



# **TOUR20019 Managing Sustainable Tourism Businesses**

## **Term 1 - 2017**

Profile information current as at 02/05/2024 05:16 pm

All details in this unit profile for TOUR20019 have been officially approved by CQUUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

The economic viability of tourism is important to the long-term sustainability of the industry, as well as to those businesses and other agencies involved in the management of tourism destinations. In this unit you will gain an understanding of the importance of incorporating economically sustainable principles and practice in tourism businesses. From a business perspective, becoming economically sustainable means having the financial capacity to manage other aspects of the business, including the environmental and socio-cultural impacts. Topics covered in this unit include: corporate social responsibility; role of profit; yield management; sustainable marketing mix (Ps); innovation; business planning; human resource management; and the customer experience.

### Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

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 - 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: 20%

#### 2. **Presentation**

Weighting: 20%

#### 3. **Group Work**

Weighting: 60%

### 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 examine the economic impacts of tourism, across enterprise, industry and destination levels;
2. describe and critique a range of theories and their application to the management of economically sustainable tourism businesses;
3. review and evaluate current issues and future challenges in implementing economically sustainable tourism practices in tourism businesses;
4. identify and critically analyse the linkages between economic sustainability and socio-cultural and environmental sustainability principles; and
5. apply your knowledge of sustainable practice to research, develop and evaluate a sustainable tourism business plan.

## 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 - Written Assessment - 20%	•	•		•	
2 - Presentation - 20%		•	•	•	•
3 - Group Work - 60%	•	•	•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Knowledge	○	○	○	○	○
2 - Communication	○	○	○	○	○
3 - Cognitive, technical and creative skills	○	○	○	○	○
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 - 20%	○	○	○	○		○		
2 - Presentation - 20%	○	○	○	○	○	○		
3 - Group Work - 60%	○	○	○	○		○	○	

## Textbooks and Resources

### Textbooks

TOUR20019

#### Prescribed

**Sustainable Tourism: Business Development, Operations and Management**  
(2015)

Authors: Carol Patterson

Human Kinetics Publishers

Champaign , Illinois , United States

ISBN: 9781450460033

Binding: Paperback

#### Additional Textbook Information

This text is also available as an e-book.

[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](mailto:m.thompson@cqu.edu.au)

## Schedule

### Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
TOUR20024 Social Media and Innovative Methods in Tourism Marketing		

### Week 2 - 13 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
TOUR20024 Social Media and Innovative Methods in Tourism Marketing		

### Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
TOUR20024 Social Media and Innovative Methods in Tourism Marketing		

**Week 4 - 27 Mar 2017**

Module/Topic	Chapter	Events and Submissions/Topic
27.03.17 Workshop 1: An Introduction to Sustainable Tourism - Business Planning and Management	Text chapters 1, 13	
28.03.17 Workshop 2: Strategic Planning for Sustainability in Tourism Businesses		
29.03.17 Workshop 3: Sustainability in Practice - Operational Development, Certification and Accreditation in Tourism Business	Text chapter 2	
30.03.17 Workshop 4: Principles of Sustainable Product and Experience Marketing for Tourism Businesses	Text chapters 3, 4	
31.03.17 Workshop 5: Strategic Marketing Perspectives for Sustainable Tourism Businesses	Text chapter 5	
	Text chapters 6, 7, 8	Where required, additional readings will be available on Moodle.

**Week 5 - 03 Apr 2017**

Module/Topic	Chapter	Events and Submissions/Topic
03.04.17 Workshop 6: Financial Sustainability of Tourism Businesses - Micro and Macro Economic Perspectives	Text chapter 9	<b>Written Assessment</b> Due: Week 5 Friday (7 Apr 2017) 5:00 am AEST
04.04.17 Workshop 7: Delivering on the Marketing Message - Customers, Expectations and Service Delivery Implications	Text chapter 10	
05.04.17 Workshop 8: Human Resources - Planning, Management and Sustainability Issues	Text chapter 11	
	Where required, additional readings will be available on Moodle.	

**Vacation Week - 10 Apr 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Vacation Week		

**Week 6 - 17 Apr 2017**

Module/Topic	Chapter	Events and Submissions/Topic
17.04.17 Public Holiday (Easter Monday)		<b>Presentation</b> Due: Week 6 Wednesday (19 Apr 2017) 9:00 am AEST
18.04.17 Workshop 9: Impact of Innovation, Disruption and Risk Management on Business Sustainability	Text chapter 12	
19.04.17 Workshop 10: Student Presentations	Student Presentations	
20.04.17 Workshop 11: Business Planning and Sustainability Principles in a Changing Business Environment	Text chapter 13	
21.04.17 Workshop 12: The Future Sustainability of the Tourism Industry and Businesses - Challenges and Opportunities	Where required, additional readings will be available on Moodle.	

