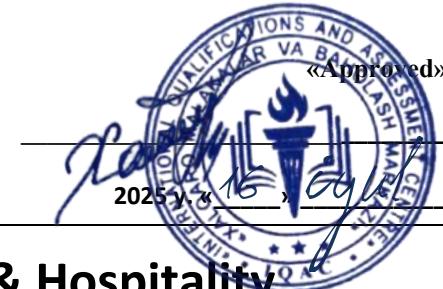




INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)



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| Programme | Level 5 Extended Diploma in Tourism & Hospitality | |
| Unit Number/ Unit Title | Unit 9 The Development of the Tourism and Hospitality | |
| Cohort Code: | L05DTH-U9 | |
| Unit Level | Level 5 | |
| Total Credits/Hours | Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110 | |
| Credits | 20 CATS/ 10 ECTS | |
| Lecturer | | |
| Start Date | End Date | |

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| Unit Aims | This unit aims to provide learners with a comprehensive understanding of the historical, cultural, economic, and technological factors that have shaped the tourism and hospitality industries. It enables learners to explore how global trends, innovation, and consumer behaviour have influenced the evolution of services and destinations, helping them contextualise current industry practices and anticipate future developments. |
| Differentiation Strategies <i>(e.g. planned activities or support for individual learners according to their needs)</i> | Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none">1. Progressive tasks2. Digital resources3. Verbal support4. Variable outcomes5. Collaborative learning6. Ongoing assessment7. Flexible-pace learning |

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| Equality & Diversity | Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met. |
| Safeguarding & Prevent | Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff. |
| Health & Safety | SIRM H&S policies will be maintained. |
| Learning Resources | <p style="text-align: center;">Teaching and Learning Materials</p> <ul style="list-style-type: none"> • Page, S. J. (2020). <i>Tourism Management</i> (6th ed.). Routledge. • Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2020). <i>Tourism: Principles and Practice</i> (7th ed.). Pearson. • Pizam, A. (2017). <i>International Encyclopedia of Hospitality Management</i>. Routledge. • Goeldner, C. R., & Ritchie, J. R. B. (2012). <i>Tourism: Principles, Practices, Philosophies</i> (12th ed.). Wiley. • Weaver, D. (2021). <i>Sustainable Tourism: Theory and Practice</i> (2nd ed.). Routledge. |

| Learning Outcome (The learner will be able to) | Assessment Criteria (The learner can:) |
|--|--|
| LO1. Understand the historical development of the tourism and hospitality industry. | <p>1.1 Describe key milestones in the evolution of tourism and hospitality in a written report.</p> <p>1.2 Analyse how social and economic changes influenced industry growth through a written report.</p> |
| LO2. Examine the impact of globalisation and international travel trends. | <p>2.1 Discuss the role of globalisation in the expansion of tourism in a case study analysis.</p> <p>2.2 Evaluate the effect of international travel trends on destination development through a case study analysis.</p> |
| LO3. Analyse the role of technology and innovation in shaping the modern industry. | <p>3.1 Investigate how digital platforms and AI are transforming guest experiences in a project-based presentation.</p> <p>3.2 Assess how technology impacts operational efficiency using a project-based presentation.</p> |
| LO4. Evaluate key challenges facing the contemporary tourism and hospitality sectors. | <p>4.1 Identify current challenges such as sustainability, climate change, or over-tourism in a reflective portfolio.</p> <p>4.2 Propose strategic responses to one key challenge in a reflective portfolio.</p> |
| LO5. Explore the future outlook and emerging trends in tourism and hospitality. | <p>5.1 Predict future developments based on market trends and innovation in a research briefing paper.</p> <p>5.2 Assess how emerging trends may redefine roles in tourism and hospitality in a research briefing paper.</p> |

