



TOUR20018 *Introduction to Sustainable Tourism*

Term 2 - 2017

Profile information current as at 05/07/2022 03:38 pm

All details in this unit profile for TOUR20018 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

Sustainable tourism is best understood and managed within the context of the measurement of environmental, economic and socio-cultural outcomes for natural areas, communities, businesses and destinations. In this unit you will examine the theoretical concepts of sustainability including the triple bottom line approach and explore how these concepts can be implemented in a real world setting. Your learning will include classroom and fieldwork experiences. By the conclusion of the unit, you will have a sound theoretical understanding of the key elements of sustainable tourism and its management. The unit provides the foundation learning for the remainder of the tourism units in the Master of Sustainable Tourism Management.

Details

Career Level: *Postgraduate*

Unit Level: *Level 8*

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 2 - 2017

- Cairns
- Distance

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 Postgraduate 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. **Written Assessment**

Weighting: 40%

2. **Presentation**

Weighting: 20%

3. **Practical and Written Assessment**

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

The full time student was satisfied with the offering of the unit in intensive mode

Recommendation

Retain the intensive format but change to weekends in T2 2017

Unit Learning Outcomes

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

1. critically examine the concept of sustainable tourism management;
2. describe, critique and communicate each element of the triple bottom line approach in a tourism setting;
3. review and evaluate current issues and challenges in implementing sustainable management practises in a tourism setting including in protected areas, local communities, tourism businesses in indigenous settings and in destinations; and
4. evaluate the importance of each element of the triple bottom line approach to sustainable tourism management in a real world setting in a tourism context.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Written Assessment - 40%	•	•	•	•
2 - Presentation - 20%				•
3 - Practical and Written Assessment - 40%			•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Knowledge	○	○	○	○
2 - Communication	○	○	○	○
3 - Cognitive, technical and creative skills	○	○	○	○

Graduate Attributes	Learning Outcomes			
	1	2	3	4
4 - Research	○	○	○	○
5 - Self-management			○	○
6 - Ethical and Professional Responsibility	○	○	○	○
7 - Leadership			○	○
8 - 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
1 - Written Assessment - 40%	○	○	○	○	○			
2 - Presentation - 20%	○	○	○	○	○	○	○	
3 - Practical and Written Assessment - 40%	○	○	○	○	○	○	○	

Textbooks and Resources

Textbooks

TOUR20018

Prescribed

Tourism Principles and Practices

Edition: 5th (2013)

Authors: John Fletcher; Allan Fyall; David Gilbert; Stepham Wanhill

Pearson

Harlow , UK

ISBN: 978-0-273-758273

Binding: Paperback

Additional Textbook Information

Additional reading will be made available via moodle

[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

Bruce Prideaux Unit Coordinator

b.prideaux@cqu.edu.au

Schedule

Week 1 - 10 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Lecture/Tutorial 1: Introduction to the tourism system	Chapter 1 text book Links to additional readings will be available on Moodle.	NOTE: On campus students will be advised about details of ad lectures by lecturer

Week 2 - 17 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Lecture/Tutorial 2: Tourism demand and behaviours	Chapter 2 and 3 of text book Links to additional readings will be available on Moodle.	

Week 3 - 24 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Lecture/Tutorial 3: Sustainability - meaning and history	Chapter 10 of text book Links to additional readings will be available on Moodle.	

Week 4 - 31 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
Lecture/Tutorial 4: The triple bottom line approach	Chapter 10 of text book Links to additional readings will be available on Moodle.	

Week 5 - 07 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
Lecture/Tutorial 5: Sustainability - measurement and governance	Chapter 10 of text book	

Vacation Week - 14 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 21 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
Field trip: Tutorial		Written Assessment Due: Week 6 Monday (21 Aug 2017) 6:00 pm AEST

Week 7 - 28 Aug 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Field trip	Links to additional readings will be available on Moodle.	The field trip will be a whole day duration and will count as two lecture weeks. Students unable to participate in the field trip will have an alternative field activity.
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Week 8 - 04 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Lecture/Tutorial 6: Sustainable management of tourism resources (1)	Chapter 6 of text book Links to additional readings will be available on Moodle.	

