



TOUR20020 *Managing Tourism in Natural and Protected Areas*

Term 2 - 2019

Profile information current as at 02/10/2022 01:35 pm

All details in this unit profile for TOUR20020 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

The management of tourism operations in natural and protected areas is an important component of sustainable tourism management. This unit will identify and analyse the impacts of tourism on a wide range of environments including marine parks and rainforest areas. Students will develop a better understanding of key aspects of sustainable environmental management such as ecotourism, wildlife tourism and indigenous issues. The unit also examines legislative frameworks governing interactions between tourism and the environment through environmental accreditation programs.

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 - 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. **Presentation**

Weighting: 20%

2. **Group Work**

Weighting: 40%

3. **Presentation 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](#).

Unit Learning Outcomes

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

1. critically examine the impacts of tourism on the environment;
2. describe and communicate a range of theories and their application to the tourism-environment relationship;
3. review and evaluate current issues and challenges of ecotourism, wildlife tourism, protected area management and interactions with Indigenous hosts and local communities;
4. appraise and review the role of certification programs and environmental legislation in ensuring tourism activities are ecologically sustainable; and
5. plan, develop and evaluate strategies on managing environmental impacts of tourism.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Presentation - 20%	•	•	•	•	
2 - Group Work - 40%	•	•	•	•	•
3 - Presentation and Written Assessment - 40%	•	•		•	•

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 - Presentation - 20%	○	○	○	○	○			
2 - Group Work - 40%	○	○	○	○	○	○		
3 - Presentation and Written Assessment - 40%	○	○	○	○	○	○	○	

Textbooks and Resources

Textbooks

There are no required textbooks.

Additional Textbook Information

Weekly readings available via Moodle.

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

Anja Pabel Unit Coordinator

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Schedule

Week 1 - 15 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to tourism and the environment	Refer to list of readings on Moodle.	

Week 2 - 22 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
The environmental impacts of tourism	Refer to list of readings on Moodle.	

Week 3 - 29 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Visitor impact management	Refer to list of readings on Moodle.	

Week 4 - 05 Aug 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Ecotourism	Refer to list of readings on Moodle.	
Week 5 - 12 Aug 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Field trip week	Refer to list of readings on Moodle.	
Vacation Week - 19 Aug 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Vacation week		
Week 6 - 26 Aug 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Tourism management through environmental legislation	Refer to list of readings on Moodle.	Presentation Due: Week 6 Monday (26 Aug 2019) 1:00 pm AEST
Week 7 - 02 Sep 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Tourism in protected areas	Refer to list of readings on Moodle.	
Week 8 - 09 Sep 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Rainforest tourism	Refer to list of readings on Moodle.	Field-trip based report Due: Week 8 Wednesday (11 Sept 2019) 11:55 pm AEST
Week 9 - 16 Sep 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Tourism and recreation in marine parks	Refer to list of readings on Moodle.	
Week 10 - 23 Sep 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Wildlife tourism	Refer to list of readings on Moodle.	
Week 11 - 30 Sep 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Indigenous tourism cases related to natural areas	Refer to list of readings on Moodle.	
Week 12 - 07 Oct 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Greening tourism	Refer to list of readings on Moodle.	Tourism activity impact assessment Due: Week 12 Tuesday (8 Oct 2019) 11:55 pm AEST

Assessment Tasks

1 Presentation

Assessment Type

Presentation

Task Description

Length: 15 minutes maximum

The aim of this assessment is to provide you with the opportunity to apply concepts learned in this unit, and to address specific challenges that a tourism manager operating in a nature-based setting may encounter. You are free to choose the technology (i.e. PPT, Prezi, etc.) for recording your presentation for assessment task 1. There are no limitations on

the number of slides. However, you must deliver your presentation within 15 minutes. The last slide should contain a list of references that have informed your presentation. There will also be an additional 5 minutes of question time. Working individually, you are to deliver a presentation on one of the following topics.

Topic 1: Interpretation is used at many nature-based tourism settings. Review the strengths and weaknesses of environmental interpretation and discuss whether it is effective in changing the environmental attitudes or behaviours of visitors.

Topic 2: Critically analyse the role of ecotourism practices and discuss contemporary issues regarding ecotourism accreditation and certification. Use case studies of ecotourism operators where applicable.

