

BMA207/307
Sustainable Tourism

Semester 1, 2009

This unit will be offered in:

Hobart & Launceston

The lecturer responsible will be:

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<http://www.utas.edu.au/mgmt/student.htm>

Introduction to the Unit

The principles of sustainable development, often referred to as ecologically sustainable development or ESD, have been commonly used since 1987, when the Brundtland Report was prepared for the United Nations. The application of ESD to tourism resulted in a plethora of new approaches to tourism and the term 'sustainable tourism'. These approaches have been discussed in new journals which have emerged, such as the *Journal of Sustainable Tourism* (available at the UTas library) and in books such as *Sustainable Tourism: A Geographical Approach*, by Colin Michael Hall and *Sustainable Tourism* by David Weaver. The approach has encouraged a more holistic and multidisciplinary approach towards tourism, and its concepts underlie this unit, and others in the Bachelor of Tourism.

Enrolment in the unit

Unless there are exceptional circumstances, students should not enrol in BMA units after the end of week two of semester, as the School cannot guarantee:

- that any extra assistance will be provided by the teaching team in respect of work covered in the period before enrolment; and
- that penalties will not be applied for the late submission of any piece or pieces of assessment that were due during that period.

Learning Outcomes

On completion of this unit, you should be able to demonstrate the capacity to evaluate critically the sustainability of tourism destinations, enterprises and products. To achieve this you will develop an understanding of:

- The historical antecedents of the terms 'sustainable development' and 'sustainable tourism'; the concepts underpinning each; and the emerging debate regarding their development and application of those concepts.
- The impacts that the tourism industry can have on the ecological, economic and social/cultural aspects of a destination or a local community; the political contexts in which those impacts are inevitably set; and the role of indicators in monitoring and managing those impacts.
- Alternatives to mass tourism and the emergence of ecotourism as the conscience of sustainable tourism.
- The role that various quality controls and management strategies can play in the quest to attain sustainable tourism and the relative strengths and weaknesses in the practical application of each.
- How the principles of sustainable tourism may be applied to the tourism industry at both the enterprise and destination level.

Generic Graduate Attributes

The University has defined a set of generic graduate attributes (GGAs) that can be expected of all graduates (see <http://www.utas.edu.au/tl/policies/index.htm>). By undertaking this unit you should make progress in attaining the following attributes:

Knowledge

- Gain knowledge in ecologically sustainable development (ESD) in tourism through research and participation in lectures.

Communication Skills

- Facilitate communication skills through oral and written presentations and by working effectively with others in tutorials.

Problem-Solving Skills

- Learn to solve problems through the application of knowledge to specific issues in planning for sustainable tourism.

Global Perspective

- Develop a global perspective on ESD in tourism through the application of global social and environmental precepts (Agenda 21) to tourism contexts both in Australia and overseas.

Social Responsibility

- Extend individual social responsible thinking through the consideration of environmental and social sustainability in tourism planning and practice.

Prerequisites

For BTourism Students: BMA104 Principles of Tourism and BMA105 Tourism Practices.

For other students: Completion of a first year program.

Texts

Prescribed Text

Holden, A. 2008. *Environment and tourism* (2nd ed.). Routledge: Abingdon.

School Publications

Students must obtain the following electronic publications which are available from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

Writing Assignments: A Guide

School of Management Referencing Style

Recommended Reading

The publications listed below are highly recommended for further reading on the topics covered in the unit.

Books

Buckley, R. (ed.) 2004. *Environmental impacts of ecotourism*. Wallingford: CABI.

Buckley, R., Weaver, D. B. and Pickering, C. 2003. *Nature-based tourism, environment and land management*. Wallingford: CABI.

