

MODULE DESCRIPTOR

MODULE TITLE	Tourism and Globalisation		
Module Code	19-7T01-00S		
Level	7		
Credit Points	15		
Indicative Assessment Components & Percentage Weightings	Coursework 50% Practical 50%		
Pre-Requisite Modules (if applicable)	None		
Delivered according to Standard Academic Calendar	Long: 2 semesters	Short: 1 semester	Other delivery pattern:
YES	NO	YES	None

1 MODULE AIMS

These are the aims of the module are to:

1. develop an understanding of contrasting perspectives on the globalisation concept;
2. develop a critical view of tourism development and its operation at a global scale through the application of theoretical approaches to the concept of globalisation
3. consider the implications of globalisation for the destination, the tourists and the tourism industry; and
4. explore actual and potential conflicts which occur due to the global operations of the tourism industry and assess responses by the destinations, the industry and tourists.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO

1. critically evaluate the range and content of theoretical approaches to the study of globalisation and how this relates to the tourism industry, tourism destinations and the tourists themselves;
2. critically evaluate the implications and experiences of globalisation forces at the level of destination communities, tourism businesses and the tourists;
3. explore and assess the inter-connection between countries, international organisations, and the tourism industry;
4. critically evaluate key contemporary trends and issues in tourism in a global context; and
5. explore relevant strategic and operational management concepts using case-studies of destinations and international tourism operations;

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The module will be delivered through lectures, seminar discussions, and practical exercises. The lecture sessions will generally be concerned with the presentation of concepts, ideas and theories, while the seminar sessions involve structured discussions of these lecture themes using case-studies where applicable. The module will be assessed by individual essay and presentation.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Essay	CW	50%	2000 words	Yes
2	Presentation	PR	50%		No

4 INDICATIVE MODULE CONTENTS / TOPICS

- Approaches to the study of globalisation
- The link between globalisation and tourism
- Tourism and the interconnection between countries in a global world-system
- The political economy of tourism in a global environment
- The role of global organisations in the development of tourism
- The impacts of globalisation for tourism destinations
- Global culture(s) and tourism
- Global strategies for tourism businesses
- The 'global' consumer

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
 - Module Handbook
 - Module Blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review