Slides should follow a certain structure:

- Presentation title and student information slide (student name and student number)
- Introduce your chosen topic
- Demonstrate understanding of the relevant theory/key issues
- Provide a well-reasoned conclusion
- Reference list

Marks are awarded based on your ability to discuss, assess and critique your chosen topic. You will also be assessed on your ability to present and on the quality of your submitted Powerpoint/Prezi slides.

This assessment is due in week 6 and both distance and on-campus students must submit their presentation slides through the Moodle site. Any assessment with a 'Turnitin' similarity score of more than 25% will be checked by the marker for plagiarism although it may not necessarily mean that you have plagiarised. If there is a substantial similarity score in the 'Turnitin' report, your assessment could be forwarded to an appropriate office/authority for review.

On-campus students will present their slides to their lecturer/tutor and peers during week 6 (and week 7 if required). **Distance students** are required to prepare their slides with voiceover and upload their presentation via Moodle.

Penalties apply for late submission (5% mark will be deducted from the total mark for the assessment per day unless an approved extension has been granted).

Assessment Due Date

Week 6 Monday (26 Aug 2019) 1:00 pm AEST

In-class presentation (on-campus students)/Voice over Powerpoint presentation (distance students)

Return Date to Students

Week 8 Monday (9 Sept 2019)

Weighting

20%

Assessment Criteria

A brief marking criteria is provided below. A more detailed marking rubric is provided on Moodle.

Presentation content

- Scope and quality of content
- Demonstrated understanding of the relevant theory
- Integration of relevant literature
- Quality of concluding comments

Process - Visual aids

- Clarity and design of slides
- Structure of presentation
- Time management skills
- Innovation and creativity

Process - Presentation skills

- Pace of presentation
- Speech clarity
- Good eye contact
- Professionalism and enthusiasm

Referencing Style

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

Submission

Online

Learning Outcomes Assessed

- critically examine the impacts of tourism on the environment;
- describe and communicate a range of theories and their application to the tourism-environment relationship;
- review and evaluate current issues and challenges of ecotourism, wildlife tourism, protected area management and interactions with Indigenous hosts and local communities;
- appraise and review the role of certification programs and environmental legislation in ensuring tourism activities are ecologically sustainable; and

Graduate Attributes

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

2 Field-trip based report

Assessment Type

Group Work

Task Description

Length: 1,500 words

Details: Working in groups of two, this assessment requires you to reflect and evaluate the environmental impacts of an existing tourism operation in a nature-based setting.

- On-campus students: Mossman Gorge Centre (field trip will be at the students' own expense).
- Distance students: select a nature-based tourism attraction in your area.

You are required to examine and evaluate tourism impacts on the natural environment and write a field-trip based report on your observations. During the field-trip you are required to keep a reflective journal to record:

- Personal observations of environmental tourism impacts on site
- Personal notes from the information provided by the tour guide(s)

The report should be no longer than 1,500 words in length and include the following structure:

- Title page including the title of your assessment, your name, student ID, lecturer/tutor name, and unit name and code
- Introduction to the tourism setting and any background information
- Detailed review of the environmental impacts from your personal observations
- Present a literature review using theories and concepts related to nature-based tourism utilising at least 10 academic sources
- Make recommendations on how the identified environmental impacts can be minimised
- Write a conclusion that sums up the main points
- Reference list including at least 10 references.

Please note that the word count will be taken from the first word of the introduction to the last word of the conclusion. It will not include the title page, references and any tables or appendices (if you have any).

The 10 academic sources should include a combination of scholarly academic journal articles, academic textbooks, trade journals and websites.

Please upload the assessment through the appropriate Moodle submission link. Each assessment must be uploaded as a .doc or .docx file (word file). Any assessment with a 'Turnitin' similarity score of more than 25% will be checked by the marker for plagiarism although it may not necessarily mean that you have plagiarised. If there is a substantial similarity score in the 'Turnitin' report, your assessment could be forwarded to an appropriate office/authority for review.

Penalties apply for late submission (5% mark will be deducted from the total mark for the assessment per day unless an approved extension has been granted).

Assessment Due Date

Week 8 Wednesday (11 Sept 2019) 11:55 pm AEST

Return Date to Students

Week 10 Wednesday (25 Sept 2019)

Weighting

40%

Assessment Criteria

A brief marking criteria is provided below. A more detailed marking rubric is provided on Moodle.

