

Full Title:	Contemporary Issues in Tourism
Language of Instruction:	English
Module Code:	TOUR H7003
Credits:	5
Valid From:	Semester 1 - 2014/15 (September 2014)
Module Delivered in	4 programme(s)
Module Description:	This module has been designed to examine contemporary issues in international tourism, such as globalisation, climate change, threats of terrorism and natural disasters, mobility, technological innovations, demographic change, emerging consumer trends and new product developments. They have brought significant change to the tourism industry and necessitate new management strategies and policies to ensure its future success. The aim of the module is to enable future managers and decision makers to recognise the most significant contemporary issues in tourism management and equip them with tools to effectively respond to these drivers of change.
Learning Outcomes:	
<i>On successful completion of this module the learner should be able to</i>	
<ol style="list-style-type: none"> 1. Critique the distinctive challenges and issues influencing the global tourism industry. 2. Evaluate various strategic management practices and operational strategies to respond to the most significant contemporary issues in tourism management 3. Appraise strategic management concepts and techniques dealing with tourism's drivers of change. 	

Module Content & Assessment

Indicative Content
International growth through strategic alliance n/a
New product development in Irish and European Tourism n/a
Impact of tourism on Ireland – economical, social, cultural, political, Environmental
Vertical marketing systems, horizontal marketing systems growth n/a
Tourism as a contributor, innovator and recipient of events n/a
Critical assessment of the implications of social change within the context of tourism as an industry n/a
Understanding of the impacts and influences of technological change on the behaviour of the consumer – the tourist n/a

Assessment Breakdown	%
Course Work	40.00%
End of Module Formal Examination	60.00%

Full Time

Course Work							
Assessment Type	Assessment Description	Outcome addressed	% of total	Marks Out Of	Pass Marks	Assessment Date	Duration
Essay	Students will produce an essay critiquing the distinctive, contemporary challenges and issues influencing the global tourism industry.	1	40.00	0	0	Week 10	0

No Project

No Practical

End of Module Formal Examination							
Assessment Type	Assessment Description	Outcome addressed	% of total	Marks Out Of	Pass Marks	Assessment Date	Duration
Formal Exam	The final examination assess the entire module content by using an extended response answer (essay style)	1,2,3	60.00	0	0	End-of-Semester	0

Reassessment Requirement

A repeat examination

Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.

DKIT reserves the right to alter the nature and timings of assessment

Module Workload & Resources

Workload: Full Time

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Content Delivery	2.00	Every Week	2.00
Directed Reading	Reading as directed by lecturer - Appropriate reading and preparation is necessary prior to attending the seminar	3.00	Every Week	3.00
Lecturer-Supervised Learning (Contact)	Seminars -To gain maximum benefit from this module, students are encouraged to attend the seminar every week and are also required to actively participate in classroom / group exercises, project / case study presentations and other activities.	1.00	Every Week	1.00
Independent Study	Self directed learning - Students are expected to be prepared for, and informed about, the topics listed for seminar discussion as well as to comment and raise questions on the required readings set for each week.	3.00	Every Week	3.00
Total Weekly Learner Workload				9.00
Total Weekly Contact Hours				3.00

Workload: Part Time

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	2.00	Every Week	2.00
Directed Reading	No Description	4.00	Every Week	4.00
Independent Study	No Description	3.00	Every Week	3.00
Total Weekly Learner Workload				9.00
Total Weekly Contact Hours				2.00

Resources
<i>Supplementary Book Resources</i>
<p>Cooper, Chris 2012, <i>Essentials of tourism</i>, 1 Ed., Financial Times Prentice Hall Harlow [ISBN: 9780273724384]</p> <p>Cooper C., Hall M. 2007, <i>Contemporary Tourism: An International Approach</i>, Elsevier, [ISBN: 9780750663502]</p> <p>Bill Faulkner, Gianna Moscardo and Eric Laws 2000, <i>Tourism in the 21ST Century: reflections on experience</i>, Continuum [ISBN: 9780826448286]</p> <p>John Lennon and Malcom Foley 2000, <i>Dark Tourism</i>, Continuum [ISBN: 9781855675209]</p> <p>Holloway, J. Christopher, Humphreys, Claire 2012, <i>The business of tourism</i>, 9th Ed., Pearson Harlow [ISBN: 9780273755142]</p> <p>Sharpley, Richard 2006, <i>Travel and tourism</i>, SAGE London [ISBN: 9781847878588]</p> <p>Dredge, D. & Jenkins, J. (Eds) (2011) 2011, <i>Stories of Practice: Tourism Policy and Planning.</i>, Asgate [ISBN: 978-0-7546-9949-1]</p> <p>Hall, C.M. 2004, <i>Tourism. Rethinking the Social Science of Mobility</i>, Pearson. Essex [ISBN: 9780582327894]</p> <p>Jones, A.L. & Phillips, M 2010, <i>Disappearing Destinations: Climate Change and Future Challenges for Coastal .</i>, CABI: Wallingford. [ISBN: 9781845935497]</p>
<i>This module does not have any article/paper resources</i>
<i>Other Resources</i>
<p>Academic Journals:: <i>Annals of Tourism Research, Tourism Management; World Development; Current Issues in Tourism; Tourism in Hospitality Research; Tourism Economics; Tourism Geographies, Journal of Transport Geography, Tourism Recreation Research; Tourism Concern in Focus, C</i></p> <p>Reports and Statistics:: <i>World Tourism Organisation, Organisation for Economic Co-operation and Development, Eurostat</i></p> <p>website: <i>Annals of Tourism Research</i></p> <p>British Tourist Authority: http://www.visitbritain.com/en/EN/</p> <p>World Tourism Organization UNWTO: http://unwto.org/</p> <p>London Development Agency: .http://www.london.gov.uk/who-runs-london /great..</p>

Module Delivered in

Programme Code	Programme	Semester	Delivery
DK_BEVNT_7	Bachelor of Arts in Event Management	5	Elective
DK_BHPMG_7	Bachelor of Arts in Hospitality Management	5	Elective
DK_BBSMA_D	Bachelor of Business in Business and Management	5	Elective
DK_BBSTY_7	Bachelor of Business in Business and Technology	5	Elective