

School / Faculty: Federation Business School

Course Title: TOURISM IMPACTS AND STRATEGIES

Course ID: BUTSM2603

Credit Points: 15.00

Prerequisite(s): (BUTSM1501 or JT501)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080323

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Investigate the economic, social, cultural, heritage and environmental impacts and issues in the development of tourism
- K2.** Identify the principles and importance of sustainable development as applied to tourism
- K3.** Critique appropriate visitor management strategies to optimise the positive impacts of tourism and meet the needs of visitors
- K4.** Determine the importance of taking a holistic approach to the study of tourism

Skills:

- S1.** Identify appropriate research methods given the specific research problem in order to plan an approach to solving a tourism management problem
- S2.** Design appropriate research problems, objectives, questions or hypotheses in order to underpin the research design
- S3.** Analyse primary data to interpret results appropriate for the research design
- S4.** Prepare a research report to communicate the results of the research report

Application of knowledge and skills:

Course Outline (Higher Education)

BUTSM2603 TOURISM IMPACTS AND STRATEGIES

- A1.** Develop and apply broad research skills to promote tourism benefits and develop strategies to ameliorate negative economic, social, cultural, and environmental impacts
- A2.** Identify, plan and evaluate tourism developments and present the results with responsibility and accountability
- A3.** Use initiative and judgement in developing a research brief/proposal/report that identifies and addresses a research problem

Course Content:

Topics may include:

- The major environmental impacts and issues in the development of tourism.

Nature of different ecosystems and natural heritage values; principles of ecological sustainable development in the context of the natural environment; positive and negative effects of tourism on the natural environment; tourism industry attitudes and responses

- The major social, cultural and heritage impacts and issues in the development of tourism.

Nature of the community and cultural heritage values; positive and negative effects of tourism on host communities, cultures and the built heritage; measurement issues and case studies.

- The major economic impacts and issues in the development of tourism?

Economic benefits and costs of tourism; measurement of the economic impacts of tourism and special events, including tourism multipliers; economic enhancement measures; economic calculation of natural attractions from a tourism perspective.

- Visitor management strategies that should be considered to address the various impacts and strategies in the development of tourism.

Education and interpretation techniques; the principals of visitor management as applied to host communities; cultures and the natural and built environment.

Values and Graduate Attributes:

Values:

- V1.** Conduct tourism planning activities and make decisions in an ethical, social, and environmentally responsible manner.
- V2.** Accept responsibility for, and display initiative in making tourism business decisions
- V3.** Build collaborative relationships with internal and external parties
- V4.** Build collaborative relationships in a culturally diverse workforce.

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Course Outline (Higher Education)

BUTSM2603 TOURISM IMPACTS AND STRATEGIES

Attribute	Brief Description	Focus
Knowledge, skills and competence	Regular individual and/or group assessment tasks will reinforce the need to broaden and deepen their involvement with course material and to relate this material to current tourism developments	Medium
Critical, creative and enquiring learners	Presentation to the class will help build their confidence in presenting to a mixed audience and they will gain assurance that their work is of a sufficient quality	Medium
Capable, flexible and work ready	Group work reinforces the importance of contributing to and collaborating with a diverse student cohort which prepares them for career and community engagement	Medium
Responsible, ethical and engaged citizens	In-class presentations and assignments are used to reinforce the need for tourism to contribute to society by adhering to ethical practices and developing corporate social responsibility programs	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K4, S1	Demonstrate knowledge of key concepts (multiplier effect; homogenization; acculturation; symbiosis; and overdependence)	Individual presentation	10-20%
K1, K2, K3, K4, S1, S2, S3, S4, A1, A2, A3	Via student selection of a particular tourism impact, demonstrate application of critical tourism concepts and strategies through the analysis and evaluation of particular case situations	Individual report/essay	30-60%
K1, K2, K3, K4, A1	Demonstrate knowledge of key tourism concepts by applying them in different case situations	Exam	40-60%

Adopted Reference Style:

APA