- Buhalis, D. & Costa, C. (Eds.). 2006. *Tourism management dynamics: Trends, management and tools*. Oxford: Elsevier Butterworth-Heinemann.
- Crosby, A. W. 1993. *Ecological imperialism: The biological expansion of Europe, 900-1900*. Cambridge: Cambridge University Press.
- De Botton, A. 2003. *The art of travel*. London: Penguin Books.
- Duffy, M. (Ed.). 2000. *In transit*. Potts Point: Duffy & Snellgrove.
- Edgecombe, J. 2007. *Flinders Island and eastern Bass Strait*. Sydney: John Edgecombe.
- Edgell, D. L. 2006. *Managing sustainable tourism: A legacy for the future*. Harworth Press: Binghamton.
- Fennell, D. 2008. *Ecotourism* (3rd ed.). Abingdon: Routledge.
- Fennell, D. A. 2006. *Tourism ethics*. Clevedon: Channel View Publications.
- Gössling, S. & Hall, C. M. (Eds.). 2006. *Tourism & global environmental change: Ecological, social, economic and political interrelationships*. Axon: Routledge.
- Hall, D., Kirkpatrick, I. & Mitchell, M. 2005. *Rural tourism and sustainable business*. Clevedon: Channel View Publications.
- Harris, R., Griffin, T. & Williams, P. 2002. *Sustainable tourism: A global perspective*. Oxford: Butterworth-Heinemann.
- Henderson, J. C. 2007. *Tourism crises: Causes, consequences, management*. Burlington: Butterworth-Heinemann.
- Herremans, I. M. 2006. *Cases in sustainable tourism: An experiential approach to making decisions*. Binghamton: Harworth Press.
- Holden, A. 2005. *Tourism studies and the social sciences*. Axon: Routledge.
- Horner, S. & Swarbrooke, J. 2005. *International cases in tourism management*. Oxford: Elsevier Butterworth-Heinemann.
- Lennon, J. J. (Ed.). 2001. *Tourism statistics: International perspectives and current issues*. London: Continuum.
- Lomine, L. and Edmunds, J. 2007. *Key concepts in tourism*. Basingstoke: Palgrave.
- Lovelock, J. 2007. *The revenge of Gaia: Why earth is fighting back and how we can still save humanity*. London: Penguin Books.
- Manning, R. E. 2007. *Parks and carrying capacity. Commons without tragedy*. Washington: Island Press.
- Mansfeld, Y. & Pizam, A. 2006. *Tourism, safety & security: From theory to practice*. Burlington: Elsevier Butterworth-Heinemann.
- McCool, S. F. and Moisey, R. N. 2009. *Tourism, recreation and sustainability. Linking culture and the environment* (2nd ed.). Wallingford: CABI.
- Mowforth, M. & Munt, I. 2009. *Tourism and sustainability: Development and new tourism in the Third World* (3rd ed.). London: Routledge.
- Pearce, P. L. 2005. *Tourist behaviour: Themes and conceptual schemes*. Clevedon: Channel View Publications.
- Phillimore, J. & Goodson, L. (Eds.). 2004. *Qualitative research in tourism: Ontologies, epistemologies, methodologies*. Ebingdon: Routledge.

- Rolls, E. 1993. *From forest to sea: Australia's changing environment*. St Lucia: University of Queensland Press.
- Sharpley, R. & Telfer, D. J. (Eds.). 2002. *Tourism and development: Concepts and issues*. Clevedon: Channel View Publications.
- Shaw, W. H. & Barry, V. 2004. *Moral issues in business* (9th ed.). South Melbourne: Thomson Wadsworth.
- Smith, M. S. & Robinson, M. (Eds.). 2006. *Cultural tourism in a changing world: Politics, participation and (re)presentation*. Clevedon: Channel View Publications.
- Suzuki, D. & Dressel, H. 2004. *Naked ape to superspecies: A personal perspective on humanity and the global eco-crisis*. Crows Nest: Allen & Unwin.
- United Nations Environment Programme. 2007. *Global environmental outlook (Geo 4): Environment for development*. Nairobi: United Nations Environment Programme, <http://www.unep.org/geo/geo4/media/>
- Wackernagel, M. & Rees, W. 1996. *The new catalyst bioregional series 9: Our ecological footprint*. Gabriola Island: New Society Publishers.
- Wahab, S. & Cooper, C. (Eds.). 2001. *Tourism in the age of globalisation*. London: Routledge.
- Weaver, D. 2008. *Ecotourism* (2nd ed.). Milton: Wiley Publishers.
- Weaver, D. (Ed.). 2001. *The encyclopedia of ecotourism*. Oxon: CABI Publishing.
- Weaver, D. & Lawton, L. 2006. *Tourism management* (3rd ed.). Milton: John Wiley & Sons.
- World Wildlife Fund for Nature. 2008. *Living planet report 2008*. WWF: online. <http://www.wwf.org.au/publications/livingplanetreport2008/>
- Yeoman, I. 2008. *Tomorrow's tourist. Scenarios & trends*. Oxford: Butterworth-Heinmann
- Young, G. 1973. *Tourism: Blessing or blight?* Harmondsworth: Penguin Books.

