



TOUR20018 *Introduction to Sustainable Tourism*

Term 1 - 2021

Profile information current as at 20/09/2024 10:11 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 - 2021

- 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](#).

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 Students

Feedback

Students experienced some initial difficulty in adjusting to the online environment.

Recommendation

By the end of the term students had adjusted to this new learning environment.

Feedback from Students

Feedback

Distance students appreciated the weekly tutorials.

Recommendation

Offering weekly tutorials helped improve learning.

Feedback from Students

Feedback

Regular emails with links to a range of media and other sources were appreciated by students

Recommendation

This should be a regular inclusion in this unit.

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 6th Ed

Edition: 6 (2017)

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

Pearson

Harrow , UK

ISBN: 978-0-273-758273

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

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Schedule

Week 1 Introduction to the tourism system - 08 Mar 2021

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

Week 2 Tourism demand and tourist behaviours - 15 Mar 2021

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

Week 3 Sustainability - meaning and development of the concept in a tourism setting - 22 Mar 2021

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

Week 4 The triple bottom line approach - applicability and limitations - 29 Mar 2021

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

Week 5 Class discussion on contemporary sustainability issues - 05 Apr 2021

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|-----------------------------------|---|
| Class discussion on contemporary sustainability issues including the transition to a carbon economy | Readings will be posted on moodle | Written Assessment 1 Due: Week 5 Friday 9th April. Written Assessment 1 Due: Week 5 Friday (9 Apr 2021) 9:00 pm AEST |

Vacation Week - 12 Apr 2021

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

Week 6 Sustainability - measurement and growth Field trip discussion - developing field notes - 19 Apr 2021

| Module/Topic | Chapter | Events and Submissions/Topic |
|--|--|------------------------------|
| Sustainability - measurement and growth Field trip discussion - developing field notes | Chapter 10 of text book List of additional readings are available in the lecture notes posted on Moodle Notes on field work in moodle List of additional readings are available in the lecture notes posted on Moodle | |

Week 7 Field trip - 26 Apr 2021

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

Week 8 Sustainable management of tourism resources (1) - 03 May 2021

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

Week 9 Sustainable management of tourism resources (2) - 10 May 2021

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

Week 10 Tourism theories - helping to solve real world problems - 17 May 2021

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| Tourism theories - helping to solve real world problems | Chapter 9 of text book List of additional readings are available in the lecture notes posted on Moodle | Field Trip Report Due: Week 10 Friday 21 MAY, 2020 Field Trip Report Due: Week 10 Friday (21 May 2021) 11:45 pm AEST |

Week 11 Future issues in achieving sustainability - 24 May 2021

| 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 In class presentations - 31 May 2021

| Module/Topic | Chapter | Events and Submissions/Topic |
|------------------------|---------|---|
| In class presentations | | Presentation Due Week 12 Friday 4th June 2021 Presentation Due: Week 12 Friday (4 June 2021) 11:00 pm AEST |

Review/Exam Week - 07 Jun 2021

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

Exam Week - 14 Jun 2021

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

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. The triple bottom line approach provides a framework to assist in assessing the sustainability of tourism development.

Assessment

This assessment is designed to introduce you to the literature that looks at issues associated with tourism sustainability. You are required to identify tensions that may arise between tourism development and long-term sustainability. You will be provided with 12 articles from which you are to select three and critically review. You also need to select and review two additional journal articles that refer to this issue by undertaking your own search of the academic literature.

In your review of each article, outline the aim, the definition of sustainability that is used (if one is provided), the methodology (qualitative, quantitative, mixed methods etc) used and a summary of the main findings. In your critical evaluation highlight how the findings add to our understanding of sustainable tourism development within the context of the triple bottom line approach.

The assessment should be no longer than 2000 words (about 400 words for each article you review). In your review you may cross reference the paper with the other articles you have selected to review for this assignment.

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

Assessment Due Date

Week 5 Friday (9 Apr 2021) 9:00 pm AEST

On line

Return Date to Students

Week 7 Friday (30 Apr 2021)

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 article you reviewed
 - Outlined the definition of sustainability that is used in each article
 - Identified the main issues/s discussed in each article
 - Critical evaluation of the findings of each article
 - Discussion of 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 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Online

Graduate Attributes

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

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.

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 quadruple 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 at a selected site, demonstrate how the quadruple 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 quadruple bottom line approach.

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 quadruple 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 quadruple 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 quadruple 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 a quadruple 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 a quadruple 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 (21 May 2021) 11:45 pm AEST

Online submission

Return Date to Students

Review/Exam Week Friday (11 June 2021)

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 quadruple bottom-line approach
- Identify deficiencies in the use of the quadruple 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 quadruple 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
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Referencing Style

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

Submission

Online

Submission Instructions

Online

Graduate Attributes

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

- Self-management
- Ethical and Professional Responsibility
- Leadership

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.

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 Rainforest 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. Coral bleaching events in 2016 2017 and 2020 highlight the problems the destination may face in the future as the impacts of climate change accelerate. Bilateral political problems may also have a significant impact on the future size of the Chinese inbound market. To meet these threats the destination will need to consider developing new experiences as a substitute to the Great Barrier Reef, look for new international and domestic markets and/or look for alternative industries to fill the gap that may occur if visitation levels decline.

Assessment

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 20 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 (4 June 2021) 11:00 pm AEST

Submit Power Point presentation to the lecturer via moodle before the presentation. Presentation via zoom in scheduled tutorial session.

Return Date to Students

Exam Week Friday (18 June 2021)

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 7th Edition \(APA 7th edition\)](#)

Submission

Online

Graduate Attributes

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

Learning Outcomes Assessed

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

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