TOUR20023 *Tourism as a Strategy for Sustainable Development*
Term 1 - 2020

Profile information current as at 05/05/2024 08:50 am

General Information

Overview

The United Nations World Tourism Organisation (UNWTO) identifies tourism as a key driver for socio-economic progress, and that particularly developing countries benefit from sustainable tourism. However the contribution of tourism to economic, environmental and community well-being depends on the quality of the destination products and management of the industry. This unit will build on your knowledge of the concept of sustainable tourism by examining tourism from a sustainable development perspective. Further advancing your understanding of this concept, you will explore management issues surrounding the economic, environmental and community aspects of tourism at the regional and destination level.

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 - 2020

- 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: 30%
2. **Presentation**
Weighting: 30%
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.

Unit Learning Outcomes

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

1. Investigate, analyse and synthesise a range of sustainable development theories
2. Critically examine the role of tourism in sustainable development
3. Evaluate and communicate tourism development strategies in the context of sustainable development theory and practice
4. Identify, analyse and theorise the challenges for the tourism industry in achieving and managing sustainable development across a range of contexts.

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
1 - Written Assessment - 30%	●	●		
2 - Presentation - 30%			●	●
3 - Written Assessment - 40%		●	●	●

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
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 - 30%	○	○	○	○	○	○		
2 - Presentation - 30%	○	○	○	○	○	○	○	
3 - Written Assessment - 40%	○	○	○	○	○	○		

Textbooks and Resources

Textbooks
TOUR20023
Prescribed

Tourism and sustainability: Development, globalisation and new tourism in the third world
Edition: 4th (2016)
Authors: Mowforth, M. & Munt, I.
Routledge
New York , NY , USA
ISBN: 978-1-138-01326-1
Binding: Paperback

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 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to unit	Journal article reading by Croce (2018). Go over the unit profile and assessment material.	

Week 2 - 16 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Defining sustainable development	Chapter 1	

Week 3 - 23 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Measures of development	Chapter 2	

Week 4 - 30 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Agencies and communities	Chapter 3	

Week 5 - 06 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Tourism as a strategy for sustainable development	Chapter 4	

Vacation Week - 13 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Vacation week		

Week 6 - 20 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Sustainable tourism development plans	Chapter 8	

Week 7 - 27 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Case studies of sustainable tourism development	Case studies provided on Moodle	**Sustainable tourism development plan** Due: Week 7 Friday (1 May 2020) 11:45 pm AEST

Week 8 - 04 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Challenges for sustainable tourism development	Chapter 7	

Week 9 - 11 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Presentations		**Sustainability dilemmas presentation** Due: Week 9 Monday (11 May 2020) 9:00 am AEST

Week 10 - 18 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Assessing tourism development for sustainability	Chapter 6	

Week 11 - 25 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Sustainable tourism and government policy	Chapter 9	

Week 12 - 01 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
Looking to the future	Chapter 13	

Review/Exam Week - 08 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
		Reflective essay Due: Review/Exam Week Monday (8 June 2020) 9:00 am AEST

Assessment Tasks

1 Sustainable tourism development plan

Assessment Type
Written Assessment

Task Description
Attracting tourists is sometimes considered as an option for boosting a destination's economy and 'developing' a place.

Whilst this can be true, there are many other facets to tourism development that need to be considered if it is to contribute to sustainable economic, social, cultural and environmental outcomes. Sustainable tourism development plans (STDPs) are used to strategically assess the true value of tourism to a destination's development. This assessment task is designed to encourage you to think critically about key aspects of tourism as a strategy for sustainable development in specific, applied contexts.

You are required to develop a sustainable tourism development plan for a location of your choice. The STDP should consider how tourism, as an industry, can address the social, environmental and economic aspirations of the community, by identifying and analysing key issues to be aware of, and demonstrating why these elements are important. You should focus on those elements you think are important based on the destination the plan is for. For example, you might consider: what makes the place special; why sustainability is important in the destination; and how tourism will contribute to the development of the community.

This is an individual assessment with a maximum length of 2000 words (excluding references).

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.

