TOUR20021 *Tourism Impacts on Community, Culture and Heritage*

Term 2 - 2018

Profile information current as at 02/05/2024 08:29 am

General Information

Overview

This unit will develop your understanding of the socio-cultural impacts of tourism from a global perspective, focusing specifically on the aspects of community development, Indigenous culture, and heritage protection. You will understand the importance of using a sustainable tourism approach to critically evaluate the socio-cultural impacts of tourism. Topics covered in this unit include: positive and negative socio-cultural impacts; communities in a global context; community well-being; pro-poor tourism; Indigenous cultures; cultural heritage; evolving societies; effective management and engagement strategies. The unit will also provide a critical understanding of the concepts of commodification, authenticity and social licence to operate.

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 - 2018

- 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. **Practical and Written Assessment**
Weighting: 40%
2. **Presentation**
Weighting: 20%
3. **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.

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student feedback

Feedback

Using a range of additional and up-to-date sources to supplement the textbook enhanced learning experience

Recommendation

Continue to incorporate an updated range of learning materials that explore relevant issues

Unit Learning Outcomes

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

1. critically examine both positive and negative socio-cultural impacts of tourism, on the communities, culture and heritage in a range of tourism destination settings;
2. describe and communicate a range of theories and their application to the management of socio-cultural impacts of sustainable tourism;
3. review and evaluate current issues and challenges in implementing socio-cultural principles and practices;
4. identify and analyse the linkages between socio-cultural sustainability, community and economic and environmental sustainability principles; and
5. apply your knowledge to plan, develop and evaluate a socio-cultural impact assessment strategy.

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 - Practical and Written Assessment - 40%	●	●	●	●	
2 - Presentation - 20%		●	●	●	
3 - Written Assessment - 40%	●		●	●	●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Knowledge	○	○	○	○	○
2 - Communication	○	○	○	○	○

Graduate Attributes	Learning Outcomes				
	1	**2**	**3**	**4**	**5**
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 - Practical and Written Assessment - 40%	○	○	○	○	○	○	○	
2 - Presentation - 20%	○	○	○	○	○	○	○	
3 - Written Assessment - 40%	○	○	○	○	○	○		

Textbooks and Resources

Textbooks
TOUR20021

Prescribed

Cultural Heritage and Tourism: An Introduction
(2011)
Authors: Dallen J. Timothy
Channel View Publications
Bristol , United Kingdom
ISBN: 978-1-84541-176-3
Binding: Paperback

Additional Textbook Information
Paper copies of this text are available a the CQUni Bookshop here
Links to additional readings will be accessible via Moodle.

View textbooks at the CQUniversity Bookshop

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition (APA 6th edition)](#)
For further information, see the Assessment Tasks.

Teaching Contacts

Michelle Thompson Unit Coordinator
m.thompson@cqu.edu.au

Schedule

Week 1 - 09 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
An introduction to sustainable tourism and communities	Chapter 1 Where required, links to additional readings will be available on Moodle.	

Week 2 - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Evolving nature of society, tourism and tourists	Chapters 2, 5 Where required, links to additional readings will be available on Moodle.	

Week 3 - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Cultural tourism	Chapters 3, 4, 12 Where required, links to additional readings will be available on Moodle.	

Week 4 - 30 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Tourism impacts on community, culture and heritage (1)	Chapters 7, 10 Where required, links to additional readings will be available on Moodle.	

Week 5 - 06 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Tourism impacts on community, culture and heritage (2)	Chapter 9 (Fletcher et al., 2017) Where required, links to additional readings will be available on Moodle.	

Vacation Week - 13 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Vacation Week		

Week 6 - 20 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Tourism, Indigenous communities and culture	Chapters 19, 20 Where required, links to additional readings will be available on Moodle.	

Week 7 - 27 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic

Pro-poor and community-based tourism	Where required, links to additional readings will be available on Moodle.	