**Week 7 - 24 Apr 2017**

Module/Topic	Chapter	Events and Submissions/Topic
TOUR20025 Climate Change and Managing Tourism Risk		<b>Group Work</b> Due: Week 7 Friday (28 Apr 2017) 5:00 am AEST

**Week 8 - 01 May 2017**

Module/Topic	Chapter	Events and Submissions/Topic
TOUR20025 Climate Change and Managing Tourism Risk		

**Week 9 - 08 May 2017**

Module/Topic	Chapter	Events and Submissions/Topic
TOUR20025 Climate Change and Managing Tourism Risk		

**Week 10 - 15 May 2017**

Module/Topic	Chapter	Events and Submissions/Topic
TOUR20022 Destination Planning and Management		

**Week 11 - 22 May 2017**

Module/Topic	Chapter	Events and Submissions/Topic
TOUR20022 Destination Planning and Management		

**Week 12 - 29 May 2017**

Module/Topic	Chapter	Events and Submissions/Topic
TOUR20022 Destination Planning and Management		

**Review/Exam Week - 05 Jun 2017**

Module/Topic	Chapter	Events and Submissions/Topic
Review/Exam Week		

**Exam Week - 12 Jun 2017**

Module/Topic	Chapter	Events and Submissions/Topic
No exams are scheduled for this unit.		

## Term Specific Information

For students studying on Cairns campus, this unit will be delivered as an intensive 3 week block. As a result, students are advised to consult the Moodle page for further information on assessment due dates. If you require any further clarification on aspects of this unit, please contact the teaching team.

## Assessment Tasks

### 1 Written Assessment

**Assessment Type**

Written Assessment

**Task Description**

Overview:

Tourism businesses face many challenges that threaten their economic viability and sustainability. This unit provides an understanding of the competitive environment in which tourism businesses operate, and the importance of incorporating economically sustainable principles and practice. This assessment is designed to assess students' critical thinking by identifying the problem and possible solutions to enhance the sustainability of tourism businesses.

As a manager of a particular type of tourism business (eg a tour operator), you are required to prepare a 1500-2000 word staff memo that outlines, with references, one of the key challenges that your business may face in becoming economically sustainable. The memo should also describe how you plan to overcome this challenge by outlining the particular principle and/or practice you will introduce into your business operations. Key challenges or issues may include: triple-bottom line approach; corporate social responsibility; risk assessment; financial instability; identifying key markets; business planning or lack thereof; an environmental or community-based initiative; or human resources practice.

The memo should address the following:

- Clearly identify and analyse the key challenge being addressed, including references to the tourism literature
- Describe your proposed solution/initiative, and how this enhances your business' sustainability
- Provide an example of this initiative that demonstrates how it enhances sustainability

Format of the memo:

- Memo title, including student name, student number, due date
- Memo should be between 1500-2000 words in length (excluding references)
- The memo can include pictures and other media where appropriate, to support the message
- References to sources used in the memo should be listed at the end in APA format (min. 5 academic references)

### **Assessment Due Date**

Week 5 Friday (7 Apr 2017) 5:00 am AEST

### **Return Date to Students**

Week 6 Tuesday (18 Apr 2017)

### **Weighting**

20%

### **Assessment Criteria**

- Issue identification and evaluation – clearly identify and describe the sustainability issue using key terms
- Critical analysis and evaluation – outlining the proposed initiative, include examples/media to demonstrate critical thinking
- Content development – logical flow, critical analysis, clear, concise and cohesive, use of sources and evidence
- Style and conventions – formal and informal rules inherent in expectations for writing a business memo to staff
- Syntax and mechanics – sentence construction, grammar, punctuation and spelling, references formatted in APA

### **Referencing Style**

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

### **Submission**

Online

### **Submission Instructions**

Upload via Moodle page

### **Learning Outcomes Assessed**

- critically examine the economic impacts of tourism, across enterprise, industry and destination levels;
- describe and critique a range of theories and their application to the management of economically sustainable tourism businesses;
- identify and critically analyse the linkages between economic sustainability and socio-cultural and environmental sustainability principles; and

### **Graduate Attributes**

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

## **2 Presentation**

### **Assessment Type**

Presentation

### **Task Description**

Overview:

The economic sustainability of businesses is vital to the long-term sustainability and competitiveness of tourism destinations. Additionally, economic sustainability also enhances a business's ability to apply sustainable business practices that promote environmental and socio-cultural benefits. This assessment is designed to assess students' presentation skills, and their ability to formulate and communicate a clear and concise argument. Students are required to demonstrate their knowledge of theoretical sustainability principles and how these principles are applied by tourism businesses within the industry.

