of Part A

3. Experience Audit and Competitor Analysis

3.1 Overview of the experience economy concept (Student A)

Write a description of the “experience economy” concept (including transformative experience), and describe how this approach can improve tourist experience offering and improve operator competitiveness for the case study destination.

3.2 Key target market (Student A)

Identify a key target market for your destination (e.g., intra-state retired couples, backpackers from South East Asia, corporate travellers from Europe, etc.). Describe this target market in relation to transformative experience (e.g., the type of experience they would find meaningful given their motivations or needs). Support with references.

3.3 Audit of existing tourism providers and experiences (Student B)

Provide an audit of the existing tourism providers and experiences in your case study destination, in relation to the chosen target market. The audit should include a description of the tourism experience and your evaluation of its level of transformation. A minimum of 4 providers and their product experiences are required. The audit should be presented in a table to reduce the word count.

Sample Table Template: Audit of business providers and experiences

Name of provider	Service/Experience description	Level of transformation (not transformational, semi-transformational, transformational)	What makes it transformative (or not)
------------------	--------------------------------	---	---------------------------------------

3.4 Undertake a destination competitor analysis (Student B)

Identify two other destinations competing for the same target market as your destination. The competitor footprint should be included (see Figure below).

Discuss the competitor footprint (similarities/differences between these destinations), and highlight what is unique about your destination (i.e., unique selling proposition) in terms of offering particular experiences that differentiate your destination from its competitors.

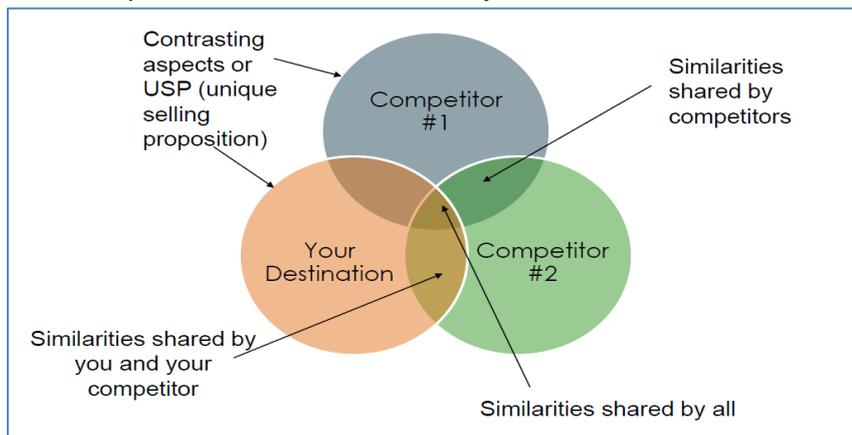


Figure: Competitor Footprint

3.5 Recommendations to improve experiences (Student B)

Make three (3) recommendations on how to improve the provision of transformative experience offerings in your destination.

Recommendations should be based on your audit and competitor analysis. For example, if you identify tourism experiences that are only semi-transformative or not transformative, you can suggest improvements to the providers. You can also suggest the development of relevant

transformative tourism experience based on the identified unique selling proposition for your destination.

4. Planning and Management Strategy

4.1 Existing tourism strategies and plans (Student C)

Identify existing strategies or plans that relate to the management strategy that you are developing for your destination. A tourism strategy/plan can range from branding, vision, guidelines for product development and stakeholder collaboration, etc. It is helpful to broaden your search to identify not only your destination’s tourism strategy or plan but also relevant local art/cultural/event policies, as well as regional/state/national development policies. A minimum of two (2) strategies/policies are required. Use a table to reduce the word count. Below is an example.

Sample Table Template: Existing tourism strategies and policies

Strategy/policy	Core components	How the plan assists the growth of transformative experience
Queensland Ecotourism Plan (2013 – 2020)	-Vision to facilitate best practice and innovation in tourism -Acknowledgment that Asian travellers have different needs in how they participate and enjoy nature	-Assist future development of world-class ecotourism experience -Assist development of specialised experiences for Asian tourists

4.2 Potential target market for management strategy (Student C)

Identify and briefly describe a potential target market for the management strategy. This can be the same as the target market from Section 3 but could also be a new target market. Justify the choice – for example – is this a market that has declined/grown significantly in recent years, hence the need for a destination management strategy.