Week 8 - 03 Sep 2018

Module/Topic	**Chapter**	**Events and Submissions/Topic**
Tourism as a replacement industry and heritage perspectives	Chapters 16, 17 Where required, links to additional readings will be available on Moodle.	**Practical and Written Assessment (40%)** Due: Week 8 Monday (3 Sept 2018) 6:00 pm AEST

Week 9 - 10 Sep 2018

Module/Topic	**Chapter**	**Events and Submissions/Topic**
Governance, heritage and communities	Chapters 6, 8 Where required, links to additional readings will be available on Moodle.	

Week 10 - 17 Sep 2018

Module/Topic	**Chapter**	**Events and Submissions/Topic**
Presentations		**Presentation (20%)** Due: Week 10 Monday (17 Sept 2018) 5:00 pm AEST

Week 11 - 24 Sep 2018

Module/Topic	**Chapter**	**Events and Submissions/Topic**
Management strategies and policies to achieve sustainable outcomes for communities	Chapters 9, 11, 13 Where required, links to additional readings will be available on Moodle.	

Week 12 - 01 Oct 2018

Module/Topic	**Chapter**	**Events and Submissions/Topic**
Future opportunities and challenges in an era of change	Chapter 22 Where required, links to additional readings will be available on Moodle.	**Written Assessment (40%)** Due: Week 12 Friday (5 Oct 2018) 6:00 pm AEST

Review/Exam Week - 08 Oct 2018

Module/Topic	**Chapter**	**Events and Submissions/Topic**

Exam Week - 15 Oct 2018

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

Assessment Tasks

1 Practical and Written Assessment (40%)

Assessment Type
Practical and Written Assessment

Task Description
Overview:
Cultural tourism is comprised of many types of experiences that not only portray elements of a destination's culture, but can impact on the destination's community, culture and heritage. This assessment is designed to assess your ability to analyse cultural tourism experiences, by critically reflecting on the portrayal of culture and/or heritage, the socio-cultural impacts and sustainability issues.

You are required to upload a maximum 2000 word travel article, similar to those found in travel magazines and/or websites, that comments on a cultural tourism activity you have recently experienced. The article should be a reflective account that considers your attitudes towards the experience, and critically analyses how the cultural aspects of the experience were portrayed drawing on theoretical concepts covered in the workshops. You should also discuss how and why sustainability principles were/were not incorporated into the experience.

When selecting a suitable cultural tourism experience, you can choose from one of the following options:
1. If studying face-to-face in Cairns, you may choose the field trip to Mossman Gorge that you participated in as part of TOUR20020 **OR**
2. If studying face-to-face in Cairns, you may choose another cultural experience you have participated in **OR**
3. If studying online, you may choose a recent cultural experience you participated in that portrays the local culture and/or cultural heritage of a destination

The travel article should address the following:
- Clearly identify the cultural tourism experience being reported, including background information on the tour company and experience offered
- Describe the socio-cultural and sustainability aspects of the experience
- Critically analyse the experience in relation to theoretical concepts covered in workshops
- Identify sustainability principles in conjunction with socio-cultural impacts
- Critically reflect on your attitudes towards the experience
- Photos, illustrations and/or diagrams may be included

Format of the travel article:
- Article title and byline including student name, student number, due date
- Article should be no more than 2000 words in length (excluding references)
- The article can include pictures and other media where appropriate, to support the text
- References to sources used in the article should be listed at the end in APA format
- References can include academic and grey (non-academic sources, such as attraction websites) literature, but must include a minimum of ten (10) academic sources (eg. journal article or academic book)

Please upload the assessment through the appropriate TOUR20021 Moodle submission link. 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.

