



TOUR12003 *Developing Sustainable Tourism Enterprises*

Term 1 - 2019

Profile information current as at 03/05/2024 09:06 pm

All details in this unit profile for TOUR12003 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit develops your knowledge of tourism enterprises and how they operate in a sustainable manner. The unit introduces you to the nature of tourism enterprises within the tourism system, and the principles of sustainability that underpin the operations of sustainable tourism enterprises. You will explore different aspects of tourism enterprises, including business operations, obligations, marketing, human resources and financial considerations, as well as the alignment of sustainable principles and practice within enterprises. The unit also encourages you to consider those factors that impact the development of new tourism products from both demand and supply perspectives. Building on this concept, you will develop knowledge and analytical skills by assessing and evaluating business plans. The unit enables you to think critically about the trends that affect the sustainability of tourism enterprises.

Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2019

- Cairns
- Online

Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Presentation**

Weighting: 40%

2. **Critical Review**

Weighting: 60%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Identify and examine various aspects of sustainable tourism enterprises in the context of the tourism system and more broadly, sustainability principles
2. Assess the principles and theories underpinning the operation of tourism enterprises, with a focus on sustainability
3. Apply theoretical knowledge in the development of strategies and practices to enhance the sustainability of tourism enterprises
4. Develop and evaluate business plans based on research into sustainable tourism practices.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Critical Review - 60%		•	•	•
2 - Presentation - 40%	•	•	•	

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication	•		•	•
2 - Problem Solving		•	•	•
3 - Critical Thinking	•	•		•
4 - Information Literacy	•	•	•	
5 - Team Work			•	
6 - Information Technology Competence				•
7 - Cross Cultural Competence			•	•
8 - Ethical practice	•	•	•	•
9 - Social Innovation				
10 - Aboriginal and Torres Strait Islander Cultures				

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Critical Review - 60%	•	•	•	•		•	•	•		
2 - Presentation - 40%	•	•	•	•			•	•		

Textbooks and Resources

Textbooks

TOUR12003

Prescribed

The Business of Tourism Management

Edition: First (2006)

Authors: John Beech & Simon Chadwick

Pearson Education Ltd

London , UK

ISBN: 9780273688013

Binding: Paperback

Additional Textbook Information

An e-book is available for purchase from the publisher's website here: <http://www.pearson.com.au/9781405871631>

However, if you prefer a paper copy, they can be purchased at the CQUni Bookshop here: <http://booskhop.cqu.edu.au> (search on the Unit code)

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

No referencing style set.

Teaching Contacts

Michelle Thompson Unit Coordinator

m.thompson@cqu.edu.au

Schedule

Week 1 - 11 Mar 2019

Module/Topic	Chapter	Events and Submissions/Topic
An Introduction to Tourism - The Evolution of Tourism as a Business	Chapter 1 Additional readings on Moodle where specified.	

Week 2 - 18 Mar 2019

Module/Topic	Chapter	Events and Submissions/Topic
The Structure of the Tourism Industry	Chapters 2 and 3 Additional readings on Moodle where specified.	

Week 3 - 25 Mar 2019

Module/Topic	Chapter	Events and Submissions/Topic
Sustainability and Tourism - An Introduction to Trends and Perspectives Shaping Tourism	Additional readings on Moodle where specified.	

Week 4 - 01 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
Organisational Behaviour in Tourism	Chapter 4 Additional readings on Moodle where specified.	

Week 5 - 08 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
Human Resource Management from a Tourism Perspective	Chapter 5 Additional readings on Moodle where specified.	

Vacation Week - 15 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
Vacation week		

Week 6 - 22 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
Marketing in Tourism	Chapter 6 Additional readings on Moodle where specified.	

Week 7 - 29 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
Finance and Accounting for Tourism	Chapters 7 and 10 Additional readings on Moodle where specified.	

Week 8 - 06 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
Non-profit Tourism Organisations	Chapter 8 Additional readings on Moodle where specified.	

Week 9 - 13 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
Information Technology and the Law from a Tourism Perspective	Chapters 11 and 12 Additional readings on Moodle where specified.	Presentation Due: Week 9 Monday (13 May 2019) 9:00 am AEST

Week 10 - 20 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
The Business Environment and Strategy in Tourism	Chapter 9 Additional readings on Moodle where specified.	

Week 11 - 27 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
Sustainability and Managing the Impacts of Tourism	Chapters 15 - 17 Additional readings on Moodle where specified.	

Week 12 - 03 Jun 2019

Module/Topic	Chapter	Events and Submissions/Topic
The Future of the Tourism Industry	Chapter 24 Additional readings on Moodle where specified.	Tourism Business Plans: An Evaluation Due: Week 12 Friday (7 June 2019) 6:00 pm AEST

Review/Exam Week - 10 Jun 2019

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Presentation

Assessment Type

Presentation

Task Description

You are to give a presentation on a tourism business (eg. a tour operator, accommodation provider, etc) of your choice that you believe is an example of a sustainable tourism business. Having critically analysed its operations, you are to present your findings, demonstrating how this business has incorporated sustainability into its operations and why you believe it demonstrates sustainable practice.

