

University of the West of Scotland

Module Descriptor

Session:

Title of Module: The Future of Tourism			
Code:	SCQF Level: 11 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: 10 (European Credit Transfer Scheme)
School:	School of Business & Creative Industries		
Module Co-ordinator:	Sandro Carnicelli		

Summary of Module

This module is designed to provide an overview of the development of trends, challenges and opportunities in Tourism. The module covers a range of scenario planning and trend analysis techniques identifying key drivers for change on a macro and micro level. It will analyse the development of the Tourism industry based on a historical review of socio-political and cultural issues. This module will also include an overall comprehension of its current scenario and trends that will impact the 21st and 22nd Centuries. The module will also explore the Challenges and Opportunities for the Future of the Tourism Industry including issues regarding resources and sustainability, analysis of the development Social Capital and the 'network society'; the changes in space, place and human aspirations

Module Delivery Method

Face-To-Face	Blended	Fully Online	HybridC	Hybrid 0	Work-Based Learning
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

See Guidance Note for details.

Campus(es) for Module Delivery

The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Add name

Term(s) for Module Delivery					
(Provided viable student numbers permit).					
Term 1	<input type="checkbox"/>	Term 2	<input checked="" type="checkbox"/>	Term 3	<input type="checkbox"/>

Learning Outcomes: (maximum of 5 statements) These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module. At the end of this module the student will be able to:	
L1	Apply critical trend analysis techniques and scenario planning to understand global and national contexts in Tourism
L2	Critically examine significant current trends in the Tourism Industry
L3	Develop original and creative critical responses to the future challenges and opportunities in Tourism
L4	Click or tap here to enter text.
L5	Click or tap here to enter text.
Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	<p>SCQF Level 11</p> <p>Demonstrate a critical understanding of the principles and theories that are involved in Tourism Studies, its trends and development. Demonstrate critical awareness of issues that will impact in the future of the Tourism industry</p>
Practice: Applied Knowledge and Understanding	<p>SCQF Level 11</p> <p>Apply knowledge and use the necessary skills to identify the current driving forces of the Tourism industry executing research projects that capture the complexities of the area and demonstrating creativity in the solution of future issues.</p>
Generic Cognitive skills	<p>SCQF Level 11</p> <p>Apply critical analysis, evaluation and syntheses related to the development of the Tourism Industry and developing original and creative responses to future issues</p>
Communication, ICT and Numeracy Skills	<p>SCQF Level 11</p> <p>Collect, interpret, use and report complex data regarding the Tourism industry that would enable to identify future trend and issues</p>

Autonomy, Accountability and Working with others	SCQF Level 11 Exercise substantial autonomy and initiative towards own work, develop deep critical reflection regarding own roles and responsibilities towards the Tourism Industry.	
Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	Module Title:
	Other:	
Co-requisites	Module Code:	Module Title:

*Indicates that module descriptor is not published.

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	Student Learning Hours (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Laboratory/Practical Demonstration/Workshop	36
Asynchronous Class Activity	56
Independent Study	108
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
	200 Hours Total

****Indicative Resources: (eg. Core text, journals, internet access)**

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Fayos-Solà, E., Cooper, C. (Eds) (2019) *The Future of Tourism: Innovation and Sustainability*. Springer

Gössling, S., Hall, M., Peeters, P., Scott, D. (2010). The future of tourism: Can tourism growth and climate policy be reconciled? A mitigation perspective. *Tourism Recreation Research*, 35(2), 119–130.

Yeoman, I., and McMahon-Beattie, U. (2023) Future past of tourism: critical reflection's on the rise of tourism futures, *Tourism Geographies*, DOI: 10.1080/14616688.2023.2270937

Please ensure the list is kept short and current. Essential resources should be included, broader resources should be kept for module handbooks / Aula VLE.

Resources should be listed in Right Harvard referencing style or agreed professional body deviation and in alphabetical order.

(**N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the [Student Attendance and Engagement Procedure](#): Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

Attending Classes and completing assessment activities

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: [UWS Equality, Diversity and Human Rights Code](#).

Students will be encouraged to consider a broad range of issues pertaining to future of tourism, assessing the opportunities and challenges associated with planning and operations of tourism. Additionally, students will be encouraged to share their own experiences of tourism and its future in different cultural contexts and environments as appropriate

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Marketing, Innovation, Tourism & Events
Assessment Results (Pass/Fail)	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
School Assessment Board	
Moderator	Kalyan Bhandari
External Examiner	Format: First initial + Surname. No titles. Please only enter if examiner has been approved for this module.
Accreditation Details	e.g. ACCA Click or tap here to enter text.
Changes/Version Number	

Assessment: (also refer to Assessment Outcomes Grids below)
<p>This section should make transparent what assessment categories form part of this module (stating what % contributes to the final mark). Maximum of 3 main assessment categories can be identified (which may comprise smaller elements of assessment). NB: The 30% aggregate regulation (Reg. 3.9) (40% for PG) for each main category must be taken into account. When using PSMD, if all assessments are recorded in the one box, only one assessment grid will show and the 30% (40% at PG) aggregate regulation will not stand. For the aggregate regulation to stand, each component of assessment must be captured in a separate box. Please provide brief information about the overall approach to assessment that is taken within the module. In order to be flexible with assessment delivery, be brief, but do state assessment type (e.g. written assignment rather than “essay” / presentation, etc) and keep the detail for the module handbook. Click or tap here to enter text.</p>
Assessment 1 – A Scenario Planning Video Presentation - 40%
Assessment 2 – A case study Report - 60%
Assessment 3 – Free Text
<p>(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)</p>

Assessment Outcome Grids (See Guidance Note)

Component 1 A Scenario Planning Video Presentation - 40%							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
	x					40	12

Component 2 A case study Report - 60%							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
		x	x			60	24

Component 3							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Combined Total for All Components						100%	XX hours

Change Control:

What	When	Who
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections.	12/12/23	D Taylor

Version Number: MD Template 1 (2023-24)