| No | Topic | Learning Outcomes for Each Topic | Which assessment criteria does the session relate to? | Day/month/year/ signature |
|----|--|--|---|------------------------------|
| 1 | Introduction to the Evolution of Tourism and Hospitality | Understand the roots and timeline of tourism and hospitality development. | LO1 | |
| 2 | Ancient Travel: Pilgrimage, Trade, and Exploration | Examine early forms of travel and hospitality in classical civilizations. | LO1 | |
| 3 | The Grand Tour and the Birth of Leisure Travel | Explore the emergence of travel for education and social status. | LO1 | |
| 4 | The Rise of Railways and Steamships | Assess the transportation revolutions and their influence on tourism growth. | LO1 | |
| 5 | The Evolution of Hotels and Resorts | Trace the development of accommodation services through time. | LO1 | |
| 6 | Mass Tourism and the Post-War Travel Boom | Understand how affordability and infrastructure fueled modern tourism. | LO1 | |
| 7 | Globalisation and Tourism: Concept and Impact | Explore how global connectivity has expanded travel possibilities. | LO2 | |
| 8 | Growth of International Travel and Emerging Markets | Analyze patterns in outbound tourism and new traveller demographics. | LO2 | |
| 9 | Tourism's Role in Economic Development and Cultural Exchange | Examine tourism as a tool for global interaction and soft diplomacy. | LO2 | |

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| 10 | Multinational Hotel Chains and Global Brands | Understand the expansion strategies of international hospitality players. | LO2 | |
| 11 | The Influence of International Organizations (UNWTO, WTTC, IATA) | Evaluate how global institutions shape travel standards and policies. | LO2 | |
| 12 | Cross-Cultural Issues and Intercultural Competence in Hospitality | Identify the cultural dynamics of serving global travellers. | LO2 | |
| 13 | Technological Milestones in Tourism and Hospitality | Trace major tech developments from booking systems to digital maps. | LO3 | |
| 14 | The Internet and the Digital Transformation of Travel | Explore how digital platforms (OTAs, review sites) changed booking behavior. | LO3 | |
| 15 | Mobile Technologies and Travel Apps | Assess how smartphones influence travel planning and experience. | LO3 | |
| 16 | Midterm | Midterm assessment covering all learning outcomes (theory and practical elements) | LO1, LO2, LO3 | |
| 17 | Social Media and the Rise of Influencer Tourism | Understand how social platforms shape destination image and demand. | LO3 | |
| 18 | Automation and AI in Hospitality Services | Examine innovations such as chatbots, self-check-ins, and smart rooms. | LO3 | |
| 19 | Crisis and Risk: Tourism in the Face of Pandemics and Political Instability | Understand external threats to global travel and how the industry adapts. | LO4 | |
| 20 | Sustainability and Over-Tourism | Analyze the environmental and social tensions from excessive tourism growth. | LO4 | |

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| 21 | Labour Challenges and Talent Shortages | Investigate workforce issues such as seasonal employment and skill gaps. | LO4 | |
| 22 | Regulatory and Security Issues in Global Travel | Evaluate how visa policies, terrorism, and surveillance affect tourism flows. | LO4 | |
| 23 | Climate Change and Tourism | Understand how climate risks affect destinations and operations. | LO4 | |
| 24 | Predicting the Future: Data Analytics and Forecasting in Tourism | Use data trends and predictive tools to anticipate market shifts. | LO5 | |
| 25 | The Rise of Experiential and Transformational Travel | Explore trends in personalized, meaningful, and immersive travel. | LO5 | |
| 26 | Sustainable and Regenerative Tourism Models | Examine new frameworks aiming to restore and improve destinations. | LO5 | |
| 27 | The Future of Work in Hospitality | Predict how automation, gig work, and flexibility will reshape employment. | LO5 | |
| 28 | The Metaverse and AI-Driven Experiences in Tourism | Discuss next-generation digital experiences and virtual tourism. | LO5 | |
| 29 | Final Reflection: Past, Present, and Future of Tourism and Hospitality | Integrate historical understanding with trend forecasting and contemporary challenges. | LO1 – LO5 | |
| 30 | Final Exam Preparation & Review | | | |
| 31 | Final Exam | | | |