Sheffield Hallam University

MODULE DESCRIPTOR

TITLE	Contemporary Challenges for Tourism
SI MODULE CODE	44-6962-00L
CREDITS	20
LEVEL	6
JACS CODE	N830
SUBJECT GROUP	Tourism
DEPARTMENT	Service Sector Management
MODULE LEADER	Jayne Stocks

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	**Placement (if applicable)**	**Independent Guided Study**	**Total Number of Study Hours**
36		164	200

MODULE AIM

- develop a critical awareness of the range of challenges facing destinations, the tourism industry and the tourist in a contemporary context;

- foster an analytical approach to problem-solving and strategic responses to current challenges in tourism;

- combine a theoretical and practical perspective on current challenges that will have relevance to employability within the industry;

- create a culture of awareness, enquiry and reflection with respect to current challenges that affect tourism that can be adopted as part of lifelong learning.

MODULE LEARNING OUTCOMES
By engaging successfully with this module a student will be able to

1. Identify and assess the range of challenges facing destinations, the tourism industry and the tourist in the 21st century;

2. Apply knowledge and understanding gained in earlier tourism studies to current situations;

3. Analyse, prioritise and critically evaluate information, concepts and processes related to contemporary challenges in tourism;

4. Critically evaluate responses to a wide scope of challenges and assess their effectiveness;

5. Exercise professional and ethical judgement in decision making and actions with respect to current challenges;

6. Develop a persuasive argument that displays independence of thought and challenges existing assumptions from a variety of informed perspectives.

INDICATIVE CONTENT

The very fact that this module relates to 'contemporary' challenges means that the content of the module will vary from year to year. However, a range of conceptual themes can be identified.

- Political issues - Changing political structures leading to widening accessibility; political unrest; terrorism and the threat of terrorism; tourism as a tool for peace;
- Environmental issues - changing climate, pollution, natural disasters;
- Social change - changing demographics; importance of gay tourism;
- Technology - transport and the shrinking world; challenges of the internet;
- Business challenges - striving to be different - the growth of niche markets - adventure/extreme sports/ dark tourism; and
- Sustainability of existing tourism products

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS
Students will be supported in their learning, to achieve the above outcomes, in the following ways

The module is divided into 4 distinct 'challenges' relevant to the contemporary context. A subject specialist will provide research informed material and develop seminar activities to compliment that specific topic.

The learning and teaching methods will vary between the topics delivered. Each tutor will have their own style and each of the topics will lend itself to different forms of activity. This is a positive and dynamic method of delivery to meet the nature of each topic. The methods of teaching and learning may include

- Formal lectures
- Seminars including case study analysis, discussion, debate and workshop activities;
- Guest speakers to demonstrate key practical issues and enhance your understanding of specific challenges; and
- Self-study activities.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Written Assignment	CW	50%	2,500 words	N
2	Examination	EX	50%	2 hours	N

FEEDBACK
Students will receive feedback on their performance in the following ways

The marking grid and written comments will be available to students after thorough marking and moderation and within the SHU guidelines.

Exam: Marks available through grade centre. General comments posted on blackboard and individual feedback on request.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Reading List - Adventure Tourism

Apter, M. J. (1992) *The dangerous edge.* New York: Free Press.

Buckley, R. (2006) Adventure tourism. Wallingford: CABI.

Hudson, S. (2003) (Ed.) Sport and adventure tourism. Haworth Hospitality.
Jennings, G. (2007) (Ed.) Water based tourism: sport, leisure and recreation experiences.
Butterworth-Heinemann.

Johnston, M. E. (1992) Case study. Facing the challenges: adventure in the mountains of New
Zealand. In B. Weiler & C.M. Hall (Eds.), *Special interest tourism* (pp. 159-169). Belhaven Press

Mortlock, C. (1984) *The adventure alternative.* Milnthorpe: Cicerone Press.
Ritchie, B. W. & Adair, D. (2004) (Eds.) Sport tourism: interrelationships, impacts and issues.
Clevedon: Channel View.

