TOUR12004 *Tourism Issues for the 21st Century*
Term 1 - 2020

Profile information current as at 12/10/2024 02:33 pm

All details in this unit profile for TOUR12004 have been officially approved by CQUniversity 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
The purpose of this unit is to develop an overview of the key issues that are likely to affect the global tourism industry in the 21st Century with a specific focus on sustainability. The unit introduces the tourism system and provides a firm basis for understanding how the global tourism system operates on an international and domestic scale. This knowledge will equip you to understand how the tourism system functions from a number of viewpoints including the individual tourist, the destinations that tourists visit and the private and public sector providers of goods and services that support the tourism industry. You will be encouraged to think critically and engage in debates about how these issues will impact on the tourism system, on specific destinations and on individual tourists. This unit will also enhance your ability to participate in team work designed to produce a specific outcome.

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 - 2020

- 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. **Critical Review**
Weighting: 60%
2. **Group Work**
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 feedback

Feedback

Some reassurance to students of their learning and progress over the term, especially for those studying online

Recommendation

Provide summaries via Moodle (for example, short recordings, weekly summary points or discussion board posts) to reassure students of their progress

Unit Learning Outcomes

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

1. Identify the tourism system and its global operations
2. Analyse the components of the tourism system from multiple perspectives
3. Identify factors that currently affect the tourism system at local, national and international levels
4. Analyse and debate the impact of factors that may affect global tourism system in the future at local, national and international levels
5. Develop collaborative skills through team work that analyses destination response to changes in the external business, political and technological environments.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level · Introductory Level · Intermediate Level · Graduate Level · Professional Level · Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Critical Review - 60%	•	•	•	•	
2 - Group Work - 40%	•	•		•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Communication	•	•	•	•	•
2 - Problem Solving			•	•	•
3 - Critical Thinking	•	•	•	•	•

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
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 - Group Work - 40%	•	•	•	•	•			•		

Textbooks and Resources

Textbooks

TOUR12004

Prescribed

Tourism: Principles and Practice
Edition: 6th (2018)
Authors: John Fletcher, Alan Fyall, David Gilbert & Stephen Wanhill
Pearson
United Kingdom
ISBN: 9781292172354
Binding: Other

Additional Textbook Information
An ebook version of the text can be purchased from: https://www.pearson.com.au/9781292172392

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

All submissions for this unit must use the referencing style: American Psychological Association 6th Edition (APA 6th edition)
For further information, see the Assessment Tasks.

Teaching Contacts

Michelle Thompson Unit Coordinator
m.thompson@cqu.edu.au

Schedule

Week 1 - 09 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
An Introduction to Tourism in the 21st Century and Sustainability Principles	Chapter 1 Where required, links to additional readings will be available on Moodle.	

Week 2 - 16 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Who are Tourists? Understanding the Nature of Tourism Demand and Tourists' Behaviours	Chapters 2 and 3 Where required, links to additional readings will be available on Moodle.	

Week 3 - 23 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Accounting for Tourists - Measuring and Modelling Tourism Demand	Chapter 4 Where required, links to additional readings will be available on Moodle.	

Week 4 - 30 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Understanding the Nature and Role of Tourism Destinations	Chapter 6 Where required, links to additional readings will be available on Moodle.	

Week 5 - 06 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Understanding the Economic, Environmental and Socio-Cultural Impacts of Tourism on Destinations	Chapters 7, 8 and 9 Where required, links to additional readings will be available on Moodle.	**Critical Review** Due: Week 5 Thursday (9 Apr 2020) 11:45 pm AEST

Vacation Week - 13 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 20 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Concepts and Strategies for Sustainable Tourism	Chapter 10 Where required, links to additional readings will be available on Moodle.	

Week 7 - 27 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic

Developing Sustainable and Resilient Destinations	Chapters 11 and 12 Where required, links to additional readings will be available on Moodle.	

Week 8 - 04 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Examining the Tourism Sector 1 - Attractions and Accommodation at the Destination	Chapters 13 and 14 Where required, links to additional readings will be available on Moodle.	

Week 9 - 11 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Examining the Tourism Sector 2 - Transportation and Accessing Destinations	Chapter 17 Where required, links to additional readings will be available on Moodle.	

Week 10 - 18 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Examining the Tourism Sector 3 - The Role of Intermediaries, Public Sector and Policy	Chapters 16 and 18 Where required, links to additional readings will be available on Moodle.	

Week 11 - 25 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Marketing for Tourism in the 21st Century - Sector Specific Considerations and Management Implications	Chapter 19 Where required, links to additional readings will be available on Moodle.	

