Newcastle Business School

THHE1002: Sustainable Tourism Systems

Newcastle City Precinct
Semester 2 - 2025

COURSE OUTLINE

Our mission is to develop future business leaders who will create economic prosperity, social impact and raise awareness of sustainability issues in the communities that we serve. To achieve our mission, we will provide innovative and inclusive business education, develop entrepreneurial, technologically adept and data conscious graduates and will cultivate and grow a vibrant environment that fosters excellence, sustainability and social justice.

OVERVIEW

Course Description

This course examines the critical role of sustainability in shaping the future of tourism on a global scale. Through the lens of sustainability, students will examine the economic, environmental, social and cultural dimensions of tourism systems, gaining insight into governance mechanisms and policy frameworks influencing sustainable practices. Through analysis of global case studies and best practice initiatives, students will develop a holistic understanding of sustainability principles and emerging innovations.

Academic Progress Requirements

Nil

Sustainable Development Goals

Tourism has the potential to contribute directly or indirectly to all of the United Nations Sustainable Development Goals. This course is informed by the Tourism for the SDGs Platform (https://tourism4sdgs.org/) and explores how tourism can support sustainable development globally.

Requisites

Course Replacement
You cannot enrol if you have successfully completed any of the following course(s):
TOUR2003

Contact Hours

Newcastle City Precinct
Integrated Learning Session
Face to Face on Campus
2 hour(s) per week(s) for 13 week(s) starting Week 1

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 Workload

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

CONTACTS

Course Coordinator

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 consultation per week. Please see course CANVAS site for details of time and location.

Teaching Staff

Please refer to the course CANVAS site for details of teaching staff for ALL course offerings.

School Office

Newcastle Business School – Callaghan, Newcastle City & Online
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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/enq
+65 6390 9000

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SYLLABUS

Course Content

The topics will include:

- The impacts of tourism on destinations
- Pillars of sustainability and their application in tourism, hospitality and events
- Ethical considerations and governance mechanisms
- Strategies for achieving sustainable outcomes
- Sustainability indicators as tools for impact assessment
- Best practice sustainability initiatives in tourism

Course Learning Outcomes

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

1. Evaluate the concepts of sustainability and ethics within international tourism systems.
2. Examine the impacts of tourism, hospitality and events on destinations and related sustainability initiatives.
3. Analyse the role of governance and policy in operationalising and managing sustainable tourism.

Course Materials

Required Text:

Coghlan, A. (2023). *An Introduction to Sustainable Tourism*. Oxford: Goodfellow Publishers.

The course textbook is available online via the University Library. Please refer to the Course Readings on the course CANVAS site.

Recommended Reading:

Please refer to the course CANVAS site for additional recommended readings/texts.

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	21 Jul	Tourism and the Sustainability Challenge	Details available on CANVAS	
2	28 Jul	Sustainable Development and Tourism		
3	4 Aug	Systems Thinking in Tourism		
4	11 Aug	Overcoming Barriers to Sustainability Practices		
5	18 Aug	Ethics and Values in Sustainable Tourism		**Assessment 1 Due:** Sunday of Week 5 by 11:59 pm
Recess				
6	1 Sep	Leading Sustainable Tourism with Coast XP	Guest Lecture	
7	8 Sep	Tourism Impacts on People and Places		
8	15 Sep	Collaborative Governance for Sustainability	Details available on CANVAS	
9	22 Sep	Measuring and Monitoring Tourism's Impacts		**Assessment 2 Due:** Sunday of Week 9 by 11:59 pm
Recess				
10	6 Oct	Online Fieldtrip: Exploring Sustainability Practices	Details available on CANVAS	
11	13 Oct	Operationalising Sustainable Tourism Strategy		
12	20 Oct	Change and Innovation for Sustainable Tourism		
13	27 Oct	Tourism Growth and Sustainable Futures		
Exams				**Assessment 3 Due:** Sunday of Week 14 by 11:59 pm
Exams				

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.

ASSESSMENTS

This course has **3** assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Sustainability Case Study Analysis	Sunday of Week 5 by 11:59 pm	Individual	30%	1
2	Evaluating Impacts Essay	Sunday of Week 9 by 11:59 pm	Individual	35%	1, 2
3	Group Research Project	Sunday of Week 14 by 11:59 pm (Exam Week 1)	Group	35%	2, 3

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.