Ryan, C., Page, S. J. & Aicken, M. (2005) (Eds.) Taking tourism to the limits: issues, concepts and
managerial perspectives. Elsevier.

Singh, T. V. (2004) (Ed.) New horizons in tourism: strange experiences and stranger practices. CABI
International.

Swarbrooke, J., Beard, C., Leckie, S. and Pomfret, G. (2003) *Adventure tourism: the new frontier*.
Butterworth-Heinemann.

Reading List for Sustainable Tourism

Aronsson, L (2000) *The development of sustainable tourism*, London: Continuum

Butcher, J (2007) *Ecotourism, NGOs and development: a critical analysis.* Routledge
Butcher, J (2003) *The moralisation of tourism: sun, sand...and saving the world?* Routledge

Edgell, D. (2006) *Managing Sustainable Tourism: a legacy for the future,* New York, Haworth

English Tourism Council, (2001) *Time for action : a strategy for sustainable tourism in England*,
London, ETC
EEC (2001), *Sustainable tourism and Natura 2000 : guidelines, initiatives and good practices in
Europe* : final publication. Luxembourg : Office for Official Publications of the European Communities

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* Hall, D. and Richards, G. (eds) (2000) *Tourism and Sustainable Community Development*. London:
Routledge

* Harris, R, Tony Griffin, A, Peter Williams P eds (2002*) Sustainable tourism : a global perspective*,
Oxford : Butterworth-Heinemann

Hickman, L (2007) *The final call: in search of the true cost of our holidays.* Eden Project

Hunter , C. (1997) Sustainable Tourism as an adaptive paradigm*, Annals of Tourism Research*, 24: 4:
850-867

Welford, R. and Gouldson, A. (1993) *Environmental Management and Business Strategy*. London: Pitman

Wheeller, B. (1993) Sustaining the ego. *Journal of Sustainable Tourism* 1, 121 – 129

* Texts/ Journal articles also available in electronic format

Creditable websites - through portals such as Intute: Social Sciences, Travel and
Tourism- http://www.intute.ac.uk/socialsciences/travel/ are excellent for links - academic, industry and destination based, case studies etc etc
A small sample of other useful sites:
BEST - http://www.sustainabletravel.org/
UNWTO - http://www.world-tourism.org/
World Travel and Tourism Council - WTTC - http://www.wttc.org/
UNEP - - http://www.uneptie.org/pc/tourism/sust-tourism/home.htm
The Travel Foundation - http://www.thetravelfoundation.org.uk/
The Internatonal Tourism Partnership - http://www.internationaltourismpartnership.org/
Responsible Travel - http://www.responsibletravel.com/
Ecoclub - http://www.ecoclub.com/
Sustainable Travel International - http://www.sustainabletravelinternational.org/
Global Development Research Centre: Sustainable Tourism - a good portal to other creditable sites
http://www.gdrc.org/uem/eco-tour/eco-tour.html

Reading List - Sex Tourism

Amalia L. Cabezas. (2009) Economies of desire [ELECTRONIC BOOK] : sex and tourism in Cuba and the Dominican Republic   Philadelphia, Pa. : Temple University Press

B McKercher, TG Bauer (2003) Conceptual framework of the nexus between tourism, romance, and sex. In Sex and Tourism: Journeys of Romance, Love, and Lust

B McKercher, TG Bauer (2003) Sex and Tourism: Journeys of Romance, Love, and Lust

B Trauer, C Ryan (2005) Image, romance and place experience—an application of intimacy theory in tourism

Bridget Anderson, Julia O'Connell Davidson (2002) Trafficking – a demand led problem?