Your assignment needs to address the following points:

Title page: include student name, student ID number, unit code and unit name, campus, term and year, the title of the assessment task, and names of the unit coordinator or lecturer/tutor.

Introduction: The introduction section should provide background information of the chosen destination. It should also outline what the STDP should aim to achieve.

Discussion of key points of advantage over competitors: This section outlines the key points of attraction and advantage over competitors.

Discussion of key elements for the STDP: Discuss the key elements the STDP should focus on. Key elements could include:

- Could be principle based, e.g. natural, cultural, economic & social sustainable tourism development,
- Could be based on the UNWTO's pillars of sustainable tourism,
- Could be outcomes based, e.g. poverty alleviation, heritage preservation, ecological health,
- Could be economically based, e.g. principles of economic development, and how these produce sustainable outcomes.

There are many ways to approach this. Think about what would be best for the destination you are looking at. Explain why you are focusing on these elements based on the specific characteristics of the destination. Use of additional sources of information to help support the discussion is expected, i.e. existing tourism strategic plans and academic literature.

Set three realistic STDP goals: Provide three realistic sustainability goals that the STDP attempts to achieve including their timeframes.

Formulation of a detailed action plan: Outline what needs to be done to complete the sustainable tourism development plan. Consider what strategies need to be put in place to make the plan work, i.e. increasing tourists' awareness of environmentally friendly tourism operators; upgrading of existing facilities; communication processes with community stakeholder; etc. Focus your discussion on desired outcomes, key actions and measures of success.

Conclusion: Include a summary of the key points. In your opinion, why do you think it will be possible to achieve each of your sustainability goals?

Evidence of research and references: Provide a list of at least 10 citations and references of some published academic and research papers, textbooks and authentic internet sources. Referencing should follow the APA style. The quality and integration of research in the write-up to support key points. This should include theoretical and empirical research findings from a combination of academic journals, textbooks and websites.

Presentation: Use of appropriate headings, sub-headings, cohesion of paragraphs is expected. Grammar, spelling and punctuation are expected to be of exceptional standard. Diagrams/figures/tables can be used where relevant.

Assessment Due Date
Week 7 Friday (1 May 2020) 11:45 pm AEST
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).

Return Date to Students
Week 9 Monday (11 May 2020)

Weighting
30%

Assessment Criteria
A brief marking criteria is provided below. A more detailed marking guide is provided on Moodle.

- Introduction
- Discussion of key points of advantage over competitors

- Discussion of key elements the STDP should focus on
- Set three realistic STDP goals
- Formulation of a detailed action plan
- Conclusion
- Evidence of research and references
- Presentation

Referencing Style

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

Submission
Online

Learning Outcomes Assessed

- Investigate, analyse and synthesise a range of sustainable development theories
- Critically examine the role of tourism in sustainable development

Graduate Attributes

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

2 Sustainability dilemmas presentation

Assessment Type
Presentation

Task Description
This assessment task requires you to assess the challenges for the tourism industry in achieving and managing sustainable development across a range of contexts. This is an opportunity for you to formulate an educated opinion on if and how tourism can be used as a strategy for sustainable development. Reflecting on what you have learnt in the unit, consider the realities of tourism development from your perspective, and relate this back to what the literature is saying (draw from your lecture readings). Using some form of visual aid (eg. PowerPoint presentation, Prezi, etc.) share what you think are three key dilemmas of using tourism as a tool for sustainable tourism development, and present your recommendations on the best way to move forward.

You are required to prepare a 15 minute PowerPoint presentation that includes a maximum of 10 slides (including title and reference slides). Your presentation should show an application of sustainability theories, tools and models discussed in the unit.

On-campus students will present their slides to their lecturer/tutor and peers during week 9 (and week 10 if required). **Distance students** are required to prepare their slides with voiceover and upload their slides via Moodle.

This assessment is due in week 9 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.

