

MODULE DESCRIPTOR

TITLE	Tourism and Society
SI MODULE CODE	44-5090-00S
CREDITS	10
LEVEL	5
JACS CODE	N831
SUBJECT GROUP	Tourism
DEPARTMENT	Service Sector Management
MODULE LEADER	

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
18		82	100

MODULE AIM

Tourism is today widely described as the world's largest industry and, for many destinations it represents a vital source of income, foreign exchange earnings and employment. More importantly, perhaps, tourism is about people and the interlinking between different stakeholders and interests. The annual number of international arrivals is said to have reached 1 billion while it is estimated that domestic tourism is six times larger.

Thus, tourism is very much a social phenomenon, making it crucial to understand the social and political processes involved. This module will take a sociological approach by focusing on the key actors and their involvement in tourism. This will involve tourists themselves and the societies which generate, sustain and receive tourism. It introduces basic sociological and political theories and their relevance to tourism development before examining the major themes and issues concerning the social nature of tourism. It explores the relationship between tourism and society by considering the influence of society on tourism, as well as the influence of tourism on society. Relevant sociological and political theories will be used to explain the various processes and phenomena involved.

This module has the following aims:

- to provide core knowledge of sociological and political theories and how they are related to the tourism phenomenon;
- to develop specific knowledge and skills in the areas of sociological and political thoughts and the interrelation between tourism and society;
- to develop critical thinking skills necessary to understand and solve problems related to tourism and its place in society.
- to provide capabilities through the application of vocationally relevant skills to a range of issues related to tourism and society.

MODULE LEARNING OUTCOMES

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

On completion of this module, you should be able to:

1. understand and appraise theories, concepts, principles and practice related to tourism and society;
2. research and solve problems by critically understanding methods of acquiring, interpreting and analysing information appropriate to sociological and political approaches to tourism and society;
3. analyse, prioritise and critically evaluate information, concepts and processes related to tourism and society;
4. develop a persuasive argument that displays independence of thought and challenges existing assumptions from a variety of informed perspectives about the relationship between tourism and society;
5. demonstrate an understanding of the concepts of tourism and society as an area of academic and applied study;
6. demonstrate an understanding of theory and best practice in respect to vocational and applied skills development.

INDICATIVE CONTENT

- The module will explore key theories and concepts used in social science to understand the relationship between people, societies and tourism. This will include a discussion of tourism, modernity and post-modernity.
- Theories and concepts and ideas from political science will be discussed by explaining some of the key approaches to tourism development and to the political economy of tourism.
- Power relations and their manifestations and impacts will be explored by looking at the interaction between various types of stakeholders and their particular approaches, issues and challenges related to tourism. This will focus on the key organisation related to tourism globally and locally and use extensive case study material.
- Tourism and human geography will explore the impacts of increased mobility and the historical changes over time.
- The relationships between hosts and guests will be discussed using a sociological focus that includes, identity, authenticity and the 'tourist gaze'.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

6 one-hour lectures and 6 two-hour seminars, coupled with self-directed learning.

These will change and evolve but may include:

- lectures, seminars and workshops;
- guest lectures to demonstrate professional practice and up-to-date research;
- 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	individual critical essay	CW	100	2,500 words	N

FEEDBACK

Students will receive feedback on their performance in the following ways

Written feedback and face-to-face discussions

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts

- Cole, S. and Morgan, N. (2010) *Tourism, Inequality and Social Justice*. CABI
- Mosedale, J. (2010) *Political Economy of Tourism: a critical perspective*. Routledge.
- Mowforth, M. and Munt, I. (2009) *Tourism and Sustainability: Development and New Tourism in the Third World* (3rd ed) London Routledge
- Singh, T. V. (2012) *Critical Debates in Tourism*. Channel View Publications
- Urry, J. (2011) *The Tourist Gaze* (3rd Ed). Routledge

Supplementary and Alternative Texts

- A list of supplementary and alternative texts will be provided with the module handbook at the start of the semester.
- Britton, S. G. (1982) The Political Economy of Tourism in the Third World. *Annals of Tourism Research* 9(3): 331-358
- De Kadt, E. (1979) *Tourism: Passport to Development?* Oxford: Oxford University Press
- Featherstone, M. (Ed.) (1990) *Global Culture: Nationalism, globalisation and modernity*. London: Sage
- Lanfant, M-F., Allcock, J.B. and Bruner, E.M. eds. (1995) *International tourism: identity and change*. London, Sage Publications.
- McCabe, S., Minnaert, L. and Diekmann, A. (2011) *Social Tourism in Europe: Theory and Practice*. Channel View Publications.
- Meyer, D. (2008) Pro-Poor Tourism: From Leakages to Linkages. A Conceptual Framework for Creating Linkages between the Accommodation Sector and 'Poor' Neighbouring Communities, *Current Issues in Tourism* 10(6): 558 -583
- Meyer, D. (2009) Pro-Poor Tourism: Is There Actually Much Rhetoric? And, If So, Whose? *Tourism Recreation Research* 34(2): 197**
- Meyer, D. (2010) Pro-Poor Tourism. in S. Cole and N. Morgan (Eds) *Tourism, Inequality and Social Justice*. CABI
- Scheyvens, R. (2002) *Tourism for Development: Empowering Communities*. Prentice Hall: Harlow
- Scheyvens, R. (2010) *Tourism and Poverty*. Routledge
- Shaw, G. and Williams, A. M. (2002) *Critical issues in tourism: a geographical perspective*. Oxford, Blackwell.
- Shaw, G. and Williams, A. M. (2001) *Critical Issues in Tourism: A Geographical Perspective*. Wiley Blackwell
- Smith, M. and R. Duffy (2003) *The Ethics of Tourism Development*. London. Routledge.
- Telfer, D. and Sharpley, R. (2008) *Tourism and Development in the Developing World*. London, Routledge

Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.

Annals of Tourism Research
Tourism Management
Journal of Sustainable Tourism
Tourism and Cultural Change
Tourism Geographies
Current Issues in Tourism

Internet sources – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.

BEST - <http://www.sustainabletravel.org/>

Ecoclub - <http://www.ecoclub.com/>

Global Development Research Centre: Sustainable Tourism - a good portal to other creditable sites
<http://www.gdrc.org/uem/eco-tour/eco-tour.html>

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

<http://www.euclid.co.uk>

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

<http://www.staruk.org.uk>

<http://www.statistics.gov.uk>

<http://www.worldbank.org/>

Responsible Travel - <http://www.responsibletravel.com/>

Sustainable Travel International - <http://www.sustainabletravelinternational.org/>

The International Tourism Partnership - <http://www.internationaltourismpartnership.org/>

The Travel Foundation - <http://www.thetravelfoundation.org.uk/>

UNEP - <http://www.unep.org/pc/tourism/sust-tourism/home.htm>

UNWTO - <http://www.world-tourism.org/>

World Travel and Tourism Council - WTTC - <http://www.wttc.org/>

www.altis.ac.uk

www.culture.gov.uk/tourism

www.odi.org.uk

www.world-tourism.org

www.WTTC.org

SECTION 2 MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	Y
EXISTING MODULE - NO CHANGE	N
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	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	semester 1 (Sept 2013)	semester 1 (Dec. 2013)
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
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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?	
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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 cannot 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
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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. 1
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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.	