Journals and Periodicals

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines).

Anatolia: An International Journal of Tourism and Hospitality Research (2003 to present)

Annals of Tourism Research (2000 to present)

Arthur Frommer's Budget Travel (2004 to present)

Asia Pacific Journal of Tourism Research (1996 to present)

Business Travel News (2002 to present)

Business Travel World (2003 to present)

Current Issues in Tourism (1998 to present)

E-review tourism research (2003 to present) <http://ertr.tamu.edu/index.cfm>

Global Tourism (2005 to present)

Hospitality (1998 to present)

Hotels, Restaurants & Leisure Industry Profile: Global (2003 to present)

International Journal of Contemporary Hospitality Management (2003 to present)

International Journal of Tourism Research (1999 to present)

Journal of Hospitality, Leisure, Sports and Tourism Education (2002 to present)
Journal of Leisure Research (1992 to present)
Journal of Retail and Leisure Property (2000 to present)
Journal of Sport Tourism (1993 to present)
Journal of Sustainable Tourism (1996 to present)
Journal of Tourism Studies (1994 to 2005)
Journal of Travel Medicine (1994 to present)
Journal of Travel Research (1999 to present)
Leisure Sciences (1999 to present)
Leisure Studies (1996 to present)
Managing Leisure (1995 to present)
Meetings & Incentive Travel (1996 to 2006)
Parks & Recreation (Arlington, Va.) (1992 to present)
Progress in Tourism and Hospitality Research (1997-1998)
Scandinavian Journal of Hospitality and Tourism (2001 to present)
Sydney Morning Herald
The Age
The Australian
The Examiner
The Mercury
Tourism and Hospitality Planning and Development (2004 to present)
Tourism and Hospitality Research (2001 to present)
Tourism Economics: The Business and Finance of Tourism and Recreation (2000 to present)
Tourism Geographies (2000 to present)
Tourism Management (2003 to present)
Travel Agent (2000 to present)
Travel and Tourism Forecast Americas; Asia and Australasia; Middle East and Africa; World (2004- 6 months go)
Travel Retailer International (2003 to present)
Travel Trade (New York) (2003 to present)
Travel Trade Gazette UK and Ireland (07/01/1998 to today)
Travel Weekly (2003 to present)
Travel Weekly Australia (2006 to present)

Flexible Learning: MyLO

MyLO software has been incorporated into the delivery of this unit to enhance the learning experience by providing access to up to date course materials and by allowing for online discussion through this web-based environment.

To access MyLO from your own computer you will need the appropriate software, and hardware to run that software. See **Learning Online** <http://uconnect.utas.edu.au/> for computer software you will need.

Note: Older computers may not have the hardware to run some of the required software applications. Contact your local IT support person or the Service Desk on 6226 1818 if you experience difficulties. The School of Management has prepared a MyLO Information Sheet which includes access guidelines and contact information. It is available to download as a Word document from the School of Management website: <http://www.utas.edu.au/mgmt/student.htm>

Privacy Policy and Notice

The School of Management takes the utmost care to protect the privacy and security of your personal information and to ensure its accuracy.

If you have any concerns about your privacy in MyLO please contact the lecturer-in-charge of this unit or view the University of Tasmania MyLO Privacy Policy Statement available from the university website on <http://www.utas.edu.au/courseonline/privacy.htm>.

Assessment

In order to pass this unit you must achieve an overall mark of at least 50 per cent of the total available marks. Details of each item of Coursework are provided in the Assignment Topics section.