You are required to give a 10 minute presentation on a selected tourism business that you believe demonstrates the three core sustainability principles of the triple bottom line - economic, environmental and socio-cultural sustainability. During the presentation, you should also consider and discuss the role of governance in a business's ability to achieve its sustainability principles and practices. You are also required to submit a hard copy of your visual aids (Powerpoint slides) and reference page.

The presentation should address the following:

- Clearly identify the tourism business being discussed/analysed
- Introduce theoretical concepts including sustainability principles



- Demonstrate how the tourism business has applied theoretical principles with practical examples
- Consider additional sustainability initiatives that the tourism business may introduce

Format of the presentation:

- 10 minute presentation which may be supported with visual aids (eg Powerpoint slides)
- Copy of Powerpoint slide presentation
- Title page with name of tourism business, student name, student number, due date
- Reference page listing key sources of information referenced in APA format

Submission of the presentation:

- A copy of the Powerpoint slides, including a reference page, is to be submitted on the day of the presentation (hard copy).

### **Assessment Due Date**

Week 6 Wednesday (19 Apr 2017) 9:00 am AEST

### **Return Date to Students**

Week 8 Wednesday (3 May 2017)

### **Weighting**

20%

### **Assessment Criteria**

- Identification and overview of tourism business being analysed
- Identification and understanding of theoretical sustainability principles - economic, environmental, socio-cultural and governance (including references)
- Critical evaluation of sustainability principles - demonstrate how these have been applied by the tourism business with examples
- Content development - logical flow and clarity of argument throughout presentation
- Style and conventions - formal and informal rules inherent in expectations for a presentation, including appropriate use of support materials (visual aids)
- Syntax and mechanics - of visual aids: sentence construction, grammar, punctuation and spelling, sources supported and referenced using APA format

### **Referencing Style**

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

### **Submission**

Offline

### **Submission Instructions**

Presentations during workshop

### **Learning Outcomes Assessed**

- describe and critique a range of theories and their application to the management of economically sustainable tourism businesses;
- review and evaluate current issues and future challenges in implementing economically sustainable tourism practices in tourism businesses;
- identify and critically analyse the linkages between economic sustainability and socio-cultural and environmental sustainability principles; and
- apply your knowledge of sustainable practice to research, develop and evaluate a sustainable tourism business plan.

### **Graduate Attributes**

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

## **3 Group Work**

### **Assessment Type**

Group Work

### **Task Description**

Overview:

This unit examines how the long-term sustainability of the tourism industry and tourism destinations is reliant upon the

economic sustainability of tourism businesses incorporating sustainable principles and practices into their business operations. This assessment is designed to assess students' ability to apply theoretical understanding and sustainability principles, focussing on economic sustainability, in the development of a business plan for a sustainable tourism business.

In groups (2-3), you are required to prepare a business plan for a sustainable tourism business that you would like to start, have knowledge of or is fictitious. The business plan template is provided as part of the text book, with each topic of the unit incorporating key aspects that will be included in the business plan.

The business plan should address the following:

- Business description
- Products and services
- Marketing
- Management and legal structure
- Operations
- Financial management

Format of the report:

- Follow the template provided via the Moodle page
- No longer than 3000 words (excluding title page and references)
- Title page with business name, student name/s, student number, due date
- Main body of the report should be word-processed, with appropriate layout and use of headings/sub-headings, one-and-a-half line spacing (as per business plan template)
- Page of references at the end of the report that is correctly formatted using APA.

Submission of the report:

- Online – Business plans are to be uploaded to Moodle as a Word or basic text format.

### **Assessment Due Date**

Week 7 Friday (28 Apr 2017) 5:00 am AEST

### **Return Date to Students**

Week 9 Wednesday (10 May 2017)

### **Weighting**

60%

### **Assessment Criteria**

- Identification and description of business - clear identification and explanation of the tourism business, products and services
- Identification and critical analysis of external environment, including market demand, competitive environment (SWOT), and risk assessment
- Identification and critical analysis of marketing, management, operational (including HRM) and financial practices that demonstrate sustainability
- Content development - logical flow, clarity and consistency of business throughout document
- Style and conventions - formal and informal rules inherent in expectations for writing a business plan
- Syntax and mechanics - sentence construction, grammar, punctuation and spelling, references formatted in APA

### **Referencing Style**

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

### **Submission**

Online

### **Learning Outcomes Assessed**

- critically examine the economic impacts of tourism, across enterprise, industry and destination levels;
- describe and critique a range of theories and their application to the management of economically sustainable tourism businesses;
- review and evaluate current issues and future challenges in implementing economically sustainable tourism practices in tourism businesses;
- identify and critically analyse the linkages between economic sustainability and socio-cultural and environmental sustainability principles; and
- apply your knowledge of sustainable practice to research, develop and evaluate a sustainable tourism business plan.

### **Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills

- Research
- 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