

MODULE DESCRIPTOR

Module Title

The Future Of Tourism, Hospitality And Events

Reference	CB4030	Version	3
Created	February 2024	SCQF Level	SCQF 10
Approved	August 2020	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

Aims of Module

To develop a critical appreciation of the wider trends and events which influence the tourism, hospitality and events industry and how the industry responds to such trends and events.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Critically discuss the concepts of future studies and future forecasting in relation to the tourism, hospitality and events industry, utilising relevant future studies models.
- 2 Critically discuss the impact of a range of trends and events upon the tourism, hospitality and events sector
- 3 Critically review how key stakeholders and organisations within the global tourism, hospitality and events industry respond to trends and events which impact on the wider industry
- 4 Develop a critical case study of a chosen tourism, hospitality or events market, product, concept or destination; highlighting potential future scenarios for the sector.

Indicative Module Content

Future Studies Models; Social Trends; Environmental Trends, Economic Trends; Political Trends; Economic Trends; Emerging Global Issues; Scenario Planning. Students will engage with UNESCO's Education for Sustainable Development Anticipatory, Collaboration, Critical Thinking and Systems Thinking, competencies as they understand and evaluate multiple futures, understand the perspectives of others, reflect on their own values and perceptions and deal with uncertainty. By taking a holistic, broad overview of wider trends, the module will provide opportunity to discuss content linked to all of the UNSDGs.

Module Delivery

Lectures introduce the core topics each week. Tutorials will enable students to deepen their understanding of core issues whilst directed readings and additional online content will enable students to develop an individual understanding of specific topics.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 YEOMAN, I., 2008. Tomorrow's Tourist: Scenarios & Trends. Oxford: Elsevier.
- 2 YEOMAN, I., 2012. 2050: Tomorrow's Tourism. Bristol: Channel View Publications.