



# TOUR20018 *Introduction to Sustainable Tourism*

## Term 1 - 2019

Profile information current as at 01/07/2022 02:31 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 be able to communicate a sound theoretical understanding of the key concepts 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 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 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. **Practical and Written Assessment**

Weighting: 40%

#### 3. **Presentation**

Weighting: 20%

### 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. Critically review and analyse the concept of sustainable tourism management
2. Demonstrate an understanding of theoretical concepts within a triple bottom line approach in a tourism setting
3. Review, analyse and synthesise current issues and challenges in implementing sustainable management practises in a range of tourism settings
4. Critically evaluate and communicate the importance of each element of the triple bottom line approach to sustainable tourism management in a range of real world settings.



## Textbooks and Resources

### Textbooks

TOUR20018

#### Prescribed

##### Tourism Principles and Practice

Edition: 6th Ed (2013)

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

Pearson

Harlow , Essex , UK

ISBN: 978-0-273-758273

Binding: Paperback

#### Additional Textbook Information

eBook copies can be purchased from Pearson's website here: <http://www.pearson.com.au/9781292172392>

However, if you prefer a paper copy, they can be purchased from the CQUni Bookshop

here: <http://bookshop.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

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](mailto:b.prideaux@cqu.edu.au)

## Schedule

### Week 1 - 11 Mar 2019

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to the tourism system	Chapter 1 List of additional readings are available in the lecture notes posted on Moodle	

### Week 2 - 18 Mar 2019

Module/Topic	Chapter	Events and Submissions/Topic
Tourism demand and tourist behaviours	Chapter 2 Chapter 3 List of additional readings are available in the lecture notes posted on Moodle	

**Week 3 - 25 Mar 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Sustainability - meaning and development of the concept in a tourism setting	Chapter 10 List of additional readings are available in the lecture notes posted on Moodle	

**Week 4 - 01 Apr 2019**

Module/Topic	Chapter	Events and Submissions/Topic
The triple bottom line approach - applicability and limitations	Chapters 8 and 10 List of additional readings are available in the lecture notes posted on Moodle	

**Week 5 - 08 Apr 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Sustainability - measurement and growth	Chapter 10 List of additional readings are available in the lecture notes posted on Moodle	Assessment 1 due on 12th April 2019 <b>Written Assessment 1</b> Due: Week 5 Monday (8 Apr 2019) 11:45 pm AEST

**Vacation Week - 15 Apr 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Revision - no lectures		

**Week 6 - 22 Apr 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Field trip discussion - developing field notes	Notes on field work in moodle List of additional readings are available in the lecture notes posted on Moodle	

**Week 7 - 29 Apr 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Field trip	List of additional readings are available in the lecture notes posted on Moodle	

**Week 8 - 06 May 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Sustainable management of tourism resources (1)	Chapter 6 List of additional readings are available in the lecture notes posted on Moodle	

**Week 9 - 13 May 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Sustainable management of tourism resources (2)	Chapter 6 List of additional readings are available in the lecture notes posted on Moodle	

**Week 10 - 20 May 2019**

Module/Topic	Chapter	Events and Submissions/Topic
Tourism theories - helping to solve real world problems	Chapter 9 List of additional readings are available in the lecture notes posted on Moodle	Assignment 2 due 24th May <b>Field Trip Report</b> Due: Week 10 Friday (24 May 2019) 11:45 pm AEST

**Week 11 - 27 May 2019**

Module/Topic	Chapter	Events and Submissions/Topic

Future issues in achieving sustainability

List of additional readings are available in the lecture notes posted on Moodle

### Week 12 - 03 Jun 2019

#### Module/Topic

#### Chapter

#### Events and Submissions/Topic

In class presentations and revision of unit

Assignment 3 due on 7th June

**Presentation** Due: Week 12 Friday (7 June 2019) 11:45 pm AEST

### Review/Exam Week - 10 Jun 2019

#### Module/Topic

#### Chapter

#### Events and Submissions/Topic

### Exam Week - 17 Jun 2019

#### Module/Topic

#### Chapter

#### Events and Submissions/Topic

## Term Specific Information

To contact Professor Prideaux to discuss aspects of the unit you need to arrange a mutually convenient time. Please email all meeting requests to b.prideaux@cqu.edu.au at least 3 days before you would like to meet. Video recorded lectures will be available through the Moodle site. From time to time additional material will be added to the Moodle site. The field trip is compulsory. Cairns students will visit Green Island. Distance students will need to negotiate a suitable site with the lecturer.

## Assessment Tasks

### 1 Written Assessment 1

#### 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 economic and social benefits derived from tourism activity, and possible impacts on the supporting ecosystem. This raises a range of issues about the compatibility of some forms of tourism development with the long-term sustainability of natural areas.

##### Assessment

This assessment is designed to introduce you to the literature that looks at issues associated with tourism sustainability. You are to read and identify the key ideas contained in academic journal articles. You will be provided with 12 articles from which you are to select 6 and critically review. You are to select the remaining two articles from the list of journals that are provided.