Assessment 1 - Sustainability Case Study Analysis

Assessment Type	Quiz
Purpose	This quiz helps you demonstrate foundational understanding of key concepts introduced in Weeks 1-5. This task aligns with Course Learning Outcome 1.
Description	Students will review a case study on a sustainability initiative within tourism, and respond to a series of questions in an online quiz to demonstrate foundational concept knowledge.
Weighting	30%
Length	One case study + 8-12 questions (mix of formats)
Due Date	Sunday of Week 5 by 11:59pm
Submission Method	Online quiz via Canvas (60-minute time limit)
Assessment Criteria	Refer to Marking Rubric on CANVAS
Return Method	Online
Feedback Provided	In Person
Opportunity to Reattempt	Students will not be given the opportunity to reattempt this assessment.

Assessment 2 - Evaluating Impacts Essay

Assessment Type	Written Assignment
Purpose	This assignment deepens your understanding of the environmental impacts of tourism, with a focus on landscape conservation and the role of Indigenous knowledge systems in creating more sustainable futures. This task aligns with Course Learning Outcomes 1 and 2.
Description	Students will critically examine the environmental impacts of a specific tourism activity. The essay will be informed by contemporary debates on sustainability and the sustainable development goals.
Weighting	35%
Length	1,500 words
Due Date	Sunday of Week 9 by 11:59 pm
Submission Method	Online via CANVAS
Assessment Criteria	Refer to Marking Rubric on CANVAS
Return Method	Online
Feedback Provided	Online
Opportunity to Reattempt	Students will not be given the opportunity to reattempt this assessment.

Assessment 3 - Group Research Project

Assessment Type	Report
Purpose	You will collaborate in teams to critically analyse the sustainability initiatives within a specific tourism sector. This task aligns with Course Learning Outcomes 2 and 3.
Description	Students will participate in a field trip to a local tourism and/or hospitality venue. Working collaboratively in groups, students will prepare a report that examines the organisation's sustainability strategies across multiple dimensions. Through a research-informed discussion of best practices and ethical considerations, students will identify potential improvements for change and innovation.
Weighting	35%
Length	**Sustainability Showcase Video:** 5 minutes **Infographic Summary:** 1 page
Due Date	Sunday of Week 14 by 11:59 pm (Exam Week 1)
Submission Method	Online via Canvas
Assessment Criteria	Refer to Marking Rubric on Canvas
Return Method	Online
Feedback Provided	Online
Opportunity to Reattempt	Students will not be given the opportunity to reattempt this assessment.

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:

- 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.

Learning Analytics

The University uses an evidence-based approach to enhancing student learning and delivering support. Our careful analysis of data through learning analytics informs decision making processes related to student learning, academic outcomes, and support services. Learning analytics may be used to identify targeted individual opportunities for additional support services or interventions.

Interviews on Assessment Items

An Interview may be conducted on any assessment item in this course, in accordance with the Interview on Assessment Items Procedure. The purpose of the interview is to verify the author of the material submitted in response to the assessment task and provide a quality assurance measure.

In the event the Course Coordinator is not satisfied that a student's oral responses are consistent with the work originally submitted, the matter will be referred to the Student Academic Conduct Officer, who will take appropriate action under the Student Conduct Rule.

Academic Integrity and Ethical Academic Conduct Policy

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.

Please refer to the Academic Integrity and Ethical Academic Conduct Policy

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: 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 Circumstance Affecting Assessment Items Procedure.
Use of generative artificial intelligence in course assessments	It is critical that any work submitted for assessment is your own original work. Before using generative AI tools (such as ChatGPT, Perplexity, Microsoft Copilot, etc) in any assessable work you must ensure that such use is in line with the requirements for the course and expectations of your Course Coordinator. Misuse of AI tools may be considered a breach of the University's Student Conduct Rule and could result in disciplinary action. Artificial Intelligence detection software may be used to review any work you submit. If you have used AI in any way other than has been expressly permitted by your course coordinator, you may be engaging in academic misconduct and be subject to penalties. For information, refer to: • Generative AI Tools • Academic Integrity
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/respect-at-uni/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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