Week 12 - 01 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
Tourism Beyond the 21st Century - What does the Future Hold for a Sector Responding to Rapid Changes?	Chapter 5 Where required, links to additional readings will be available on Moodle.	**Group Work** Due: Week 12 Monday (1 June 2020) 11:45 pm AEST

Assessment Tasks

1 Critical Review

Assessment Type
Critical Review

Task Description
This unit introduces you to the global tourism system in the 21st Century, enhancing your understanding of the opportunities and challenges that the industry faces, as well as the implications for its management and sustainability. For this assessment task, you are to prepare an annotated bibliography, critically reviewing five academic journal articles that will be made available to you on Moodle. You may **select any five** from the list of articles provided in the Assessment Task on Moodle. The articles will examine a range of topics relevant to the tourism in the 21st Century, focusing on aspects of sustainability, management, tourism impacts, and the opportunities and challenges associated with innovation and disruption in a rapidly changing global context.
The annotated bibliography should:
- Critically review five (5) journal articles (from a selection provided on Moodle)
- Analyse the aim, methodology, research topic and findings
- Identify the significance of the journal article to the tourism literature and/or tourism industry by assessing the contribution/implications of the research (Eg. what is its contribution to theory or practice?)
Format of the annotated bibliography:
· Cover page with student name, student number, due date
· Total word length of 2000 (excluding references/citing sources)
· Reference to the journal article being reviewed in APA format

Assessment Due Date
Week 5 Thursday (9 Apr 2020) 11:45 pm AEST

Online via Moodle

Return Date to Students
Week 6 Monday (20 Apr 2020)

via TurnItIn (Grademark)

Weighting
60%

Assessment Criteria
The following criteria will be assessed, with a full allocation of marks available via the marking rubric on Moodle:
· Clear identification of the journal articles being reviewed
· Critical analysis of the aim, methodology, topic and findings of the journal article
· An understanding of the significance of the journal article and its contribution to the tourism literature and/or tourism industry
· Content development - logical flow, clear and concise reviews
· Style and conventions - formal and informal rules inherent in preparing an annotated bibliography
· Syntax and mechanics - sentence construction, grammar, punctuation and spelling, references formatted in APA
· References - current and appropriate, minimum number required, aligns with APA referencing style

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Submission Instructions
Online via Moodle

assessmentOutcome

- Identify the tourism system and its global operations
- Analyse the components of the tourism system from multiple perspectives
- Identify factors that currently affect the tourism system at local, national and international levels
- Analyse and debate the impact of factors that may affect global tourism system in the future at local, national and international levels

assessmentGradAttribute

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

2 Group Work

Assessment Type
Group Work

Task Description
The global tourism industry is projecting continued growth, with an increasing number of tourists travelling to both established and emerging tourism destinations. The impact of this growing tourism demand on destinations can be positive and negative, and has brought the need for sustainability to a global audience. While tourism can provide economic benefits to destination economies and communities, it can also have unintended negative impacts on the environment, society and culture of tourism destinations. Hence, it is important to assess the long-term sustainability of the tourism sector and tourism destinations globally.

A growing demand for tourism experiences contributes to increased pressure on already popular tourism destinations and their resources. There are a number of destinations currently experiencing a backlash due to over-tourism, including Paris, Barcelona and Venice. In small groups (2-3), you are required to review the case of one tourism destination in this situation, critically analysing the current problems faced by the destination community and propose strategies that may overcome these issues based on your knowledge of the tourism sector, and application of tourism theory and sustainability principles. The case study will be assigned by the Unit Coordinator and made available on the Moodle site.

For distance students, an online Moodle forum will be used as a platform to enhance group formations. If required, there will be a capacity to complete this assessment individually, subject to prior approval of the Unit Co-ordinator.

The group report should address the following:
- A short introduction to the case study destination
- A succinct history of the destination's tourism industry, examining the factors that have contributed to its current tourism development
- Identify and analyse the contemporary impacts of tourism on the destination, considering economic, environmental and socio-cultural aspects
- Critique strategies implemented and/or propose strategies that may be used to ameliorate the current situation, incorporating sustainability principles and practice

Format of the group report:
· Report title, including student names, student numbers, due date
· Report should be 2000 words in length (excluding references)
· The report can include pictures where appropriate, to support your argument
· References to sources used in the report should be listed at the end in APA format (min. 8 academic references, at least 2 references from the grey literature)

Assessment Due Date
Week 12 Monday (1 June 2020) 11:45 pm AEST

Sumit via Moodle

Return Date to Students
Exam Week Monday (15 June 2020)

As there is no exam for this unit, the formal results for this assessment will be available on Certification of Grades.

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 description of the destination (case) being reviewed
· Demonstrates an understanding of the destination's development to date (concise overview)
· Critical examination and analysis of the impacts of tourism on the destination currently
· Analysis of strategies that have been used/could be used to enhance sustainability of the destination
· Content development - logical flow, clarity and consistency of business throughout report
· 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 (min. 8 academic references, at least 2 references from the grey literature)
· Peer review - short statement of 300 words critically reflecting on the contribution of team members (not included in word count)

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Submission Instructions
Online via Moodle

assessmentOutcome

- Identify the tourism system and its global operations
- Analyse the components of the tourism system from multiple perspectives
- Analyse and debate the impact of factors that may affect global tourism system in the future at local, national and international levels
- Develop collaborative skills through team work that analyses destination response to changes in the external business, political and technological environments.

assessmentGradAttribute

- Communication
- Problem Solving

- Critical Thinking
- Information Literacy
- Team Work
- 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