Method of Assessment	Value	Due Date	Length*
Coursework			
Workbook	25 marks	In tutorials, best 4 out of 6 (6.25% each)	800 words each
Report based on field trip	35 marks	15May 2009, 2.00 pm or online 12 midnight	3000 words
Examination	40 marks	Exam Period	2 hours
Total Marks	100		

* **Word Limit:** The word count includes such items as headings, in-text references, quotes and executive summaries. It **does not** include the reference list at the end of the assignment.

Study Week

All undergraduate units offered by the School of Management are scheduled to include a Study Week. The dates for this Semester are shown in the attached Study Schedule.

The purpose of the Study Week is to allow students an opportunity to consolidate their studies thus far, and to research coming assignments.

Examination

Format

The exam will contain essay-style questions.

Scheduled date and place

Your final examination for this unit will be held during the scheduled examination period as indicated by Student Administration in correspondence to you.

Examinations will normally be scheduled Monday to Saturday inclusive. Examinations may be held during the day or evening and students should consult the university information which will be made available towards the end of semester.

You are advised to make any necessary arrangements with employers now for time off during examination period to sit this examination. Your participation at the scheduled time is not negotiable unless there are exceptional circumstances.

Note that you will be expected to sit the examination at your recorded study centre.

Supplementary Examination

Except in special circumstances and on the recommendation of the lecturer-in-charge or the Head of School, a student who fails will not be granted a supplementary examination.

Special Consideration and Student Difficulties

If a student is experiencing difficulties with their studies or assignments, have personal or life planning issues, disability or illness which may affect their course of study, they are advised to raise these with their lecturer in the first instance. Students may also contact the Catalyst Officer, who will be able to help in identifying the issues that need to be addressed, give general advice, assist by liaising with academic staff, as well as referring students to any relevant University-wide support services. The Catalyst Officer is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916. There is also a range of University-wide support services available including Student Services, International Services and Learning Development. Please refer to the *Current Students* homepage at: <http://www.utas.edu.au/students/index.html>

Should a student require assistance in accessing the Library, visit their website for more information at <http://www.utas.edu.au/library/>

Students who have completed their examinations and who feel that they have been disadvantaged due to illness or other circumstances affecting their study, may fill out a form to request that their lecturer takes this into consideration when marking the examination. Forms should be submitted directly to the relevant school, accompanied by appropriate supporting documentation, as soon as possible after the completion of the examination. Granting of special consideration is at the discretion of the lecturer and school. The relevant form can be found at the following website:

http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/index.htm#eits

Students with a non-English speaking background may be permitted to take a bilingual dictionary into an exam. This dictionary must not be annotated, that is, must have no notes written in it. In order to use a bilingual dictionary students must request permission from the Student Centre.

Submission of Coursework

Lodging Coursework

All Coursework must have the School of Management Assignment Cover Sheet and Title Page attached, both of which are available as a blank template from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

All assignments must include the tutor's name on the assignment Cover Sheets when they are handed in. If this is not done the assignment will not be accepted and therefore marked.

Please remember that you are responsible for lodging your Coursework on or before the due date. We suggest you keep a copy. Even in the most 'perfect' of systems, items sometimes go astray.

Note that you may also be required to submit an electronic copy of your Coursework. More details of this will be given in Lectures.

Hobart students: Lodge in assignment box near room 321, Commerce & Economics Building.

Launceston students: Lodge in assignment box beside room A170.

All coursework must be handed in at 2.00 pm or online at 12 midnight on the due date.

Late Coursework

Written Work

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be **made in writing** to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the extension sought.

Late assignments which have **not** been granted an extension will, at the lecturer's discretion, be penalised by deducting ten per cent of total marks for each full day overdue.

Assignments submitted more than six days late will normally not be accepted by the lecturer-in-charge.

Tests

Students who are unable to sit a test on medical or compassionate grounds (work or other commitments are not considered 'compassionate grounds') may request that they be permitted to submit alternative Coursework.

Please do not expect a special test to be held for you if you choose to go on holidays or undertake other activities on the scheduled date. If you do need to request alternative Coursework, you should do so in writing to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the request. The telephone number of the doctor should also be included.

Return of Coursework

Coursework will be returned during classes or it can be collected from the lecturer's or tutor's room at nominated times; it will not be available from the School's offices.

Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own, for example:

- using an author's words without putting them in quotation marks and citing the source;
- using an author's ideas without proper acknowledgment and citation; or
- copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/plagiarism/> & <http://www.academicintegrity.utas.edu.au/>

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline—Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/ord9.pdf>

The University reserves the right to submit (or to require you to submit) assignments to online plagiarism detection software, and might then retain a copy of the assignment on its database for the purpose of future plagiarism checking.

Occupational Health and Safety (OH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at: http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf

Tutorial Program & Questions for Discussion

Week 1—Tutorial 1: Introduction to BMA 207/307

Week 2—Reading

Johnson, J., Bieger, T. & Scherer, R. 2008. *Indicator-based strategies for sustainable tourism development. Insights from a Swiss research project*. Mountain Research and Development Vol. 28 (2), 116-121.

Question 1: Critique their definition of sustainable tourism development.

Question 2: Explain their model of building an indicator system.

Week 3—Tutorial 2: Sustainability, tourism and indicators

Compulsory readings:

De Botton, A. 2003. *The art of travel*. London: Penguin Books. (Chapter VI: On the sublime)

Lovelock, J. 2007. *The revenge of Gaia: Why earth is fighting back and how we can still save humanity*. London: Penguin Books. (Chapter 8: A personal view of environmentalism)

Suzuki, D. & Dressel, H. 2004. *Naked ape to superspecies: A personal perspective on humanity and the global eco-crisis*. Crows Nest: Allen & Unwin. (Chapter 10: Complex pleasures)

Workshop to develop questions for tourism operators to determine whether or not they are running a sustainable tourism business.

Remember, you need to think about the types of questions that will help you ascertain this rather than just asking if the business is sustainable. Your questions could include environmental, socio-cultural, economic, technological and political issues that you want to find about in relation to sustainability especially for one of the businesses or for both business in general. Examples include questions about waste disposal, energy management, interpretation for guests, contributions to the local community etc. You will need to bring along a two-page tutorial paper which will state the questions you have developed as well as a justification of why you have chosen to use the indicators of sustainability that you have for the particular business.

References:

Sustainable Indicators in general:

Australian Government Sustainable Development Indicators:

<http://www.environment.gov.au/esd/national/nsesd/overview/>

<http://www.environment.gov.au/esd/national/indicators/index.html>

<http://www.environment.gov.au/esd/publications/index.html>

United Nations Sustainable Development Indicators:

http://www.un.org/esa/sustdev/natlinfo/indicators/isdms2001/table_4.htm

European Commission Sustainable Development Policy Areas:

<http://esl.jrc.it/envind/>

http://esl.jrc.it/envind/sip/to/sip_to01.htm (tourism)

Sustainable Development Indicators for Taiwan:

<http://www.cepd.gov.tw/sustainable-development/eng/graph.htm>

Sustainable Tourism Indicators:

United Nations:

<http://www.gdrc.org/uem/eco-tour/icftu2.pdf> (Workers and sustainable development tourism)

<http://www.un.org/esa/sustdev/sdissues/tourism/decisions.htm>

Other sources:

http://www.eco-tip.org/Sus_tourism/sustainable_mf.htm

<http://www.iacm.forth.gr/regional/papers/tourism-today.pdf>

Edgell, D. L. 2006. *Managing sustainable tourism: A legacy for the future*. Binghamton: The Haworth Hospitality Press. (Chapter 2).

Hughes, G. 2002. Environmental indicators. *Annals of Tourism Research*. 29(2): 457-477.

Additional readings are on MyLO

Week 4—Reading

Higgins-Desbiolles, F. 2008. *Justice tourism and alternative globalisation*. *Journal of Sustainable Tourism*. Vol. 16 (3), 345-364.

Question 1: Define and explain justice tourism.

Question 2: Is justice tourism different and more sustainable than other forms of alternative tourism? Justify your answer.

Week 5— Tutorial 3: Mass tourism versus alternative tourism as well as fieldtrip preparation

Compulsory readings:

Rolls, E. 1993. *From forest to sea*. St Lucia: University of Queensland Press. (More a new planet than a new continent).

