

MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.

OVERVIEW

Course Description This course introduces and contextualises the phenomenon of tourism within the broader social, cultural, economic and natural environments. It provides a historical overview of the development of tourism, describes the tourism industry and its constituent sectors, presents theories of tourism motivation and tourist behaviour, and outlines different types of tourism and their impacts on the various environments within which it operates. The course engages with the principles of sustainability as they apply to tourism management and planning, and critically examines issues relating to sustainable tourism development.

Sustainable Development Goals



Contact Hours

Integrated Learning Session

Face to Face On Campus

Two (2) hour(s) per Week for Full Term

Students are expected to complete 4 hours of guided learning via online preparation, lectures, interactive workshops, tutorials, discussion groups or self-directed learning and an additional 6 hours of independent study per week.

Unit Weighting

10

Requisites

This course replaces TOUR1000. If you have successfully completed TOUR1000, you cannot enrol in this course.

Workload

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

Please refer to the course CANVAS site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course CANVAS site.

Student Consultation A minimum of one (1) hour of consultation per week. Please see course CANVAS site for details of time and location.

Course Learning Outcomes

On successful completion of this course, students will be able to:

1. Explain key concepts and terminology that underpin the phenomenon of tourism and the field of tourism studies;
2. Demonstrate a critical understanding of the principles of sustainability as they apply to tourism at both a micro and macro level;
3. Demonstrate knowledge of the relationships between tourism and the environments in which it operates, and the connection this has to contemporary issues in sustainable tourism development;
4. Demonstrate an understanding of the primary structures, functions and operations of industry and government bodies which comprise the tourism system nationally and internationally; and
5. Work autonomously and collaboratively to develop scholarly skills including effective research and the critical evaluation and presentation of information related to tourism in written and oral form.

COURSE OUTLINE

ASSESSMENT DETAILS

This course has 4 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Research Exercise	Sunday of Week 4 by 11:59 pm	Individual	20%	1, 5
2	Essay	Sunday of Week 7 by 11:59 pm	Individual	40%	2, 3, 4, 5
3	Group presentation	Weeks 12 & 13 in class	Group	10%	3, 4, 5
4	Group report	Sunday Week 13 by 11:59 pm	Group	30%	3, 4, 5

Please note: students are advised that all assessments must be submitted in English. Assessment items not submitted in English will receive a mark of zero.

Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.

Time referenced is time in Newcastle NSW

Late Submissions	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.
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Assessment 1 - Research Exercise

Assessment Type	Written Assignment
Purpose	The purpose of this assignment is to help students develop the skills required to undertake research for university assignments in tourism management. The research exercise is designed to guide students through a systematic process of information gathering for research on a selected topic related to contemporary issues in sustainable tourism.
Description	Students will select a global tourism issue that challenges the sustainability of tourism development, and related newspaper article, from a list of topics and articles provided on CANVAS. Students will identify the key themes/words associated with the issue reported in the newspaper article, conduct an academic literature search on these themes/words to identify relevant scholarly sources, provide a summary of each of the scholarly sources, and use this academic literature to justify the need for a more sustainable approach to tourism development.
Weighting	20%
Length	1500 (+/- 10%) words.
Due Date	Sunday of Week 4 by 11:59 pm
Submission Method	Online via CANVAS
Assessment Criteria	Refer to the Grading Rubric on CANVAS.
Return Method	Online
Feedback Provided	Online

Assessment 2 - Essay

Assessment Type	Essay
Purpose	The purpose of the essay is for students to communicate knowledge and understanding about a topic on tourism and sustainability. The assignment will assess capacity to apply critical thinking in developing an informed argument that communicates knowledge and understanding of a selected essay topic.
Description	Students will select one of three essay options on the environmental, economic, and/or social dimensions of sustainable tourism management. In addressing the chosen essay topic, students are expected to demonstrate understanding of the relationships between tourism and the environments in which it operates and the principles of sustainability as they apply to contemporary tourism practices. Students are expected to draw on course readings, read widely and critically review the literature on the chosen topic. A minimum of six (6) academic sources in addition to the textbook is required. Essay questions will be made available on CANVAS.
Weighting	40%

Length	2500 (+/- 10%) words.
Due Date	Sunday of Week 7 by 11:59 pm
Submission Method	Online - via Turnitin
	Note that it is your responsibility to keep a copy of each assessment task that is submitted
Assessment Criteria	Refer to the Grading Rubric on CANVAS.
Return Method	Online
Feedback Provided	Online

Assessment 3 - Group Presentation

Assessment Type	Presentation
Purpose	The purpose of this assessment is to assess student ability to engage in research informed problem solving to the analysis of a contemporary issue in sustainable tourism development, and to effectively communicate research outcomes in a presentation. .
Description	Students will work in groups to analyse a sustainability issue confronting contemporary tourism systems and examine the challenges it poses on sustainable tourism development in a domestic or international destination. Students are expected to actively engage with all presentations through interacting with presenters via questions at the end of each presentation.
Weighting	10%
Length	15 min presentation + 10 min question-answer session.
Due Date	Weeks 12 & 13 – In Class
Submission Method	In Class & Online <ul style="list-style-type: none"> The presentation takes place in-class, during the designated workshop. An electronic copy of the presentation file should be uploaded to CANVAS prior to its delivery. Students in the class who are not presenting will be required to develop questions to pose to the presenting group. These questions will be submitted in two ways. First, the question will be posed (orally) to the presenting group following the presentation. Second, using the sheet provided, a hand-written version of the question will be given to the lecturer at the end of the workshop.
Assessment Criteria	<p>The assessment criteria for the presentation:</p> <ol style="list-style-type: none"> Structure and presentation; Content; Audience interaction; Length; and SPARK Plus (Self and Peer Assessment Resource Kit). <p>Please note: Self and Peer Assessment: A single mark is given for the group assignment. This mark will then be moderated by "self and peer assessment" using the SPARKPlus software so that individual group members may receive different marks. Any moderated individual mark received by each group member is based on contribution to the assignment and, more importantly the ability to work with others.</p> <p>Individually group members are required to submit a self and peer assessment through SPARK within 24 hours of the due date. Failure to complete SPARK will result in a mark of zero. The criteria for the self and peer assessment are found along with the instructions on how to use SPARK on CANVAS. Please note: NO SPARK NO MARK.</p> <p>The assessment criteria for questions and answers:</p> <ol style="list-style-type: none"> Relevance of question to the presentation content; and Depth of critical analysis.
Return Method	Online
Feedback Provided	Online