You are required to give a 10 minute presentation on a selected tourism business that you believe demonstrates sustainability, whether economic, environmental, socio-cultural or a combination of all three aspects. During the presentation, you should also consider how the business has been able to harness sustainability principles and practices into its operations. You are required to submit a hard copy of your visual aids (Powerpoint slides) and reference page on the Monday of the week of your presentation.

The presentation should address the following:

- Introduce key tourism business concepts including aspects of sustainability
- Clearly identify the tourism business being discussed/analysed
- Demonstrate how the tourism business has demonstrated sustainability with practical examples
- Consider additional sustainability initiatives that the tourism business may introduce (if relevant)

Format of the presentation:

- 10 minute presentation which may be supported with visual aids (eg Powerpoint slides)
- Copy of Powerpoint slide presentation (due Monday, presentation week)
- Title page with name of tourism business, student name, student number, due date
- Reference page listing key sources of information referenced in APA format (min 5 academic references)

Submission of the presentation:

- A copy of the Powerpoint slides, including a reference page, is to be submitted on Monday of presentation week.

Assessment Due Date

Week 9 Monday (13 May 2019) 9:00 am AEST

Return Date to Students

Week 11 Monday (27 May 2019)

Weighting

40%

Assessment Criteria

The following criteria will be assessed, with a full allocation of marks available via the marking rubric on Moodle:

- Identification and overview of tourism business being analysed
- Identification and understanding of key business and sustainability principles, within a tourism context (including references)
- Critical evaluation of sustainability - demonstrate how these have been applied by the tourism business with examples
- Content development - logical flow and clarity of argument throughout presentation
- Style and conventions - formal and informal rules inherent in expectations for a presentation, including appropriate use of support materials (visual aids)
- Syntax and mechanics - of visual aids: sentence construction, grammar, punctuation and spelling, sources supported and referenced using APA format and minimum number required

Submission

Offline Online

Learning Outcomes Assessed

- Identify and examine various aspects of sustainable tourism enterprises in the context of the tourism system and more broadly, sustainability principles
- Assess the principles and theories underpinning the operation of tourism enterprises, with a focus on sustainability

- Apply theoretical knowledge in the development of strategies and practices to enhance the sustainability of tourism enterprises

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Cross Cultural Competence
- Ethical practice

2 Tourism Business Plans: An Evaluation

Assessment Type

Critical Review

Task Description

Business plans are important and dynamic documents, and can be used in the development of a new business or a new product. You are required to write a report evaluating the importance of business plans to sustainable tourism businesses. Having critically assessed a number of business plan templates, you are required to evaluate the importance and role of business plans to tourism businesses and their sustainability. Business plans will be provided on Moodle in addition to sourcing your own. In addition to analysing the components of tourism business plans, you are also required to justify why sustainability should be considered in business plans, and where this might be reflected within the component parts of a business plan.

The report should analyse the following components of business plans:

- Business description
- Products and services
- Marketing
- Management and legal structure
- Operations
- Financial management

The report should also highlight how sustainability can be aligned with each component.

Format of the report:

- Follow the template provided via the Moodle page
- No longer than 2000 words (excluding title page and references)
- Title page with business name, student name/s, student number, due date
- Executive summary
- Main body of the report should be word-processed, with appropriate layout and use of headings/sub-headings, one-and-a-half line spacing (as per business plan template)
- Page of references at the end of the report that is correctly formatted using APA (minimum 5 academic references required).

Submission of the report:

- Online – Reports are to be uploaded to Moodle as a Word document.

Assessment Due Date

Week 12 Friday (7 June 2019) 6:00 pm AEST

Return Date to Students

Results will be released after Certification of Grades.

Weighting

60%

Assessment Criteria

The following criteria will be assessed, with a full allocation of marks available via the marking rubric on Moodle:

- Executive summary - provides a succinct summary of key report findings/argument
- Justification for business plans - clear identification and explanation of the importance of business plans in tourism, and how these contribute to sustainability
- Identification and critical analysis of tourism business, products and services
- Identification and critical analysis of marketing, management, operational (including HRM), financial practices and legal structures that

demonstrate sustainability

- Content development - logical flow, clarity and consistency of business throughout document
- Style and conventions - formal and informal rules inherent in expectations for writing a report
- Syntax and mechanics - sentence construction, grammar, punctuation and spelling, references formatted in APA and minimum number required

Submission

Online

Submission Instructions

Online via Moodle

Learning Outcomes Assessed

- Assess the principles and theories underpinning the operation of tourism enterprises, with a focus on sustainability
- Apply theoretical knowledge in the development of strategies and practices to enhance the sustainability of tourism enterprises
- Develop and evaluate business plans based on research into sustainable tourism practices.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem