

MODULE: GLOBAL TOURISM & THE ENVIRONMENT

Semester: II (Spring)
Stage: 3
Theme: Legal and Ethical Issues
Number of Credits: 4 semester credits/6 quarter units

INTRODUCTION

This module is designed to develop and strengthen students' understanding of the impact of global tourism on host societies and cultures. This study presents the many inter-related factors of economics, perception, social values, culture, lifestyles, marketing, and government initiatives, which determine tourism patterns. The module draws on previously studied subjects such as Introduction to International Hospitality Management in Stage I of the programme and International Economic Structures and the European Union in Stage II of the Programme. It also develops and builds on International, Travel, Tourism and Hospitality in the final stage of the programme.

AIMS

To provide students with a clear understanding of how to:

- Analyse non-economic impacts of tourism – sociological, cultural, psychological, political environmental, religious et alia
- Analyse and compare differences between international and domestic tourism, taking into consideration characteristics, tendencies and travel patterns of international travellers
- Assess the tourist - host relationship
- Identify and evaluate the balance between conservation planning and tourism development policies and practices at local, regional and national levels
- Recognise and evaluate tourism principles and practices: green tourism, eco-tourism and community based tourism
- Assess the environmental impact of Tourism operators
- Assess the changes in destinations of global tourists
- Recognise the legislation impacting on global tourism development programmes and initiatives

On completion of this module students will be able to:

- Critically assess the affect of global tourism on socio-cultural aspects of the host country
- Identify and discuss the environmental affect of global tourism on the host country
- Understand the need for balancing tourism planning policies and conservation policies
- Critically assess the tourist-host relationship
- Identify and discuss the dynamic changes in global tourism destinations and developments
- Compare and contrast public and private sector tourism and legislation affecting domestic and international tourism trends and developments

SYLLABUS

Global Effects of Tourism

- Evolutionary and revolutionary aspects of tourism in the 21st century
- The positive and negative effect of tourism
- Future developments in global tourism

Psychological Perceptions and Attitudes

- Tourism behaviour, perception and attitudes
- Motivation, personality and values

Segmenting the Tourism Market

- Geographic segmentation
- Demographic segmentation
- Psycho-graphic segmentation
- Product/service-related segmentation

International Dimensions of Tourism

- Definitions related to global tourism
- Inter-relationship between tourism and other industries
- International tourism and tourist, travel flows and tourism peace
- Environmental perception and tourism behaviour

Classifying Tourism Destinations

- Country attractions and landscapes
- Man-made attractions
- Facilities
- Resorts
- Features

Host-Country Planning Policies

- The role of government in tourism: legislation, policy formulation, past, present and future
- The Planning Process: objectives, goals, strategy, evaluation and control
- Project development, pilot studies, feasibility studies and research
- Public and Private sector involvement
- Tourism development and life-cycles

Environmental Impact of Tourism

- Tourism and the economic balance
- Difficulties with tourism based economies
- Social & Cultural impact of tourism on host-country
- Social and cultural benefits of tourism

- Using culture to attract tourism
- Mass tourism versus eco-tourism

Tourism Information Sources & Services

- The role of intermediaries in tourism
- Travel agents, booking agents, tour operators, airlines etc – who they impact on the host-countries environment
- The role of intermediaries in planning and developing destinations
- The regulation of service quality and standards in tourism

Tourist-Host relationships

- The future of tourism
- Changing host-tourist balance
- Changing patterns of tourism
- Host-country changes in response to tourism needs and experiences

Initiatives to improve Tourist-Host relationships

- Pressure groups
- World communities
- Global policies

Workload

Contact:	60 hours
Directed Learning:	30 hours
Independent Learning:	60 hours

Total **150 hours**

Teaching and Learning Methods

This module will be delivered by means of formal and participative lectures. These will be supplemented by course notes on specific issues that may require closer examination, analysis and research. Guest speakers will also be invited to discuss industry experience. Students will be required to complete the necessary assignments throughout the module. Students will be advised how to undertake assignments both in terms of research and the presentation format involved.

Integration and Linkage

The impact of tourism on the environment is arguably one of the most discussed subjects within an international context. It is important that students are aware of the social, cultural, political and economic impact of tourism and its relationship as part of the hospitality industry. Knowledge of material studied in Stage I and Stage II of the programme will be valuable, especially material from modules such as International Hospitality Management and International Industry Structures and the European Union. Equally, Business Policy 1 & 2 will be valuable to students studying this module.

Assessment of the Learning Outcomes

Learning Outcomes	Assessment Methods
Critically assess the moral, ethical and environmental issues which underpin the provision of services for global tourism	Assignment – case study
Evaluate and interpret key trends and developments of global tourism and develop a reasoned argument in their analysis of sustainable tourism	Examination question – commentary/analysis essay
To critically examine the practical and regulatory bodies which influence global tourism trends and develop express reasons, arguments, challenges and assumptions as to the benefits and drawbacks of global tourism	Examination question – commentary /analysis essay
To be able to express reasons and ideas on the concept of host country and tourism relationships and the impact of future demand in the provision of these services on the host country	Examination question – commentary /analysis essay

Assessment

Coursework will account for 30% of the assessment marks and consist of essay type assignments. A written examination will be held on module completion and will account for 70% of assessment marks.

Reading List

Title	Author	Publisher	Year
Essential			
Tourism: The Business of Travel 2 nd edition	Cook, RA, Yale, LJ, Marqua, JJ	Prentice Hall	2001
Recommended			
Tourism Planning 3 rd ed	Gunn, CA	London: Taylor & Francis	1994
Tourism & the Environment: A sustainable relationship	Hunter, C & Green H	London: Routledge	1995
Sustainable Tourism: A Marketing perspective	Middleton, VTC	Oxford: Butterworth & Heinemann	1998
Tourism: Economic, Physical, & Social Impacts	Matheson, A & Wall, G	Addison-Wesley Publishing	1992