In your review of the articles you are required to outline the aim of each paper you select, the definition of sustainability that is used in each paper as well as the methodology used, the main issue/s discussed in the paper and the findings. You are to critically evaluate how the findings of the papers add to our understanding of sustainability within the context of the triple bottom line approach.

The assignment should be no longer than 2100 words (about 350 words for each paper you review). In your review you may cross reference the paper with the other papers you have selected to review for this assignment.

Journals that you should access for this assignment are the Journal of Sustainable Tourism, Journal of Ecotourism, Tourism Management and Current Issues.

#### Assessment Due Date

Week 5 Monday (8 Apr 2019) 11:45 pm AEST

On line

## Return Date to Students

Week 7 Friday (3 May 2019)

On line via Grademark

## Weighting

40%

## Assessment Criteria

- A marking rubric will be posted on moodle.

The assessment criteria are:

- A clear statement of the aim and methodology used for each paper you reviewed
- Identified the definition of sustainability that is used in each paper
- The main issues/s discussed in each paper
- The findings of each paper
- You are to evaluate how the findings add to our understanding of sustainability
- Content development - logical flow of ideas being discussed and use of key theoretical concepts to build the argument/s presented
- Correct use of styles, conventions and adherence to word limitations
- Syntax and mechanics of writing eg sentence construction, paragraph construction, punctuation and spelling.

## Referencing Style

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

## Submission

Online

## Submission Instructions

On line

## Learning Outcomes Assessed

- Critically review and analyse the concept of sustainable tourism management
- Demonstrate an understanding of theoretical concepts within a triple bottom line approach in a tourism setting
- Review, analyse and synthesise current issues and challenges in implementing sustainable management practises in a range of tourism settings
- Critically evaluate and communicate the importance of each element of the triple bottom line approach to sustainable tourism management in a range of real world settings.

## Graduate Attributes

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

## 2 Field Trip Report

### Assessment Type

Practical and Written Assessment

### Task Description

#### Statement

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

#### Task Description

Based on your field trip observations, demonstrate how the triple-bottom line approach may be used to evaluate the use of protected areas for tourism activities. In your report highlight any deficiencies that you observe in using the triple bottom line.

1. Prior to the field trip, research the history and current management of the selected protected area and use this information to consider how elements of the triple bottom-line may be applied to ensure the long-term sustainability of the protected area.
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 selected protected area or to the whole protected area.

3. Keep a field diary of your observations. It is a good idea to use a camera to take pictures of aspects of the protected area you wish to comment on.

4. Write your results as a report that comments on the success or otherwise of the development of the selected protected area 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 a minimum of 15 academic references in your report.

#### On campus students

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 four major elements: a public beach and recreation area; a crocodile attraction; 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

Off-campus students are to select a multi-use protected area and assess the success or otherwise of the tourism industry that has developed in that area by applying the triple bottom-line approach. You will need to discuss your proposed site with the lecturer prior to the week when the field trip is scheduled. You must gain the lecturer's approval for any site that you select.

#### **Assessment Due Date**

Week 10 Friday (24 May 2019) 11:45 pm AEST

On line submission

#### **Return Date to Students**

Week 12 Friday (7 June 2019)

On Grademark

#### **Weighting**

40%

#### **Assessment Criteria**

A marking rubric will be posted on moodle.

The assessment criteria are:

- A clear statement of the aim of the project in the introduction
- Understanding of the ideas underlying the triple bottom-line approach
- Identify deficiencies in the use of the triple bottom line approach
- Evidence of having conducted research into the history of the selected protected area
- Evaluation of the tourism sector in the selected protected area 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

#### **Submission Instructions**

On line

#### **Learning Outcomes Assessed**

- Review, analyse and synthesise current issues and challenges in implementing sustainable management practises in a range of tourism settings
- Critically evaluate and communicate the importance of each element of the triple bottom line approach to sustainable tourism management in a range of real world settings.



## Graduate Attributes

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

## 3 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 experienced a period of rapid growth in visitor numbers before suffering a downturn in 2016. Given the problems 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

Firstly, identify the major problems likely to be faced by the Cairns tourism industry in the next decade.

Based on the emerging problems faced by the destination suggest strategies that could be considered by the Cairns tourism industry to diversify its current suite of nature-based tourism attractions.

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.

Distance students will present via zoom.

#### Assessment Due Date

Week 12 Friday (7 June 2019) 11:45 pm AEST  
Submit Power Point presentation to the lecturer

#### Return Date to Students

Review/Exam Week Friday (14 June 2019)  
Via Grademark

#### Weighting

20%

#### Assessment Criteria

A marking rubric will be posted on moodle.

The assessment criteria are:

- A clear statement of the problems that may arise in the next decade
- A clear statement of the 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 (minimum of 15 academic references)
- 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

Online

## Learning Outcomes Assessed

- Demonstrate an understanding of theoretical concepts within a triple bottom line approach in a tourism setting

## 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