University of the West of Scotland

Module Descriptor

Session: 202425

Title of Module: International Tourism Perspectives			
Code: TOUR10010	SCQF Level: 10 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: 10 (European Credit Transfer Scheme)
School:	School of Business and Creative Industries		
Module Co-ordinator:	Kalyan Bhandari		

Summary of Module
This module is designed to provide an overview of the key perspectives that have significance in international tourism. It begins with an overview of key perspectives and current issues of international significance. It goes on to consider global concerns and their relationship with tourism; globalisation and industry perspectives; responses to demand and supply; measuring tourism responses to global issues; tourism research perspectives. Population growth, poverty, climate change, shifting consumer demands, technological developments; international threats and risks.   Political and Economic Perspectives in tourism have implications for international relations, political events and tourism, tourism and peace, opportunities and barriers. The impact of terrorism; security threats; warring nations; international disagreements are critically examined. The role of tourism in economic growth and the differences between developed nations and the vulnerability of developing economies are considered from various perspectives.   Social and cultural issues in tourism are considered including: health and welfare issues, analysis of current practice, travel for health, consideration of physical, emotional and spiritual well-being of tourists.   International environmental and technological perspectives and initiatives are critically evaluated including the identification of desirable and undesirable activities, resource management, waste, recycling, environmental quality, awards and requirements. Finally, communications trends, etravel and etourism, virtual tourism, innovations and implications for tourism in the future are reviewed.

Module Delivery Method					
Face-To-Face	Blended	Fully Online	HybridC	Hybrid 0	Work-Based Learning

□	☒	☒	□	□	□

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:
☒	□	□	□	□	□	Add name

Term(s) for Module Delivery

(Provided viable student numbers permit).

Term 1	□	Term 2	☒	Term 3	□

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	Critically evaluate how the key international perspectives relate to the study and practice of tourism.
L2	Critically analyse documented research and literature regarding the relationship of tourism and specified international issues of significance.
L3	Discuss the implications of global trends on the future of international 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)	SCQF Level **10** Demonstrate a critical understanding of the key perspectives in international tourism. Understand ideas at the forefront of current thinking on the ways these issues have evolved Acquire knowledge of the reasons for their development and the implications for the future.

Practice: Applied Knowledge and Understanding	SCQF Level **10** Execute a defined individual piece of work on a key perspective in international tourism Investigate the impacts of a range of factors on the international tourism industry through a range of sources Identify the implications of these issues and recommending propositions for the future.
Generic Cognitive skills	SCQF Level **10** Critically evaluate and synthesize ideas, concepts, information and issues, drawing on a range of sources in coming to particular conclusions about key perspectives in international tourism. Use problem-solving techniques to assess the ways that issues impact on the international tourism industry and consider ways in which these can be effectively managed.
Communication, ICT and Numeracy Skills	SCQF Level **10** Use standard and more complex applications to present and display data Interpret complex primary materials and make effective use of information technology applications to present documents in an appropriate presentation format.
Autonomy, Accountability and Working with others	SCQF Level **10** Work with others to prepare research information associated with the analysis of issues in international tourism. Reflect on the relationship with other modules and considering their personal and career development Develop individual and collective responsibility for effective performance within a team.

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)
Lecture/Core Content Delivery	24
Tutorial/Synchronous Support Activity	12
Asynchronous Class Activity	36
Independent Study	128
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
	Hours Total 200

**Indicative Resources: (eg. Core text, journals, internet access)
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Copper, C. and Hall, C.M. 2022. *Contemporary Tourism: An international approach*. Oxford: Goodfellow Publishers. Tribe, J., (2020), *The Economics of Recreation, Leisure and Tourism.* Routledge (ebook) Cheer, J.M., (2017), *Tourism, Resilience and Sustainability: Adapting to Social, Political and Economic Change.* Routledge (ebook)
(**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.

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: <u>UWS Equality, Diversity and Human Rights Code.</u> Please ensure any specific requirements are detailed in this section. Module Co-ordinators should consider the accessibility of their module for groups with protected characteristics..
(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 ☐ No ☒
School Assessment Board	Marketing, Innovation, Tourism & Events
Moderator	Masood Khodadadi
External Examiner	Amanda Miller
Accreditation Details	e.g. ACCA Click or tap here to enter text.
Changes/Version Number	1

Assessment: (also refer to Assessment Outcomes Grids below)
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.

Assessment 1 - An individual academic essay worth 50% of the total module mark.
Assessment 2 - An individual case study assignment worth 50% of the total mark.
(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.)

Assessment Outcome Grids (See Guidance Note)

Component 1

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
Individual academic essay	X	X					

Component 2

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
Individual Case Study		X	X			50%	

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
						50%	
Combined Total for All Components						**100%**	

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: 1 (2024-25)