INTERNATIONAL QUALIFICATIONS

AND ASSESSMENT CENTRE (IQAC)

«Approved»

2025 y. «16» _____

Programme	**Level 5 Extended Diploma in Tourism & Hospitality**		
Unit Number/ Unit Title	**Unit 12 Contemporary Issues in Tourism and Hospitality**		
Cohort Code:	L05CIT-U12		
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**	

Unit Aims	This unit aims to explore emerging and ongoing issues affecting the tourism and hospitality industry globally. Learners will critically examine socio-economic, environmental, technological, and political trends and their implications for industry stakeholders. The module encourages critical thinking and problem-solving related to sustainability, globalisation, workforce challenges, and customer expectations in a fast-evolving landscape.
Differentiation Strategies *(e.g. planned activities or support for individual learners according to their needs)*	Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: 1. Progressive tasks 2. Digital resources 3. Verbal support 4. Variable outcomes 5. Collaborative learning 6. Ongoing assessment 7. Flexible-pace learning

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	**Teaching and Learning Materials** • Cooper, C., & Hall, C. M. (2020). Contemporary Tourism: An International Approach (4th ed.). Goodfellow Publishers. • Buhalis, D., & Amaranggana, A. (2015). Smart tourism destinations. In Information and Communication Technologies in Tourism 2015. Springer. • Becken, S. (2017). Sustainable Tourism: A Global Perspective. Routledge. • Tribe, J. (2021). The Economics of Recreation, Leisure and Tourism (6th ed.). Routledge. • Gössling, S., Scott, D., & Hall, C. M. (2018). Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World (4th ed.). Routledge.

Learning Outcome (The learner will be able to)	Assessment Criteria (The learner can:)
LO1. Analyse current global trends affecting tourism and hospitality.	**Presentation:** **1.1 Identify and discuss major global trends impacting the industry.** **1.2 Explain how emerging consumer behaviour influences service strategies.**
LO2. Evaluate the role of sustainability and ethical practices in tourism and hospitality.	**Written Report:** **2.1 Analyse environmental and ethical challenges facing the sector.** **2.2 Recommend sustainable practices for different industry contexts.**
LO3. Examine the impact of digital innovation and smart technologies.	**Case Study:** **3.1 Explore the role of AI, mobile technology, and data analytics in service delivery.** **3.2 Assess the impact of digital platforms on customer engagement and loyalty.**
LO4. Investigate the effects of geopolitical and socio- cultural changes.	**Research Brief:** **4.1 Examine how political instability and global crises affect tourism flows.** **4.2 Discuss strategies used by businesses to adapt to socio-cultural shifts.**
LO5. Explore post-pandemic recovery strategies in the tourism and hospitality industry.	**Portfolio:** **5.1 Evaluate key recovery strategies adopted by businesses and governments.** **5.2 Identify long-term changes in business operations resulting from global disruptions.**

No	Topic	Learning Outcomes for Each Topic	Which assessment criteria does the session relate to?	Day/month/ year/ signature
1	Introduction to Contemporary Issues in Tourism and Hospitality	Understand the scope of current global developments affecting the sector.	LO1	
2	Global Tourism Flows and International Travel Trends	Analyze evolving patterns in tourist arrivals and traveler behavior.	LO1	
3	Changing Consumer Expectations and Demand for Personalized Experiences	Explore how consumer needs are shifting toward customization, wellness, and authenticity.	LO1	
4	Generational Shifts and the Future of the Tourism Workforce	Examine how Gen Z and millennials are influencing employment and service design.	LO1	
5	Introduction to Sustainability in Tourism and Hospitality	Define sustainability principles and their relevance to the industry.	LO2	
6	Climate Change and Environmental Responsibility	Explore how tourism contributes to climate change and responses to mitigate it.	LO2	
7	Ethical Tourism: Animal Welfare, Cultural Sensitivity, and Responsible Travel	Understand key ethical concerns and how businesses can respond.	LO2	

8	Sustainable Hospitality Practices: Energy, Water, and Waste Management	Analyze strategies for reducing environmental impact in hospitality operations.	LO2	
9	Sustainable Supply Chains and Local Sourcing	Investigate the value of local procurement and ethical supplier relationships.	LO2	
10	Digital Disruption in Tourism and Hospitality	Understand how digital technologies are reshaping service delivery.	LO3	
11	Smart Destinations and Internet of Things (IoT)	Explore how connected infrastructure enhances guest experience and efficiency.	LO3	
12	Artificial Intelligence and Automation in Guest Services	Analyze applications such as AI-powered chatbots, self-service kiosks, and robots.	LO3	
13	Data-Driven Personalization and Customer Experience	Examine how data analytics enhance targeting and customer satisfaction.	LO3	
14	Cybersecurity and Data Privacy in Tourism	Understand the growing importance of protecting customer data and privacy.	LO3	
15	Introduction to Geopolitical Issues in Global Tourism	Analyze how conflicts, sanctions, and political instability influence tourism flows.	LO4	
16	Midterm	**Midterm assessment** covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
17	Visa Policies, Travel Restrictions, and Border Controls	Explore regulatory barriers to travel and their implications for business.	LO4	
18	Cultural Globalisation and Destination Homogenisation	Evaluate how global brands impact cultural identity and authenticity.	LO4	
19	Overtourism and Host-Guest Tensions	Examine the social and cultural consequences of excessive tourism.	LO4	

20	Social Movements and Their Influence on Travel Behavior (e.g. #MeToo, Black Lives Matter)	Explore how cultural and social awareness shapes consumer decisions.	LO4	
21	COVID-19 and Its Disruption of Global Tourism	Understand the scale and nature of the pandemic's impact on global travel.	LO5	
22	Changes in Traveller Preferences Post-Pandemic	Analyze increased demand for safety, flexibility, and domestic travel.	LO5	
23	Health and Safety Protocols in Post-COVID Operations	Examine how hygiene and safety measures are integrated into service design.	LO5	
24	Economic Recovery and Government Support for the Tourism Sector	Evaluate the effectiveness of subsidies, loans, and recovery plans.	LO5	
25	Digital Acceleration as a Pandemic Legacy	Understand how COVID-19 fast-tracked digital adoption in the industry.	LO5	
26	Innovation in Crisis: Business Model Adaptations	Explore new models such as remote hospitality, hybrid events, and virtual tourism.	LO5	
27	Case Studies: Industry Responses to Contemporary Issues	Analyze how global brands and destinations have addressed key challenges.	LO1 – LO5	
28	Student Presentations: Position Papers on a Contemporary Issue	Present a critical analysis and recommendation on a chosen issue.	LO1 – LO5	
29	Final Reflection and Future Outlook for the Global Industry	Synthesize learning and discuss the role of innovation and leadership moving forward.	LO1 – LO5	
30	Final Exam Preparation & Review			
31	Final Exam			