Chris Ryan and C. Michael Hall. (2001) Sex tourism : marginal people and liminalities London : Routledge, 2001

Cy Flood (2004) Sun, sea and sex : true confessions of a holiday rep London: John Blake

Denise Brennan (2004) What's love got to do with it? : transnational desires and sex tourism in the Dominican Republic   Durham, N.C. ; London : Duke University Press

ECPAT (2004) Report: Market research reveals how to inform travellers about child sex tourism

European Union Agency for Fundamental Rights (2009) Child Trafficking in the European Union Challenges, perspectives and good practices (http://europa.eu)

J Davidson, JS Taylor - Sexuality and gender, 2002 <u>Fantasy islands: Exploring the demand for sex tourism</u>

J Seabrook (2001) Travels in the skin trade: Tourism and the sex industry: Pluto Press

Jacqueline Sanchez Taylor . (2006) female sex tourism: a contradiction in terms?. *Feminist Review* **83**:1, 42-59

Joe Diamond (2009) <u>Around the world in 80 lays : adventures in sex travel</u> New York : Skyhorse Pub

M Fluker, M Deery (2003) <u>Condoms in the first aid kit: river guides, clients, and sex</u>: in B McKercher, TG Bauer (2003) Sex and Tourism: Journeys of Romance, Love, and Lust

Maggy Lee . (2008) Policing Chinese Migrant Sex Workers in Hong Kong. *International Migration* **46**:3, 95-121 Online publication date: 1-Sep-2008.

Mark Gottdiener (2000) <u>New forms of consumption : consumers, culture and commodification</u>; Oxford : Rowman & Littlefield Publishers

 NA Wonders, R Michalowski (2001) <u>Bodies, borders, and sex tourism in a globalized world.</u> Univ California Press

Nancy Romero-Daza, Andrea Freidus . (2008) Female Tourists, Casual Sex, and HIV Risk in Costa Rica. *Qualitative Sociology* **31**:2, 169-187; Online publication date: 1-Jul-2008.

Ruth Bird, Ronnie Donaldson . (2009) "Sex, Sun, Soccer": Stakeholder-Opinions on the Sex Industry in Cape Town in Anticipation of the 2010 FIFA Soccer World Cup. *Urban Forum* **20**:1, 33-46;Online publication date: 1-Mar-2009.

Sheila Jeffreys (2009) <u>The industrial vagina : the political economy of the global sex trade</u> London : Routledge

Stephen Clift, Michael Luongo and Carry Callister (2002) <u>Gay tourism : culture, identity and sex</u> London : Continuum

Tribe J (ed) (2008) Philosophical Issues in Tourism, Channel View Publications: Clevedon

United Nations Office on Drugs and Crime (2009) Global Report On Trafficking In Persons

W Kibicho (2003) <u>Tourism and the sex trade: Roles male sex workers play in Malindi, Kenya</u>. Tourism Review International, 7

Meyer, D. (2010) Pro-Poor Tourism. in S. Cole and N. Morgan (Eds) Tourism, Inequality and Social Justice. CABI

Wahab, S. and Pigram, J.J. (1997) Tourism, Development and Growth - The Challenge of Sustainability. Routledge

Periodicals

Academic journals will play a key resource for the learning in this module: the list that follows is by no means comprehensive and students are encouraged to use the search facilities of the Adsetts Centre broadly to identify and retrieve relevant articles/research paper

Annals of Tourism Research

Current Issues in Tourism

Tourism Geographies

Journal of Sustainable Tourism

Tourism Economics

Tourism Management

Journal of Travel Research

Tourist Studies

Development Southern Africa

Development Policy Review

Websites

Students are likely to draw information from a range of sources using the Internet. Remember that internet sources can be of limited reliable and accurate use for the production of valid academic analyses. Some useful sites include the following;

http://cia.gov/cia/publications/factbook/index.html

www.world-tourism.org

www.odi.org.uk

www.culture.gov.uk/tourism

www.WTTC.org

http://www.oecd.org/home/

http://www.worldbank.org/

www.altis.ac.uk

http://www.staruk.org.uk

http://www.statistics.gov.uk

http://www.euclid.co.uk

SECTION 2   MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	**Sept 2013**

MODULE DELIVERY PATTERN - *Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.*

	Module Begins	**Module Ends**
Course Intake 1	Sept 2013	April 2014
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module <u>cannot</u> include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information 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 Information Grid in Section 1 of the Descriptor)	Task No. 2

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%. **NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.**	