Young, G. 1973. *Tourism: Blessing or blight?* Harmondsworth: Penguin Books. (Chapter 8: The future).

Week 6—Reading

Fennell, D. 2008 *Ecotourism* (3rd ed.). Abingdon: Routledge (Chapter6: Policy and governance: managing stakeholder interests, 133-163)

Question 1: What is governance?

Question 2: List five different governance models (and explain them briefly) that may be used to better understand how ecotourism is planned and managed.

Week 7—Readings for study week

Hardin, G. 1968. *The tragedy of the Commons*. *Science*. Vol. 162, 1243-1248.

Briassoulis, H. 2002. *Sustainable tourism and the tragedy of the commons*. *Annals of Tourism Research*. Vol 29 (40), 1065-1085.

Feeny, D., Berkes, F., McCay, B. J. & Acheson, J. M. 1990. *The Tragedy of the Commons: twenty-two years later*. *Human Ecology*. Vol 18 (1), 1-19.

Question 1: What is the ‘Tragedy of the Commons’?

Question 2: Argue how the ‘Tragedy of the Commons’ is connected to the resource use in the tourism industry.

Week 8—Tutorial 4: Ecotourism with a specific focus on development, preparation fieldtrip

Compulsory readings:

Fennell, D. A. 2006. *Tourism ethics*. Clevedon: Channel View Publications. (Chapter 7: Ethics and the natural world and Chapter 11: Case study analysis; only read ecotourism).

Hall, C. M. & Boyd, S. (Eds.). 2005. *Nature-based tourism in peripheral areas: Development and disaster?* Clevedon: Channel View Publications. (Wheeler, B. Chapter 17: Ecotourism/Egotourism and Development).

Mowforth, M. & Munt, I. 2003. *Tourism and sustainability: Development and new tourism in the Third World*. London: Routledge. (Chapter 2: Globalisation, sustainability and development and Chapter 4: Tourism and sustainability).

Week 9—Tutorial 5: Sustainability and capitalism

Compulsory readings:

Shaw, W. H. & Barry, V. 2004. *Moral issues in business* (9th ed.). South Melbourne: Thomson Wadsworth. (Chapter 4: The nature of capitalism)

United Nations Environment Programme. 2007. *Global environmental outlook (Geo 4): Environment for development*. Nairobi: United Nations Environment Programme, <http://www.unep.org/geo/geo4/media/> (Media Brief and Summary for Decision Makers).

Week 10—Tutorial 6: Tourist behaviour and sustainability

Compulsory readings:

Pearce, P. L. 2005. *Tourist behaviour: Themes and conceptual schemes*. Clevedon: Channel View Publications. (Chapter 6: The tourist's on-site experience).

Week 11—Reading

Boon, P. I., Fluker, M. & Wilson, N. 2008. *A ten-year study of the effectiveness of an educative programme in ensuring the ecological sustainability of recreational activities in the Brisbane Ranges National Park, south-eastern Australia*. *Journal of Sustainable Tourism*, Vol 16 (6), 681-697.

Question 1: Argue if the spread of the disease through recreational activities is an issue for sustainable tourism and sustainable tourism development.

Question 2: What could be done to enhance the educative results in this particular park?

Week 12—Reading

Yunis, E. 2003. *Sustainable tourism: World trends and challenges ahead*; Buckley, R, Pickering, C. and Weaver, D. (eds.). *Nature-based tourism, environment and land management*. Wallingford: CABI

Question 1: Where is the tourism industry in relation to sustainable development?

Question 2: How could the sustainability of tourism development be facilitated in the future?

Week 13—Tutorial 7: Sustainability, tourism and the future as well as examination preparation

Compulsory readings:

Fennell, D. A. 2006. *Tourism ethics*. Clevedon: Channel View Publications. (Chapter 12: A moral tourism industry?).

Sharpley, R. & Telfer, D. J. (Eds.). 2002. *Tourism and development: Concepts and issues*. Clevedon: Channel View Publications. (Sharpley, R. Chapter 11: Sustainability: A barrier to tourism development).

Assignment Topics

Assignment 1: Workbook

Due Date: In tutorials

Length: 800 words each

Value: 6.25% each

There are six readings/topics to which you can answer questions. The four best marks will count towards your final mark.

