

Module specification

When printed this becomes an uncontrolled document. Please access the **Module Directory** for the most up to date version by clicking on the following link: **[Module directory](#)**

Module Code	BUS7C9
Module Title	Global Visitor Economy
Level	7
Credit value	20
Faculty	Faculty of Social and Life Sciences
HECoS Code	100085
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc International Hospitality and Tourism Management	Core Pathway
MSc International Hospitality and Tourism Management with Advanced Practice	Core Pathway

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	20 hrs
Placement / work based learning	0 hrs
Guided independent study	180 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	8 th August 2022
With effect from date	January 2023

For office use only	
Date and details of revision	
Version number	1

Module aims

The aim of this module is to identify and critically analyse some of the key aspects of the global visitor economy and the key interrelationships in hospitality and tourism that can impact upon the global visitor economy.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Critically evaluate the interrelationships between hospitality and tourism within relevant global visitor economies.
2	Taking a holistic approach, critically analyse a range of information and insights to evaluate and make recommendations as to how best to manage and improve the global visitor economy and its offering.
3	Applying relevant international theory, critically review the internal and external factors that impact recruitment and retention within a relevant global hospitality industry and recommend a strategy to help improve recruitment within a relevant global visitor economy.
4	Critically analyse the impact that skills gaps have on hospitality businesses and propose a valid solution for addressing these skills gaps.

Assessment

Indicative Assessment Tasks:

Assessment 1 - a written assignment exploring internal and external factors and interrelationships that exist between hospitality and tourism with a critical analysis of how this impacts the wider visitor economy. (3000 words)

Assessment 2 will be a group presentation reviewing the internal and external factors that impact recruitment in the hospitality industry. You will recommend a strategy that could help to improve skills and recruitment to the industry. This will be submitted in the form of an academic poster (1000 words)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1 & 2	Written Assignment	70%
2	3 & 4	Presentation	30%

Derogations

None

Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute to classroom learning as a means of developing critical skills, and to strengthen their knowledge and understanding of theory to practice. Lectures will be structured to encourage individual and group activities using real world case studies and live business examples enabling students to develop their collaborative, decision making, judging and evaluating skills, as well as key transferable employability skills. In addition, students will be encouraged to undertake self-directed study and further research on their chosen area of study, as well as related topics, to acquire additional perspectives which will provide them with a greater understanding of the business topics within organisations and the wider environment.

Indicative Syllabus Outline

Hospitality trends and predictions

Global hotel brands and the impact on the host communities

Trends in the design and type of hotels as a dynamic phenomenon, influenced by digital innovation

Promoting new ideas at work

Indicative Bibliography:

Essential Reads

Tajeddini, K., Ratten, V. and Merkle, T. (2020) *Tourism, Hospitality and Digital Transformation*, 1st Edn. Routledge, Oxon.

Other indicative reading

Clarke, A. and Chen, W. (2015), *International Hospitality Management*. 2nd ed. London: Routledge.

Jauhari, V. (ed.). (2014), *Managing Sustainability in the Hospitality and Tourism Industry: Paradigms and Directions for the Future*. Toronto: Apple Academic Press.

Journals

Annals of Tourism Research
Tourism Management
Journal of Travel Research
International Journal of Hospitality Management
International Journal of Contemporary Hospitality Management
Journal of Hospitality and Tourism Management

Websites

Chartered Management Institution
Institute of Hospitality

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Communication