

Subject Name	Trends and Issues in Global Tourism
Subject Code	HTM528
No. of Credits	3 Credits
Total Contact Hours	39 Hours
Prerequisite	None

Subject Description:

This subject provides students with the opportunity to familiarize themselves with the most current trends and issues that impact the hospitality, hotel and tourism industry. By researching a diversity of issues and sharing the findings with their classmates during presentations, all students will gain an in-depth insight into the 'state of play' of 21st century tourism. The subject takes a macro approach of trends and students will find knowledge gained useful when they are studying other, more specialized aspects of the hotel and tourism industry during their course.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

1. Identify and analyze contemporary tourism and hospitality issues in order to understand how they affect the delivery of tourism and hospitality products and services.
2. Critically assess the relationship between the hospitality and tourism industry and the environments in which the industry takes place.
3. Evaluate the contributions and impacts of hospitality and tourism within the social, economic, political, cultural, and other areas.

Assessment Weighting:

Continuous Assessment	60%
Examination	40%

Indicative Content:

- Sustainability of mass tourism
- Tourism and climate change
- Security issues in global tourism
- A clash of cultures – tourist culture vs. local culture
- Eco tourism - myth or reality?
- Tourist health and disease
- Trends and issues in the transport sector
- Trends and issues in the accommodation and food services sectors
- Trends and issues in tourism destination management
- Trends and issues in the attractions sector
- Innovations in tourism development
- The future of tourism – where are the limits?