4.3 Destination management strategy (Student C)

Propose a new tourism product/experience range or modify existing tourism products/experiences to cater to the identified potential target market. Provide guidelines in point form for the implementation of the new transformative experience (e.g., describe the proposed product and provide a promotional strategy, or a collaboration event between relevant stakeholders, development of new facilities, etc.). Please ensure that your proposed tourism experience is a sustainable one.

5. Conclusion In approx. 150 words, summarise the key points of your report.(Group)

6. References Please use **APA referencing style**. There should be at least 7 academic references and 7 industry references in that list. Remember that a reference is a source that is actually cited within the text. (Group)

Note: Word limits exclude references.

**3018THS Destination Management Strategy Report, Part B
- Assessment Criteria (Weighting = 40%)**

	Excellent	Very Good	Good	Satisfactory	Unsatisfactory
Analysis & Synthesis (Group, 15 marks/40): Clear and precise introduction & conclusion. A good understand of the destination. Separate sections are well integrated into a compelling story.	Exceptional introduction and destination analysis that define and set parameters clearly and precisely. Conclusion is an excellent summary of the arguments and provides an exceptionally clear and precise response.	Introduction and destination analysis define and set parameters clearly and precisely but perfunctorily. Conclusion is a solid summary of the arguments and provides clear and precise response.	Introduction and destination analysis define assignment question clearly, but parameters are imprecise. Conclusion adequately summarises the arguments and provides a clear response to the question.	Introduction and destination analysis define, and set the parameters, for question. Conclusion is a minimal summary of the arguments and provides a clear but at times imprecise response to the question.	Introduction and destination analysis fail to define, and set parameters for, assignment question. Conclusion neither summarises the arguments nor provides a direct answer to the assignment question.
Overall style and mechanics of writing (Group, 5 marks/40): Write in consistent and error free style throughout	Writes by integrating and interpreting other's and own material in a fluent and critical manner. No spelling errors and no grammatical errors. Accurate referencing which consistently adheres to APA style throughout	Writes by integrating and interpreting others' and own material in a fluent manner. No spelling errors and occasional grammatical errors. Good, consistent referencing which generally adheres to APA style throughout	Mostly writes by integrating and interpreting others and own material. No spelling errors and some grammatical errors. Solid referencing which generally adheres to APA style throughout	Mostly writes by paraphrasing others' material but with some integration of own ideas. Some spelling errors and some grammatical errors. Some attempt at referencing APA style	Mostly writes by paraphrasing others' material. Many spelling errors and many grammatical errors. Poor attempt at referencing APA style
Key concepts and writing style (Individual, 15 marks/40): Concepts/theories & ideas have been identified & explained in a logical and sequential way in the separate sections.	Key concepts and ideas are identified. Explanations or interpretations demonstrate sophisticated understanding. Demonstrates serious engagement with challenging material from an extensive variety of sources. Written argument is developed in a clear and logical way. No spelling and/or grammatical mistakes and extremely well presented.	Key concepts and ideas are identified. Explanations or interpretations of them demonstrate solid understanding. Demonstrates serious engagement of material from a broad variety of sources. Minor spelling and/or grammatical mistakes and well presented.	Key concepts and ideas are identified and explained or interpreted correctly but superficially. Demonstrates obvious effort to read beyond given references. Some obvious but inconsequential spelling and/or grammatical mistakes and presented adequately.	Not all key concepts and ideas are identified and are not always explained or interpreted correctly. Demonstrates limited reading of the literature beyond given references. Numerous spelling and/or grammatical mistakes of consequence presented with some errors in presentation.	Fails to identify key concepts and ideas, or if identified, are explained or interpreted incorrectly. Demonstrates no serious reading of any of the literature. Contains numerous spelling and/or grammatical errors that pose an insurmountable challenge for the reader with many errors in presentation.
Scholarly presentation of evidence of research and Use of diagrams, charts and other illustrations to support argument (Group, 5 marks/40): Depth and width of research in the separate sections.	Demonstrates exceptional and enterprising effort to gathering and presenting empirical data from an extensive variety of sources, especially those that are not obvious. Diagrams, charts and other illustrations are professionally presented and insightful deductions from them are expertly interwoven into the text to support analyses.	Demonstrates a solid effort to gather empirical and present data from a broad variety of sources. Diagrams, charts, and other illustrations are completely free of errors and correct deductions are made from them to support analyses.	Demonstrates some serious effort to gather empirical and present data from a variety of sources. Diagrams, charts and other illustrations are largely free of errors and deductions are made from them to support analyses.	Demonstrates minor effort to gather empirical and present data from a variety of sources. Diagrams, charts and other illustrations contain only a few significant errors.	Demonstrates no meaningful effort to gather empirical and present data from a variety of sources (domestic/international, print/electronic, etc.), Diagrams, charts and other illustrations are poor quality, with numerous significant errors.

