

Course Title: **Ethics for Global Tourism**

Course Code: **TOUR610**

Descriptor Start Date: **23/02/2026**

POINTS: **15.00**

LEVEL: **6**

PREREQUISITE/S:

COREQUISITE/S:

RESTRICTION/S:

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Explore the role of ethics and the application of ethical codes and frameworks to ensure tourism's contribution to economic prosperity, peace, mutual understanding, and respect among all nations of the world.

LEARNING OUTCOMES

1. Explain the role of ethics and the application of ethical codes and frameworks for tourism and sustainable development.
2. Critically reflect on how student's own values, ethics and sociocultural identities influence their perspectives of travel.
3. Critically assess the United Nation's World Tourism Organization's Global Code of Ethics for Tourism (GCET) as a frame of reference for the ethical and sustainable development of global tourism and its workforce.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

Topics may include:

- Tourism and ethics.
- Ethical codes and frameworks, including GCET (Articles 1-10).
- Article 1 – Mutual understanding and respect between peoples and societies.
- Article 2 – Individual and collective fulfilment.
- Article 3 – Sustainable tourism development.
- Article 4 – Cultural heritage.
- Article 5 – Host countries and their communities.
- Article 6 – Stakeholder obligations.
- Article 7 – Right to tourism.
- Article 8 – Liberty of tourist movements.
- Article 9 – Rights of workers and entrepreneurs.
- Article 10 – Implementation of the GCET.

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops, and guest speakers.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Online Test	25.00	1,3
Ethical Scenario in Tourism Role Play	30.00	1,2,3
Reflective Essay	45.00	1,2,3

Grade Map	MAP1 A+ A A- Pass with Distinction B+ B B- Pass with Merit C+ C C- Pass D Fail
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Overall requirement/s to pass the course:

Obtain a final minimum overall C- grade in the course.

LEARNING RESOURCES

There is no prescribed text for this course. Details of all learning resources (including journals, databases, websites etc.) will be available on Canvas.

For further information, contact: Te Ara Kete Aronui - Faculty of Culture & Society

Principal Programme:	AK3704, Bachelor of Arts
Related Programme/s:	AK3002 Bachelor of Arts and Bachelor of Business Conjoint degree, and AK3706 Bachelor of Arts and Bachelor of Computer and Information Sciences. AK1288 Graduate Diploma in Arts and AK1289 Graduate Certificate in Arts.

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