Week 9 - 11 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Lecture/Tutorial 7: Sustainable management of tourism resources (2)	Links to additional readings will be available on Moodle.	

Week 10 - 18 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Lecture/Tutorial 8: Tourism theories	Links to additional readings will be available on Moodle.	

Week 11 - 25 Sep 2017

Module/Topic	Chapter	Events and Submissions/Topic
Lecture/Tutorial 9: Future issues in achieving sustainability	Links to additional readings will be available on Moodle.	Practical and Written Assessment Due: Week 11 Monday (25 Sept 2017) 6:00 pm AEST

Week 12 - 02 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic
Lecture/Tutorial 10: Presentations		Presentation Due: Week 12 Thursday (5 Oct 2017) 9:00 am AEST

Review/Exam Week - 09 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 16 Oct 2017

Module/Topic	Chapter	Events and Submissions/Topic

Term Specific Information

This unit is delivered face-to-face in Cairns as an intensive in Weeks 1 and 3 of Term 2, and via distance over the course of Term 2 (Weeks 1 - 12). Please take note of assessment due dates as these have been designed to fit the mode of delivery.

Assessment Tasks

1 Written Assessment

Assessment Type

Written Assessment

Task Description

Statement

Developing natural areas for tourism purposes requires the identification of appropriate trade-offs between the impacts caused by human presence, the benefits derived from tourism activity, and possible impacts on the supporting ecosystem. This raises the issue of the need to assess the compatibility of tourism

development with the long-term sustainability of natural areas.

Assessment: Comment on this statement and show how the triple bottom-line approach may be used to assist in balancing the needs of tourism industry with the need to maintain long-term sustainability. This assessment requires you to review the academic literature that relates to the issue of sustainable tourism development.

The assignment should be no longer than 2000 words (not including references) and should contain at least 10 academic references (journal articles or academic book chapters) as well as other material you may like to use. Maps, pictures and other illustrative material is encouraged.

Journals that might be useful include the Journal of Sustainable Tourism, Journal of Ecotourism, Tourism Management and Current Issues.

Assessment Due Date

Week 6 Monday (21 Aug 2017) 6:00 pm AEST
Online

Return Date to Students

Week 8 Friday (8 Sept 2017)
Online

Weighting

40%

Assessment Criteria

A clear statement of the problem in the introduction

Understanding of the principles of sustainable development

Understanding of the ideas underlying the triple bottom-line approach

Content development - logical flow of ideas being discussed and use of key theoretical concepts to build the argument/s presented

Use of appropriate literature to support the arguments advanced

Correct use of styles and conventions

A well argued conclusion

Number and appropriateness of references

Syntax and mechanics of writing eg sentence construction, paragraph construction, punctuation and spelling and referencing

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- critically examine the concept of sustainable tourism management;
- describe, critique and communicate each element of the triple bottom line approach in a tourism setting;
- review and evaluate current issues and challenges in implementing sustainable management practises in a tourism setting including in protected areas, local communities, tourism businesses in indigenous settings and in destinations; and
- evaluate the importance of each element of the triple bottom line approach to sustainable tourism management in a real world setting in a tourism context.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management

2 Presentation

Assessment Type

Presentation

Task Description

Background to presentation topic

Cairns has developed a strong reputation as a nature-based destination able to provide easy access to the

Wet Tropics rainforests and the Great Barrier Reef. After a period of stagnation the destination has experienced a renewed period of rapid growth in visitor numbers before suffering a further decline in 2016. Given the concerns caused by coral bleaching events in 2016 and 2017 there are grounds for concern about the long-term sustainability of key natural attractions such as the Great Barrier Reef. It may be argued that the destination needs to look for new experiences that can supplement the existing suite of nature-based experiences.