Assignment 2: Field Trip & Report

Due Date: 15 May 2009

Length: 3000 words

Value: 35 marks

Field Trip

On the field trip, students are expected to assess the sustainability of two different tourism businesses in Tasmania by using their prepared tourism sustainability indicators.

More details of the trips will be announced in the lectures. The trips will take from 9.00am to 5.00pm on the set day. You will have to pay the entry fees. Please keep the appropriate day free of any other commitments as attendance is compulsory (**no exceptions**). There are different days and tourism businesses for Hobart and Launceston students:

Launceston fieldtrip:

Date: 5 April

Businesses: Wing's Wildlife Park, Gunns Plains and Tamar River Conservation Area

Hobart fieldtrip:

Date: 4 April

Businesses: Tasmanian Devil conservation Park and Wellington Park

Report

Prepare a 3000 word report assessing the sustainability of two tourism operations.

- Step One: develop a set of indicators with which to undertake your analysis of sustainability (general/business-specific, environmental, socio-cultural, technological, political and economical).
- Step Two: explain the rationale behind each indicator you have adopted and justify its use in terms of what it is meant to be measuring, and for whom/what (i.e. different stakeholders will in all likelihood have different approaches to different aspects of sustainability).
- Step Three: apply each indicator to tourism operations/management/activities at the operation you are visiting and use the results to analyse whether the operations/management/activities contribute to sustainability and, if so, to what degree.

Marking sheet:

	Excellent	Good	Average	Fair	Poor
General Assessment of Content of Sections (60%)					
Executive Summary (provides a good overview over report, format)					
Title Page (important information included, e.g. student ID, name and appropriate design)					
Introduction (introducing reader into the report)					
Discussion (could include short literature review, indicators, justification indicators)					
Recommendations (How could the business improve its sustainability)					
Evidence of Independent Thought					
Additional Comments:					
Structure (20%)					
Use of Variety of Sources/Relevant Literature					
Well Planned and Logical Argument					
Easy to Follow					
Additional Comments:					
Mechanics (20%)					
Referencing in Text					
Reference List					
Spelling, Grammar and Punctuation					
Presentation (e.g. margins, spacing)					
Additional Comments:					

Overall Comments:

Study Schedule

Semester 1, 2009

Please note that lecture topics may vary from this schedule as need arises (e.g. guest lectures). Any changes will be advised in class.

Week	Start of Week	Text Chapter	Topic	Due Dates
1	23 February	Chapter 1	Guest lecture Brian Wheeler: a personal introduction to the concept of sustainability	Tutorial 1
2	2 March	Chapter 2	Sustainability – concept and history	Reading 1
3	9 March	Chapters 3 and, 6	Sustainability and tourism, including sustainable indicators	Tutorial 2; answers reading 1 due
4	16 March	Chapter 5	Sustainability, tourism and the Third World – a special relationship?	Reading 2
5	23 March	Chapters 1 and 4	Mass tourism or alternative tourism – what is more sustainable?	Tutorial 3, answers reading 2 due
6	30.March	Chapters 3 and 7	Managing the ecological impacts of tourism	Reading 3 Fieldtrip 4 April (Hobart), 5 April (Launceston)
7	6 April		Study week	Reading 4
Mid-semester break: 09 April -15 April				
8	20 April	Chapter 9	Ecotourism – the solution for sustainability in tourism?	Tutorial 4, answers readings 3 and 4 due.
9	27 April	Chapters 3, 4and 7	Managing the economic, socio-cultural impacts of tourism	Tutorial 5
10	4 May	Chapter 7	Management strategies to achieve more sustainable tourism	Tutorial 6
11	11 May		Quality control, certification and accreditation	Report due 15 May 2008 Reading 5
12	18 May		Australian case studies – applying sustainability at the local community level	Reading 6
13	25 May	Chapter 9	Tourism – an opportunity to enhance or the opportunity to destroy? and Revision	Tutorial 7, answers reading 5 and 6 due
A Calendar/Study Planner showing dates is available from School of Management website at http://www.utas.edu.au/mgmt/student.htm .				