DESTINATION MANAGEMENT STRATEGY- PART C: DIGITAL COMMUNICATION PLAN & VODCAST

Part C of the strategy is **individual assessment**. Each student will independently design a digital communication plan to communicate the destination management strategy to a chosen group of stakeholders at the destination. Part C is worth 35% and includes two components:

1. **A written digital communication plan** - explain the goals, describe the target audience, identify effective communication channels, and design key content (1,500 words, $\pm 10\%$).
2. **A vodcast** - make a short vodcast aimed to gain stakeholder support for the communication plan (approximately 3 minutes).

Required structure and content for the Written Digital Communication Plan

- **Section 1:** Introducing the importance of establishing and managing an online reputation and the purpose of this digital communication plan.
- **Section 2:** Describe the stakeholder group (i.e., which stakeholder group your vodcast is targeting and why you choose this group).
- **Section 3:** Identify effective communication channels for this stakeholder group based on their particular needs and preferences (i.e., how should the vodcast be distributed to the targeted stakeholders?) You need to consider various digital communication platforms/channels and their appropriateness for the chosen stakeholder group.
- **Section 4:** Design the vodcast and justify the design (describe the key elements of the vodcast and why you design the elements in this way).
- **Section 5:** Concluding comments.
- **Section 6:** References. Please use **APA referencing style**. There should be **at least 3 academic references and 3 industry references** in this list. Remember that a reference is a source that is actually cited within the text.

Note: Word limits exclude references.

Due date and submission: Part C is due on Friday, 14th October at 12pm (Week 12), via submission point on L@G.

Requirement for the Vodcast

You are required to create and upload a video broadcast (vodcast) for the purpose to publicise/communicate to your chosen group of stakeholders.

In order to gain the support of this group of stakeholders, at a minimum level, you will need to explain the following in the vodcast:

- key points of Part B
- how strategies identified in Part B will impact on the stakeholders (e.g., key benefits to stakeholders, and why they should support your strategies).

The content and design of the vodcast should be consistent with what you described in Section 4 of the digital communication plan.

- You may use your mobile or another video recording device to create the vodcast. The vodcast should be approximately 3 minutes in length (no longer than 3.5 mins and no shorter than 2.5 mins).
- **At the start of the vodcast, students must display photo ID** (student card or passport), clearly displayed next to the speaker's face - pause for 5 seconds to allow for the person assessing to check the ID. **Students will receive 0 marks if identification cannot be verified.**
- **The vodcast recording must include a clear view of the student speaking at all times.**
- Video clips used in the vodcast must not be longer than 30 seconds in total.

Students are encouraged to be as creative as possible in developing their vodcast. Some of the elements you may want to consider including in the vodcast (but not restricted to) are:

- Background music
- Video clips (no more than 30 seconds in total)
- Text, images, or other graphics/illustrations
- Interviews of others

Detailed instructions on how to upload your vodcast will be provided on L@G and discussed in workshop ahead of the due date.