Assessment Due Date
Week 8 Monday (3 Sept 2018) 6:00 pm AEST

Return Date to Students
Week 10 Monday (17 Sept 2018)

Weighting
40%

Assessment Criteria
- Evaluation of the experience: clearly identify and describe the experience; critically analyse and evaluate the experience within a sustainable tourism context using key terms; reflect on socio-cultural issues and sustainability principles, as well as community attitudes
- Content development: logical flow of ideas; critical and reflective analysis; clear, concise and cohesive argument; demonstrates use of sources and evidence
- Style and conventions: correct use of formal and informal rules inherent in expectations for writing a travel article that is critical and reflective
- Syntax and mechanics: sentence construction; grammar, punctuation and spelling; number of references used; references formatted using APA

A detailed marking rubric with assessment criteria and weightings is available on Moodle.

Referencing Style

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

Submission
Online

Submission Instructions
Upload via Moodle

Learning Outcomes Assessed

- critically examine both positive and negative socio-cultural impacts of tourism, on the communities, culture and heritage in a range of tourism destination settings;
- describe and communicate a range of theories and their application to the management of socio-cultural impacts of sustainable tourism;
- review and evaluate current issues and challenges in implementing socio-cultural principles and practices;

- identify and analyse the linkages between socio-cultural sustainability, community and economic and environmental sustainability principles; and

Graduate Attributes

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

2 Presentation (20%)

Assessment Type
Presentation

Task Description
Overview:
The potential of tourism development to impact on communities and cultures in ways that maximise the positive outcomes, while minimising negative outcomes, has been widely discussed and debated within the academic literature. This assessment is designed to assess your presentation skills, by demonstrating your ability to analyse information on a particular topic to formulate and communicate a clear and concise argument.

You are required to give a 15 minute presentation, with an additional 5 minutes for questions, that either agrees or disagrees with one of the following statements about tourism and communities, culture and heritage. During the presentation, you will debate one of the statements, building an argument that is supported with evidence, in an effort to convince the audience of your point of view. You are also required to upload a copy of your visual aids (Powerpoint slides) via Moodle on the day of your presentation.
You are to choose **one** of the following statements to debate:
1. Sustainable tourism is an effective strategy in overcoming the negative socio-cultural impacts of mass tourism
2. Sustainable tourism is an important global activity for the conservation and preservation of culture/cultural heritage
3. Sustainable tourism enhances the livelihoods of communities in developing countries **OR**
4. A similar statement agreed upon by the lecturer and student that analyses an area of tourism, sustainability and communities, culture and heritage

The presentation should address the following:
- Clearly identify the statement being debated and the position (agree/disagree)
- Introduce theoretical concepts underpinning the argument (for/against)
- Build an argument (for/against) that demonstrates the application of theory with practical, global examples
- Considers an alternative position and argues why this is not suitable
- A minimum of 8 references should be used, and at least half (4) should be from academic sources

Format of the presentation:
- 15 minute presentation which may be supported with visual aids (eg. Powerpoint slides), plus 5 minutes for audience questions
- As a guide, you should use 12-15 Powerpoint slides
- Submit your Powerpoint slides via Moodle, including title slide with statement identified, student name, student number, due date, and a reference slide with key sources in APA format

Please upload the assessment through the appropriate TOUR20021 Moodle submission link. 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.

Assessment Due Date
Week 10 Monday (17 Sept 2018) 5:00 pm AEST
Presentations will be assessed during Week 11 workshop (via Zoom for distance students)

Return Date to Students
Week 11 Friday (28 Sept 2018)

Weighting
20%

Assessment Criteria
- Issue identification: clear identification of statement and your position (for/against)
- Evaluation of socio-cultural factors: critical evaluation and analysis of the statement and position; incorporation of theoretical principles; use of theoretical evidence (sources) and practical examples to support your argument
- Content development: logical flow and clarity of the argument throughout presentation
- Style and conventions: correct use of formal and informal rules inherent in expectations for a presentation, including appropriate use of support materials (visual aids)
- Syntax and mechanics: use of visual aids; presentation techniques and style; number of sources used; references formatted using APA

A detailed marking rubric with assessment criteria and weightings is available on Moodle.