Assessment 4 - Group Report

Assessment Type	Written Assignment
Purpose	The purpose of this assessment is to assess understanding of course content and its application to analytical problem solving. The group report requires students to demonstrate scholarly research skills including and the critical evaluation and presentation of information in written form and through teamwork.
Description	This assignment is an extension of the group presentation developed to address a sustainability issue(s) experienced by a domestic or international tourism destination.

Weighting Length Due Date Submission Method Assessment Criteria	<p>Students will work in groups to expand the key content of the presentation. In the report, students will position the issue(s) within the global tourism systems and provide a detailed analysis of how it will undermine one or more sustainable development goals (SDGs) endorsed by the United Nations. Recommendations will be developed to address the issue(s) while taking into consideration key challenges faced by the tourism industry (see CANVAS). The report should be informed by course content and research including a minimum of 8 academic references. Students are encouraged to draw on industry data and government reports to guide analysis and support recommendations.</p> <p>30%</p> <p>2500 words (+/- 10%)</p> <p>Sunday Week 13 by 11:59 pm</p> <p>Online</p> <ul style="list-style-type: none"> - Content; - Research; - Structure & presentation; and - Writing style & referencing - SPARK Plus (Self and Peer Assessment Resource Kit). <p>Please note: Self and Peer Assessment: A single mark is given for the group assignment. This mark will then be moderated by "self and peer assessment" using the SPARKPlus software so that individual group members may receive different marks. Any moderated individual mark received by each group member is based on contribution to the assignment and, more importantly the ability to work with others. Individually group members are required to submit a self and peer assessment through SPARK within 24 hours of the due date. Failure to complete SPARK will result in a mark of zero. The criteria for the self and peer assessment are found along with the instructions on how to use SPARK on CANVAS. Please note: NO SPARK NO MARK.</p>
Return Method Feedback Provided	<p>Online</p> <p>Online</p>

SYLLABUS

Course Content

Topics in the course include but are not limited to the following:

1. Historical development of tourism
2. Tourists and tourism demand and supply
3. Impacts of tourism
4. The tourism system
5. Tourist flows and destination marketing
6. Tourism products and attractions
7. Tourism Industry sectors
8. Mass tourism and sustainable alternatives
9. Introduction to tourism policy and planning

Course Materials

Required Text:

Required text will be drawn from various sources, including books and journal articles, and will be advised and available on CANVAS.

SCHEDULE

Week	Topic	Class Preparation	Workshop Activities & Assessments
1	Introduction and course overview	See CANVAS	1. Overview of course 2. Workshop activities
2	Tourism and sustainability: A systems perspective	See CANVAS	1. Overview of key concepts 2. Workshop activities 3. Preparation for Assessment 1
3	Tourism demand	See CANVAS	1. Overview of key concepts 2. Workshop activities
4	Tourism supply	See CANVAS	1. Overview of key concepts 2. Workshop activities Assessment 1 due: Sunday Week 4 by 11:59 pm
5	Tourism impacts (1): The sociocultural dimension	See CANVAS	1. Overview of key concepts 2. Workshop activities
6	Tourism impacts (2): The environmental dimension	See CANVAS	1. Overview of key concepts 2. Workshop activities 3. Preparation for Assessment 2 4. Pre-project action plan due
7	Tourism impacts (3): The economic dimension	See CANVAS	1. Overview of key concepts 2. Workshop activities Assessment 2 due: Sunday Week 7 by 11:59 pm
8	Managing tourism in times of crisis	See CANVAS	1. Overview of key concepts 2. Workshop activities
9	Moving towards a different paradigm?	See CANVAS	1. Overview of key concepts 2. Workshop activities 3. Preparation for Assessments 3 & 4
10	Practicing sustainable tourism (1)	See CANVAS	1. Overview of key concepts 2. Workshop activities
11	Practicing sustainable tourism (2)	See CANVAS	1. Overview of key concepts 2. Workshop activities
12	Group presentations (1)	See CANVAS	Assessment 3 due in class
13	Group presentations (2)	See CANVAS	Assessment 3 due in class Assessment 4 due: Sunday Week 13 by 11:59 pm

If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.

CONTACTS

School Offices

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PSB Academy Enquiries

Log your question or request to the PSB Program Executives at the following website:
<http://www.psb-academy.edu.sg/eng>
+65 6390 9000

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ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods	Communication methods used in this course include: <ul style="list-style-type: none"> - CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site. - Email: Students will receive communications via their student email account. - Face to Face: Communication will be provided via face to face meetings or supervision.
Course Evaluation	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.
Oral Interviews (Vivas)	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination (viva) Procedure . In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule .
Academic Misconduct	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35 .
Adverse Circumstances	The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where: <ol style="list-style-type: none"> 1. the assessment item is a major assessment item; or 2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system; 3. you are requesting a change of placement; or 4. the course has a compulsory attendance requirement. Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at: https://policies.newcastle.edu.au/document/view-current.php?id=236
Important Policy Information	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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