GMIT
INSTITIÚID TEICNEOLAÍOCHTA NA GAILLIMHE-MAIGH EO
GALWAY-MAYO INSTITUTE OF TECHNOLOGY

Galway International Hotel School

MODULE DOCUMENTATION

Contemporary Tourism

TOUR07002

Elective

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TOUR07002
Contemporary Tourism

Full Title	Contemporary Tourism		
Status	Uploaded to Banner	**Start Term**	2017
NFQ Level	07	**ECTS Credits**	05
Module Code	TOUR07002	**Duration**	Semester - (13 Weeks)
Grading Mode	Numeric	**Department**	Heritage & Tourism
Module Author	Maria Murphy		

Module Description

This subject area builds on the previous learning of tourism and culminates in an overview of global, national and local issues pertaining to tourism and the tourism product, customer and destination. It provides scope to analyse and discuss the changes that are being experienced by this dynamic, complex and ever changing industry.

	Learning Outcomes ***On completion of this module the learner will/should be able to:***
1.	To provide students with the knowledge of the operation and management of the tourism system and the core and ancillary products offered within this system.
2.	To analyse the behavior of tourists and how destinations and marketers cater for the diverse needs of the ever changing tourist.
3.	Innovations and new developments in planning and managing contemporary destinations
4.	To enhance the students knowledge of globalisation, entrepreneurship and human resources in tourism
5.	To assess the impact and management of crises; economic, political, socio-cultural, environmental, health, technological, and commercial on the tourism product.
6.	Future developments in tourism

Indicative Syllabus

Review key issues in international tourism

Monitor current and future political, economic and social and technological trends and future predictions

Monitor current consumer trends – independent traveller, silver market, multi-dimensional family segment, luxury segment, experience seeker, price sensitive traveller, other and future predictions

Emerging travel and tourism markets – BRIC – China, India, Brazil, Russia; SLIMMA – Sri Lanka, Indonesia, Malaysia, Mexico, Argentina; TUSCANS – Tunisia, United Arab Emirates, Chile, South Korea, Kenya, Nigeria, Singapore

Niche/Special Interest Tourism

- Religious/Pilgrimage Tourism
- Shopping Tourism
- Film Tourism
- Volunteer Tourism
- Tourist Health & Safety
- Dark Tourism
- Crisis Tourism Management (natural and man-made crisis/disasters)
- Pro-poor Tourism
- Globalisation
- Marine & Cruise Tourism
- Medical Tourism
- Sex Tourism
- Slum Tourism

- Other

Current contemporary issues in tourism

The Future of Tourism

Teaching and Learning Strategy
Lectures and guest speakers

Assessment Strategy
Assessment and Final Examination

Repeat Assessment Strategies
Repeat examination

Indicative Coursework and Continuous Assessment:		30 %		
Form	***Title***	***Percent***	***Week (Indicative)***	***Learning Outcomes***
Assessment	Case Study Analysis	30 %	OnGoing	1,2,3,4,5,6

End of Semester / Year Formal Exam:		70 %		
Form	***Title***	***Percent***	***Week (Indicative)***	***Learning Outcomes***
Closed Book Exam	Final Exam	70 %	End of Semester	1,2,3,4,5,6

Full Time Delivery Mode Average Weekly Workload:			3.00 Hours		
Type	***Description***	***Location***	***Hours***	***Frequency***	***Weekly Avg***
Lecture	lecture	Lecture Theatre	3	Weekly	3.00

Recommended Reading Book List
Cooper, C., (2012). *Contemporary Tourism*. Goodfellow Publishers. ISBN 1906884250 ISBN-13 9781906884253
(2005). *Niche Tourism*. taylor & francis. ISBN 075066133X ISBN-13 9780750661331
Mason, P., (2008). *Tourism Impacts, Planning and Management*. Taylor & Francis. ISBN 0750684925 ISBN-13 9780750684927
Telfer, J., (2008). *Tourism and Development in the Developing World (Routledge Perspectives on Development)*. Routledge. ISBN 0415371511 ISBN-13 9780415371513
Edgell, D., (2011). *Tourism Policy and Planning*. Routledge. ISBN 0750685573 ISBN-13 9780750685573
Lovelock, B., (2013). *The Ethics of Tourism: Critical and Applied Perspectives*. Routledge. ISBN 0415575583 ISBN-13 9780415575584
Hall, C., (2009). *Understanding and Managing Tourism Impacts: An Integrated Approach (Contemporary Geographies of Leisure, Tourism and Mobility)*. Routledge. ISBN 0415771331 ISBN-13 9780415771337
Yeoman, I., (2012). *2050 - Tomorrow's Tourism (Aspects of Tourism)*. Channel View Publications. ISBN 1845413024 ISBN-13 9781845413026

Literary Resources

Cooper C. Hall M., ‘Contemporary Tourism - An international approach' Butterworth Heinemann 2008

Henderson J. ‘Tourism Crises, causes, consequences and management' Butterworth Heinemann 2007

The most recently published textbooks, journals and relevant articles will be used for this course

Online Resources

Relevant website details will be provided

http://www.wtmlondon.com/

http://www.unwto.com/

Other Resources

Relevant DVD's, case studies, guest speakers

Additional Information

None

Programme Membership

GA_OHCAG_B07 201800 Bachelor of Business in Hotel & Catering Management
GA_HITMG_H08 201900 Bachelor of Business (Honours) in International Tourism Management
GA_HITMG_B07 201900 Bachelor of Business in International Tourism Management
GA_OIHMG_H08 202000 Bachelor of Arts (Honours) in International Hotel Management