Assignment

Using visitor data from the CQU's Cairns Visitor Survey and other sources comment on strategies that should be considered by the Cairns community to diversify its current suite of tourism attractions beyond nature. You should examine strategies that offer nature-based attractions in new ways as well as other attractions including lifestyle, culture and entertainment, cuisine and events. You have 15 minutes to present and 5 minutes to respond to questions from the audience. You will need to submit your presentation and a list of references you consulted when preparing this presentation.

Alternative for distance students

Please discuss with the lecturer an alternative destination if you are not able to comment on Cairns.

Assessment Due Date

Week 12 Thursday (5 Oct 2017) 9:00 am AEST

This presentation will take place in class

Return Date to Students

Exam Week Friday (20 Oct 2017)

Online

Weighting

20%

Assessment Criteria

Assessment

A clear statement of strategies that may be adopted

Evidence to support the position that is taken in relation to the strategies that you suggest

Use of appropriate literature to support the arguments advanced

Correct use of styles and conventions

Number and appropriateness of references

Syntax

Ability to engage audience

Clarity of voice

Quality of the visual materials used in the presentation (ie clarity and readability, use of audio visual material such as photos and video clips)

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Offline

Submission Instructions

Presentation materials to be given to lecturer at the conclusion of the presentation

Learning Outcomes Assessed

- evaluate the importance of each element of the triple bottom line approach to sustainable tourism management in a real world setting in a tourism context.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

3 Practical and Written Assessment

Assessment Type

Practical and Written Assessment

Task Description

The field trip provides you with an opportunity to evaluate the usefulness of the triple bottom-line approach in understanding tourism activity in a popular multi-use protected area.

Green Island is an example of a world heritage listed natural area that has been transformed into a multi-use tourism resource. The island has three major elements: a public beach and recreation area; a privately managed resort; and a national park. The objective of this field trip is to assess the success or otherwise of the tourism industry that has developed on the island by applying the triple bottom-line approach. Off-campus students will be given an opportunity to undertake an alternative field trip with the lecturer's permission.

Actions

1. Prior to the field trip, research the history and current management of the island and using this information consider how elements of the triple bottom-line may be applied to ensure the long-term sustainability of the island.
2. During the trip look for examples of how the triple bottom-line approach may be or has been applied to either specific parts of the island or to the whole island.
3. Keep a field diary of your observations. It is a good idea to use a camera to take pictures of aspects of the island you wish to comment on.
4. Write your results as a report that comments on the success or otherwise of the development of the island as a sustainable tourism experience, applying the triple bottom-line approach as a framework for your observations.
5. Your report should be no longer than 2000 words (excluding references).
6. You will need to include 10 academic references in your report.

Assessment Due Date

Week 11 Monday (25 Sept 2017) 6:00 pm AEST

Online

Return Date to Students

Week 12 Friday (6 Oct 2017)

Online

Weighting

40%

Assessment Criteria

Assessment

A clear statement of the aim of the project in the introduction

Understanding of the ideas underlying the triple bottom-line approach

Evidence of having conducted research into the history of the island and the uses that are currently authorised

Evaluation of the tourism sector on the island using the triple bottom line approach - logical flow of ideas being discussed and use of key theoretical concepts to build the argument/s presented

Use of appropriate literature to support the arguments advanced

Use of evidence such as websites and photos to support arguments

Correct use of styles and conventions

Number and appropriateness of references

Syntax and mechanics of writing eg sentence construction, paragraph construction, punctuation and spelling and referencing

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- review and evaluate current issues and challenges in implementing sustainable management practises in a tourism setting including in protected areas, local communities, tourism businesses in indigenous settings and in destinations; and
- evaluate the importance of each element of the triple bottom line approach to sustainable tourism management in a real world setting in a tourism context.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

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