3018THS Destination Management Strategy Report, Part C
Digital Communication Plan and Vodcast
- Assessment Criteria (35%)

Objective Name	Criteria	Excellent	Very Good	Good	Satisfactory	Unsatisfactory
Digital Communication/Literacy 15%	Knowledge of digital communication tools/channels to present, share and communicate	Demonstrates extensive knowledge of digital communication tools and channels to present, share and communicate.	Demonstrates comprehensive knowledge of digital communication tools and channels to present, share and communicate.	Demonstrates knowledge of digital communication tools and channels to present, share and communicate.	Demonstrates some knowledge of digital communication tools and channels to present, share and communicate.	Demonstrates little knowledge of digital communication tools and channels to present, share and communicate.
Digital Communication/Literacy 20%	Identification of the most appropriate tool/channel for specific purposes/outcomes	Demonstrates in-depth knowledge and understanding in identifying the most appropriate tool(s) for specific purposes/outcomes.	Demonstrates comprehensive knowledge and understanding in identifying the most appropriate tool(s) for specific purposes/outcomes.	Demonstrates a good level of knowledge and understanding in identifying the most appropriate tool(s) for specific purposes/outcomes.	Demonstrates an adequate level of knowledge and understanding in identifying the most appropriate tool(s) for specific purposes/outcomes.	Demonstrates little knowledge and understanding in identifying the most appropriate tool(s) for specific purposes/outcomes.
Digital Communication/Literacy 10%	Understand the importance of online reputation and its management	In-depth identification of the importance of monitoring and moderating professional and personal accounts, profiles and networks and comprehensively demonstrates understanding of passive and active digital footprint and the impact on own digital identity.	Comprehensive identification of the importance of monitoring and moderating professional and personal accounts, profiles and networks and demonstrates to a high level an understanding of passive and active digital footprint and the impact on own digital identity.	Identifies the importance of monitoring and moderating professional and personal accounts, profiles and networks and demonstrates understanding of passive and active digital footprint and the impact on own digital identity.	Partly identifies the importance of monitoring and moderating professional and personal accounts, profiles and networks and demonstrates some understanding of passive and active digital footprint and the impact on own digital identity.	Demonstrates limited understanding of the importance of monitoring and moderating professional and personal accounts, profiles and networks and demonstrates little or no understanding of passive and active digital footprint and the impact on own digital identity.
Digital Communication/Literacy 20%	Ability to create persuasive communication using the chosen tool(s)/channel(s) (both in terms of visual and non-visual designs)	Demonstrated extensive ability to utilise digital communication tools/channels to communicate at a very high standard to effectively persuade and influence the audience.	Comprehensively demonstrated ability to utilise digital communication tools/channels to communicate at a high standard to effectively persuade and influence the audience.	Demonstrated a good level of ability to utilise digital communication tools/channels to communicate at a standard to persuade and influence the audience.	Demonstrated an adequate level of ability to utilise digital communication tools/channels to communicate sufficiently to persuade and influence the audience.	Demonstrated little or no level of ability to utilise digital communication tools/channels to communicate in a way that served to persuade or influence the audience.
Digital Communication/Literacy 15%	Completeness of the information which is shared and/or communicated in the vodcast (e.g., structure, comprehensiveness, and time management).	Demonstrates extensive ability to ensure completeness of shared and/or communicated information. All information is entered and nothing is missing.	Comprehensively demonstrates ability to ensure completeness of shared and/or communicated information. Nearly all information entered and almost nothing is missing.	Demonstrated a good level of ability to ensure completeness of shared and/or communicated information. Most information is entered and in most cases nothing is missing.	Demonstrated an adequate level of ability to ensure completeness of shared and/or communicated information. The information is somewhat entered and in some cases nothing is missing.	Demonstrates little or no level to ensure completeness of shared and/or communicated information. The information is in most cases incorrectly entered and several information are missing.
Digital Communication/Literacy 20%	Quality (Accuracy and validity) of the information which is shared and/or communicated in the vodcast.	Demonstrates extensive ability to ensure quality of shared and/or communicated information. All determined and entered amounts are correct.	Comprehensively demonstrates ability to ensure quality of shared and/or communicated information. Nearly all determined and entered amounts are correct.	Demonstrated a good level of ability to ensure quality of shared and/or communicated information. Most determined and entered amounts are correct.	Demonstrated an adequate level of ability to ensure quality of shared and/or communicated information. The determined and entered amounts are somewhat correct.	Demonstrates little or no level to ensure quality of shared and/or communicated information. The determined and entered amounts are not correct.