



# **TOUR12003 Developing Sustainable Tourism Enterprises**

## **Term 1 - 2022**

Profile information current as at 14/12/2025 06:50 am

All details in this unit profile for TOUR12003 have been officially approved by CQUUniversity 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 - 2022

- 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. **Critical Review**

Weighting: 60%

#### 2. **Presentation**

Weighting: 40%

### 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](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Student survey, personal reflection

##### Feedback

Textbook resources and additional readings.

##### Recommendation

Continue to integrate several resources that support key concepts and student learning.

## 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	•	•		•

Graduate Attributes	Learning Outcomes			
	1	2	3	4
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

#### Tour Operators and Operations: Development, Management and Responsibility

Edition: 1st (2018)

Authors: J. Holland & D. Leslie

CABI

Boston , MA , USA

ISBN: 978 1 78064 823 1

Binding: Paperback

### IT Resources

#### You will need access to the following IT resources:

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

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Bruce Prideaux** Unit Coordinator  
[b.prideaux@cqu.edu.au](mailto:b.prideaux@cqu.edu.au)

## Schedule

### Week 1 - 07 Mar 2022

Module/Topic	Chapter	Events and Submissions/Topic
An Introduction to Tourism - The Evolution of Tourism as a Business	Chapters 1 and 2 Additional readings on Moodle where specified.	

### Week 2 - 14 Mar 2022

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

### Week 3 - 21 Mar 2022

Module/Topic	Chapter	Events and Submissions/Topic
Tourism Businesses and Products	Chapters 4 and 5 Additional readings on Moodle where specified.	

### Week 4 - 28 Mar 2022

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 5 - 04 Apr 2022

Module/Topic	Chapter	Events and Submissions/Topic
Customer Service - Perspectives and Trends	Chapter 6 Additional readings on Moodle where specified.	

### Vacation Week - 11 Apr 2022

Module/Topic	Chapter	Events and Submissions/Topic
Vacation week		

### Week 6 - 18 Apr 2022

Module/Topic	Chapter	Events and Submissions/Topic
Distribution Systems	Chapter 9 Additional readings on Moodle where specified.	

### Week 7 - 25 Apr 2022

Module/Topic	Chapter	Events and Submissions/Topic
Marketing in Tourism	Chapter 10 Additional readings on Moodle where specified.	Assessment 1 due on 29th April.  <b>Critical Perspectives on Sustainability in Business Plans</b> Due: Week 7 Friday (29 Apr 2022) 12:00 am AEST

### Week 8 - 02 May 2022

Module/Topic	Chapter	Events and Submissions/Topic
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Financial Planning and Accounting for Tourism	Chapter 7 Additional readings on Moodle where specified.
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#### Week 9 - 09 May 2022

Module/Topic	Chapter	Events and Submissions/Topic
Human Resource Management from a Tourism Perspective	Chapter 11 Additional readings on Moodle where specified.	

#### Week 10 - 16 May 2022

Module/Topic	Chapter	Events and Submissions/Topic
The Dynamic Business Environment and Crisis Management Planning	Chapter 12 Additional readings on Moodle where specified.	

#### Week 11 - 23 May 2022

Module/Topic	Chapter	Events and Submissions/Topic
Sustainability and Managing the Impacts of Tourism	Additional readings on Moodle where specified.	Assessment 2 due on 27th May. Presentation will be in class time.  <b>Identifying Sustainable Tourism Enterprises</b> Due: Week 11 Friday (27 May 2022) 11:45 pm AEST

#### Week 12 - 30 May 2022

Module/Topic	Chapter	Events and Submissions/Topic
The Future of the Tourism Industry	Chapter 13 Additional readings on Moodle where specified.	

#### Review/Exam Week - 06 Jun 2022

Module/Topic	Chapter	Events and Submissions/Topic

#### Exam Week - 13 Jun 2022

Module/Topic	Chapter	Events and Submissions/Topic

## Assessment Tasks

### 1 Critical Perspectives on Sustainability in Business Plans

#### Assessment Type

Critical Review

#### Task Description

The concept of sustainable tourism, particularly at the business or operator level, has become increasingly important as the industry strives to be resilient in an increasingly challenging operating environment. Business plans are important and dynamic documents used in planning that also enable businesses to incorporate sustainability principles and practices into their operations. You are required to write a critical report comprised of two parts: a critical review and a critical reflection.

In the critical review, you are to identify the role and function of business plans, the component parts, and justify why sustainability should be considered in business plans. In addition, you are to evaluate how sustainability principles and practices can be aligned into each component part, demonstrating how well key sustainability principles have or have not been included by referring to examples from the exemplars found on the Moodle website.

You are required to reflect on the issues related to tourism enterprises gained during this unit and show how a well written business plan can enhance the sustainability of tourism operations.

Format of the report:

- Follow report format, with appropriate layout, spacing and use of headings/sub-headings (eg. introduction, subheadings for topic areas, and clearly identify Parts 1 and 2)

- No longer than 2000 words (excluding title page and references)
- Title page with business name, student name/s, student number, due date
- Page of references at the end of the report that is correctly formatted using APA 7th edition (minimum 8 academic references required).

Submission of the report:

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

### **Assessment Due Date**

Week 7 Friday (29 Apr 2022) 12:00 am AEST

Submit online

### **Return Date to Students**

Week 8 Friday (6 May 2022)

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:

- Introduction to the report, highlighting overview
- Critical review - clearly identify and justify the importance of business plans in tourism, the key parts, and how plans contribute to sustainability
- Critical review - critical evaluation of how sustainability principles and practices align with key component parts, demonstrated using examples (provided)
- Critical reflection - analysis of key learnings from the unit, including the sustainability of tourism enterprises and role of business plan
- 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

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **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

## **2 Identifying Sustainable Tourism Enterprises**

### **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 15 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. References must comply with APA 7th edition.

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:

- 15 minute presentation which may be supported with visual aids (eg Powerpoint slides)
- Copy of Powerpoint slide presentation (due Monday of 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 (7th edition) format (min 8 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.
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### Assessment Due Date

Week 11 Friday (27 May 2022) 11:45 pm AEST

Submit PPT slides via Moodle site, with presentations delivered in-class for face-to-face students or via voice over PPT for distance students

### Return Date to Students

Week 12 Friday (3 June 2022)

Online via Moodle

### 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

### Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### 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

## 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