Referencing Style

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

Submission
Offline Online

Submission Instructions
A copy of the Powerpoint slides is to be submitted via Moodle on the day of the presentation.

Learning Outcomes Assessed

- describe and communicate a range of theories and their application to the management of socio-cultural impacts of sustainable tourism;
- review and evaluate current issues and challenges in implementing socio-cultural principles and practices;
- identify and analyse the linkages between socio-cultural sustainability, community and economic and environmental sustainability principles; and

Graduate Attributes

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

3 Written Assessment (40%)

Assessment Type
Written Assessment

Task Description
Overview:
As this unit examines the socio-cultural impacts of tourism on destinations, this assessment is designed to assess your ability to apply theoretical understanding to the development and management of tourism impacts on communities, culture and heritage in tourism destinations.

You are required to write a maximum 3000 word report that analyses 1-2 socio-cultural impacts of tourism in a tourism destination of your choice. The report should clearly identify the destination being analysed, the socio-cultural tourism impacts being evaluated, the effects (positive and/or negative) on the destination (and its people), and demonstrate why this is the case using examples. Within the report, you should also discuss the management decisions and/or strategies that have contributed to the effects on the destination, and what strategies may be introduced to enhance the sustainable contribution of tourism in relation to the socio-cultural impacts identified. Examples of socio-cultural impacts that you may choose to report on include: loss or retention of cultural heritage; cultural identity in Indigenous communities; authenticity and commodification; cross-cultural awareness; socio-economic impacts on communities (employment, cost of living, quality of livelihoods, amenities and infrastructure, etc); or tourism as a replacement industry in rural/remote communities.

The report should address the following:
- Introduce the destination used to examine this impact
- Clearly identify the socio-cultural impact/s (1-2) being examined
- Analyse the socio-cultural impact/s in the selected destination using specific examples

- Highlight the importance and benefits of sustainable tourism with regard to the socio-cultural impact/s being examined
- Report on the management decisions and/or strategies that enhance the contribution of sustainable tourism in light of this impact

Format of the report:
- Maximum 3000 words (excluding title page and references)
- Title page with report title, student name, student number, due date
- Main body of the report should be word-processed, with appropriate layout and use of headings/sub-headings (eg Introduction, Conclusion, etc), one-and-a-half line spacing
- Page of references at the end of the report that is correctly formatted using APA
- At least 10 academic references should be used

Please upload the assessment through the appropriate TOUR20021 Moodle submission link. 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.

Assessment Due Date
Week 12 Friday (5 Oct 2018) 6:00 pm AEST

Return Date to Students

This is a summative assessment and as a result, there is no feedback for this assessment task.

Weighting
40%

Assessment Criteria
- Issue identification: clear identification and description of the socio-cultural impact/s being addressed and the destination being impacted
- Evaluation of the socio-cultural impact/s: critical analysis of the socio-cultural impact on the destination; use of theoretical evidence (sources) and practical examples to support critical analysis
- Content development: logical flow and clarity of argument throughout the report
- Style and conventions: correct use of formal and informal rules inherent in expectations for writing a professional report
- Syntax and mechanics: sentence construction; grammar, punctuation and spelling; length of report; number of references; references formatted in APA

A detailed marking rubric with assessment criteria and weightings is available on Moodle.

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Submission Instructions
Upload via Moodle

Learning Outcomes Assessed

- critically examine both positive and negative socio-cultural impacts of tourism, on the communities, culture and heritage in a range of tourism destination settings;
- review and evaluate current issues and challenges in implementing socio-cultural principles and practices;
- identify and analyse the linkages between socio-cultural sustainability, community and economic and environmental sustainability principles; and
- apply your knowledge to plan, develop and evaluate a socio-cultural impact assessment strategy.

Graduate Attributes

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

- Ethical and Professional Responsibility

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