

Critical Reading

To book an **individual** or a **group drop-in session**, please visit the **Compass App**.

In your **degree programmes** at the **University of Sunderland in London** you will be expected to **critically read** and **evaluate** a range of **academic arguments**. For example, if you are a travel and tourism student, you will be asked to examine **academic sources** and use the **facts** you have found to express **your own view/stance** on a travel and/or tourism issue.

Examine the two **CHTM33 student reading samples** on the topic of **destination management**. Which one is more critical? Why?

Reading Sample 1

Destination management involves coordinated and integrated management of the destination product (attractions and events, facilities, transportation, infrastructure, service quality and friendliness). Effective destination management requires a strategic, or long-term, approach based on a platform of destination visioning and tourism planning. Destination management is accomplished through specialized organizations known as DMOs. DMOs coordinate the efforts of many stakeholders to achieve the destination's vision and goals for tourism.

DMOs came into being because of the need to mount a coordinated effort for planning, developing and marketing tourism destinations. The UN World Tourism Organization (UNWTO) in its publication, *A Practical Guide to Tourism Destination Management* (2007), identified four roles of DMOs (Fig.1.1).

Source: Morrison, A.M. (2019). *Marketing and Managing Tourism Destinations*. Routledge: Taylor & Francis Group.

Reading Sample 2

DM: 2 types of manag.	<p>Destination management involves <u>coordinated and integrated management</u> of the <u>destination product</u> (<u>attractions and events, facilities, transportation, infrastructure, service quality and friendliness</u>).</p>
Evidence ?	<p><u>Effective destination management</u> requires a <u>strategic, or long-term, approach</u> based on a <u>platform of destination</u> visioning and tourism planning. Destination management is accomplished through specialized organizations known as DMOs. <u>DMOs coordinate the efforts of many stakeholders to achieve the destination's vision and goals for tourism.</u></p>
See lecture from last week!	<p>DMOs came into being because of the <u>need to mount a coordinated effort for planning, developing and marketing tourism destinations</u>. The UN World Tourism Organization (UNWTO) in its publication, <i>A Practical Guide to Tourism Destination Management</i> (2007), identified four roles of DMOs (Fig.1.1).</p>
Need for 3 aspects	<p>Source: Morrison, A.M. (2019). <i>Marketing and Managing Tourism Destinations</i>. Routledge: Taylor & Francis Group.</p>
Check source	

Answer: Reading Sample 2 is more critical. The student has applied a range of **effective critical reading strategies**.

Critical Reading Strategies

- Underline and/or highlight **key words** and **phrases** as you read. This will help you to extract the **main points**.
- Make **annotations** in the **margins** on the side of the text/(s) using **your own words**. This will help you to **summarise information**, make a **note of examples** and **avoid plagiarism**. It will also enable you to keep a written record of information you have read.
- Use **symbols** such as * to indicate the **relevance** and **importance** of something, for example **evidence** you could use in your **assignment/(s)** and/or how this information fits within what you have already read/listened to on this topic.
- Ask **questions** as you go along, for example *Is this relevant to my assignment? How is this source linked to other texts I have read and/or lectures I have listened to?*
- **Make comments** on what you have read, i.e. try to **respond** to discipline information. This will help you to develop your **critical thinking skills**.