

MODULE SPECIFICATION FORM

Module Title: Contemporary Issues in Tourism Management	Level: 6	Credit Value: 20
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Module code: BUS614	Cost Centre: GAMG	JACS3 code: N830
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Trimester(s) in which to be offered:	<ul style="list-style-type: none"> • Trimester 2 (F/T 2 year) • Semester 2 (F/T 3 year) 	With effect from: September 2015
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Office use only: To be completed by AQSU:	Date approved: February 2013 Date revised: September 2015 Version no: 3
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Existing/New: Existing	Title of module being replaced (if any):
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Originating School: Business	Module Leader: Jacqueline Hughes-Lundy
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Module duration (total hours) 200	Status: core/option/elective (identify programme where appropriate): Core
Scheduled learning & teaching hours 30	
Independent study hours 170	
Placement hours	

Programme(s) in which to be offered: BA (Hons) International Tourism Management	Pre-requisites per programme (between levels): None
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<p>Module Aims</p> <p>The aim of this module is to identify and analyse some of the key contemporary issues that are pertinent to the tourism sector. The course content will focus on those issues that are deemed</p>
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to be the most significant for these sectors at the time of teaching. These include global trends, major government agendas, policy shifts and changing management strategies.

Each year three key issues will be explored on the module, one from each of the following themes: (i) Policy issues, (ii) Sustainability, (iii) Cultural issues.

Expected Learning Outcomes

At the end of this module, students should be able to:

Knowledge and Understanding

1. Undertake appropriate and selective research in the field of tourism (KS6)
2. Discuss a range of key contemporary issues affecting the tourism sector (KS1)
3. Critically evaluate how changes in the global and national political agendas impact upon the tourism industry (KS5)
4. Critically analyse the development of ethical and sustainable practices in tourism in an international context (KS7)
5. Debate the complex cultural and sociological issues raised by the development of international and local tourism (KS1)

Key skills for employability

1. *Written, oral and media communication skills*
2. *Leadership, team working and networking skills*
3. *Opportunity, creativity and problem solving skills*
4. *Information technology skills and digital literacy*
5. *Information management skills*
6. *Research skills*
7. *Intercultural and sustainability skills*
8. *Career management skills*
9. *Learning to learn (managing personal and professional development, self management)*
10. *Numeracy*

Assessment:

Portfolio of research that includes information and materials compiled by the student throughout the course, as well as a critical summary of the research that has been collected.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	LO: 1-5	Portfolio	100%		4,000

Learning and Teaching Strategies

This module will be delivered through a one-hour formal lecture combined with a two hour weekly tutorial for in-depth discussions and group work. Use will be made of case studies as appropriate.

Tutorials for this course will be structured around material identified by students from their own research and wider reading and this will be assessed through the compilation by students of a portfolio of materials they have collected throughout the module, along with an analytical commentary written by the student.

Syllabus outline

This module will serve as a forum for the discussion of tourism policy issues, examination of the role of the tourist, the tourism manager, and the host community. Global tourism is dynamic phenomenon, influenced by global events and tourism demand, therefore the topics covered in this course may change according to current events or issues. A range of key contemporary issues from the field of tourism will be explored in lectures to include at least three topics, including one from each of the areas of Tourism Policy, Sustainability and Cultural Issues in Tourism.

The course will respond to emerging or unforeseen global events of relevance to the tourism industry. In recent years these included the Foot and Mouth outbreak in the UK, SARS in Asia, The Asian tsunami disaster, the global terrorism events of 9/11, 7/7.

Tutorial content will be focussed around material researched by students from journal articles, newspapers and websites that give insights to contemporary issues affecting the tourism sector.

Bibliography

Essential reading:

Cooper, C. (2012), *Contemporary Tourism: 2nd Edition*. Oxford, U.K., Goodfellow

Other indicative reading:

Minca, C., & Oakes, T. (Eds.). (2012). *Real Tourism: Practice, Care, and Politics in Contemporary Travel Culture* (Vol. 26). London, U.K.: Routledge.

Evans, N., Campbell, D., & Stonehouse, G. (2012). *Strategic management for travel and tourism*. London, U.K.: Routledge.

Tribe, J. (2010). *Strategy for tourism*. Oxford: Goodfellow Publishers Limited.

Woodside, A. G., & Martin, D. (Eds.). (2008). *Tourism management: analysis, behaviour and strategy*. London, U.K.: Cabi Publishing.

Academic Journals:

Annals of Tourism Research

Tourism Management; Journal of Travel Research
Current Issues in Tourism
Journal of Sustainable Tourism
Tourism Economics
Tourism Geographies

In addition to the above texts, students are strongly advised to read the Travel and Business sections of the quality press.