The presentation should include the following:
Title slide: include student name, student ID number, unit code and unit name, campus, term and year, the title of the assessment task, and names of the unit coordinator or lecturer/tutor.
Introduction: include background information and aims of the presentation. Consider why tourism could be considered a tool for sustainable development.
Three key dilemmas: provide a discussion and evaluation of what you think are three key dilemmas of using tourism as a tool for sustainable development.
Recommendations: present relevant theory and your recommendations on the best way to move forward.
Conclusion: include a summary of the key points of the presentation.
References slide: should follow the APA style. Provide empirical research findings from a combination of at least 8 academic journals, textbooks and websites.
Presentation quality including voice-over: Good use of visual aids (e.g. PPT slides). Distance students, please

ensure that your voiceover presentation is clear.

Assessment Due Date
Week 9 Monday (11 May 2020) 9:00 am AEST
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).

Return Date to Students
Week 11 Monday (25 May 2020)

Weighting
30%

Assessment Criteria
A brief marking criteria is provided below. A more detailed marking guide is provided on Moodle.

- Introduction
- Three key dilemmas
- Recommendations
- Conclusion
- References
- Presentation quality

Referencing Style

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

Submission
Online

Learning Outcomes Assessed

- Evaluate and communicate tourism development strategies in the context of sustainable development theory and practice
- Identify, analyse and theorise the challenges for the tourism industry in achieving and managing sustainable development across a range of contexts.

Graduate Attributes

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

3 Reflective essay

Assessment Type
Written Assessment

Task Description
The process of planning for tourism as a strategy for sustainable development is usually highly political and fraught with trade-offs between key stakeholders in the community, government authorities, investors, politicians and other industries. You are required to write a reflective, critical academic essay on the process of planning for tourism as a strategy for sustainable development. Key perspectives that could be considered are:

- The impact assessment process – environmental, social, economic, cultural
- Funding and investment strategies
- Community consultation in planning tourism as a strategy for development
- Statutory/legislative processes and influence

The essay should not exceed 2500 words (excluding references).
Your essay should include the following sections:
Title page: include student name, student ID number, unit code and unit name, campus, term and year, the title of the assessment task, and names of the unit coordinator or lecturer/tutor.
Introduction: state what the essay is about, explain any key definitions, and outline what perspective you are considering the process from and why this is important. In addition, the structure of the essay should be presented.
Review of literature: include any key literature the essay is drawing from, i.e. what the literature says and how this

relates to the perspective you are considering.

Critical reflection: explain your opinion (first person is ok) of the processes of planning for tourism as a strategy for sustainable development. Reflect on how it relates to the literature you have read. Do these align with your opinions or not? Why do you think this is the case?

Conclusion: outline what the essay was about by covering the main points from the literature and what your reflection is about.

Evidence of research and references: Provide a list of at least 10 citations and references of some published academic and research papers, textbooks and authentic internet sources in the write-up to support key points. Referencing should follow the APA style.

Presentation: Use of appropriate headings, sub-headings, cohesion of paragraphs is expected. Grammar, spelling and punctuation are expected to be of exceptional standard. Diagrams/figures/tables can be used where relevant.

All assignments should be submitted online through the TOUR20023 Moodle site. All reports will be checked by 'Turnitin' to compare the report to other sources and will provide students and lecturers with a similarity score for the report. Reports with a similarity score index of more than 25% will be checked for plagiarism by the marker (although it may not necessarily mean that the student has plagiarised).

Assessment Due Date
Review/Exam Week Monday (8 June 2020) 9:00 am AEST
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).

Return Date to Students
Exam Week Monday (15 June 2020)
As this unit has no exam, the formal results for this last piece of assessment can only be released to students on the Certification of Grades date.

Weighting
40%

Assessment Criteria
A brief marking criteria is provided below. A more detailed marking guide is provided on Moodle.

- Introduction
- Review of literature
- Critical reflection
- Conclusion
- Evidence of research and references
- Presentation

Referencing Style

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

Submission
Online

Learning Outcomes Assessed

- Critically examine the role of tourism in sustainable development
- Evaluate and communicate tourism development strategies in the context of sustainable development theory and practice
- Identify, analyse and theorise the challenges for the tourism industry in achieving and managing sustainable development across a range of contexts.

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