Module Descriptor

Title	The Future Of Tourism		
Session	2026/27	**Status**	
Code	TOUR11015	**SCQF Level**	11
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and 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	**On-Campus[1]** ☒	**Hybrid[2]** ☒	**Online[3]** ☒	**Work -Based Learning[4]** ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☒ Paisley	☒ Online / Distance Learning ☐ Other (specify)	
Terms for Module Delivery	Term 1 ☐	Term 2 ☒	Term 3 ☐	

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
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	
L5	

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)	**SCQF 11** 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
Practice: Applied Knowledge and Understanding	**SCQF 11** 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.
Generic Cognitive skills	**SCQF 11** Apply critical analysis, evaluation and syntheses related to the development of the Tourism Industry and developing original and creative responses to future issues
Communication, ICT and Numeracy Skills	**SCQF 11** Collect, interpret, use and report complex data regarding the Tourism industry that would enable to identify future trend and issues
Autonomy, Accountability and Working with Others	**SCQF 11** Exercise substantial autonomy and initiative towards own work, develop deep critical reflection regarding own roles and responsibilities towards the Tourism Industry

Prerequisites	**Module Code**	**Module Title**
	Other	
Co-requisites	**Module Code**	**Module Title**

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** (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
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources

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

(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.

(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	**Please select**
Overall Assessment Results	**Graded**
Module Eligible for Compensation	☒ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Marketing, Innovation, Tourism & Events
Moderator	Kalyan Bhandari
External Examiner	Amanda Miller
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☐ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
A Group Presentation - 40%
Assessment 2
A case study Report - 60%
Assessment 3
(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.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Presentation	☒	☐	☐	☐	☐	40	12

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Case Study	☐	☒	☒	☐	☐	60	24

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	36 hours

Change Control

What	When	Who