Content

- Introduce the tourism setting and any background information
- Detailed review of environmental impacts
- Assess the tourism operator using theories and concepts related to nature-based tourism
- Recommendations
- Conclusion

Organisation of report structure

- Inviting introduction which articulates the purpose of the report
- Sequence of ideas is logical/structure of report
- Good use of headings to guide the reader

Writing style

- Good grasp of standard writing conventions, i.e. spelling, punctuation, grammar
- Sentences and paragraphs are well constructed

Referencing

- Evidence of having read relevant literature (at least 10 academic sources)
- APA referencing conventions followed

Referencing Style

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

Submission

Online

Learning Outcomes Assessed

- critically examine the impacts of tourism on the environment;
- describe and communicate a range of theories and their application to the tourism-environment relationship;
- review and evaluate current issues and challenges of ecotourism, wildlife tourism, protected area management and interactions with Indigenous hosts and local communities;
- appraise and review the role of certification programs and environmental legislation in ensuring tourism activities are ecologically sustainable; and
- plan, develop and evaluate strategies on managing environmental impacts of tourism.

Graduate Attributes

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

3 Tourism activity impact assessment

Assessment Type

Presentation and Written Assessment

Task Description

Length: 2,500 words

Details: The final piece of assessment requires you to work individually on a tourism activity impact assessment, and assesses you on the application of concepts covered in the lectures.

The first step is to decide on a tourism activity, i.e. scuba diving, mountain biking, swimming with dolphins, viewing of gorillas, etc. This might be an activity you have personally experienced.

Secondly, consider the impacts of the chosen tourism activity on the natural environment.

Thirdly, you are then to research and review the academic literature, codes of conduct and relevant environmental legislation. Critically examine these sources and make suggestions as to how the positive environmental impacts of the chosen tourism activity can be enhanced and the negative environmental impacts can be minimised.

The argument you present in this assessment requires theoretical support from a minimum of 15 academic sources. The report should be no longer than 2,500 words and include the following structure:

- Title page: The title page will include the title of your assessment, your name, student ID, lecturer/tutor name, and unit name and code.
- Table of contents
- Introduction to the tourism activity and description of its nature-based environment
- Detailed review of the environmental impacts of the chosen tourism activity
- Application of relevant visitor impact management theory
- Make recommendations on how the identified environmental impacts can be minimised
- Conclusion that sums up the main points
- Reference list.

Please note that the word count will be taken from the first word of the introduction to the last word of the conclusion. It will not include the title page, table of contents, references and any tables or appendices (if you have any).

The 15 academic sources should include a combination of scholarly academic journal articles, academic textbooks, trade journals and websites.

Please upload the assessment through the appropriate Moodle submission link. Each assessment must be uploaded as a .doc or .docx file (word file). Any assessment with a 'Turnitin' similarity score of more than 25% will be checked by the marker for plagiarism although it may not necessarily mean that you have plagiarised. If there is a substantial similarity score in the 'Turnitin' report, your assessment could be forwarded to an appropriate office/authority for review.

Penalties apply for late submission (5% mark will be deducted from the total mark for the assessment per day unless an approved extension has been granted).

Assessment Due Date

Week 12 Tuesday (8 Oct 2019) 11:55 pm AEST

Return Date to Students

Exam Week Tuesday (22 Oct 2019)

Weighting

40%

Assessment Criteria

A brief marking criteria is provided below. A more detailed marking rubric is provided on Moodle.

Content

- Introduce the tourism activity and its natural environment
- Detailed review of environmental impacts
- Explain and apply appropriate visitor impact management theory
- Outline recommendations
- Satisfying conclusion

Organisation of report structure

- Inviting introduction that articulates the purpose of the report
- Sequence of ideas is logical/structure of report
- Conclusion
- Good use of headings to guide the reader

Writing style

- Good grasp of standard writing conventions, i.e. spelling, punctuation, grammar
- Sentences and paragraphs are well constructed

Referencing

- Evidence of having read relevant literature (at least 15 academic sources)
- APA referencing conventions followed

Referencing Style

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

Submission

Online

Learning Outcomes Assessed

- critically examine the impacts of tourism on the environment;
- describe and communicate a range of theories and their application to the tourism-environment relationship;
- appraise and review the role of certification programs and environmental legislation in ensuring tourism activities are ecologically sustainable; and
- plan, develop and evaluate strategies on managing environmental impacts of tourism.

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