Programme	Level 6 Diploma in Tourism & Hospitality
Unit Number/ Unit Title	Unit 5 Global Trends and Policy in Tourism and Hospitality
Cohort Code:	L06GTP-U5
Unit Level	Level 6
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 module provides insight into global trends, policies, and innovations shaping the tourism and hospitality industries. It also develops the ability to critically assess the role of policy and strategy in sustainable tourism development.
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.
	Teaching and Learning Materials
Learning Resources	• UNWTO (2023). Tourism Highlights and Global Reports. • Cooper, C. (2020). Essentials of Tourism. Sage Publications. • Gössling, S., & Hall, C. M. (2019). Sustainable Tourism Futures. Routledge. • Dredge, D., & Jenkins, J. (2007). Tourism Planning and Policy. Wiley. • Pforr, C., & Hosie, P. (2007). Crisis Management in the Tourism Industry: Be Prepared!. Nova Science Publishers.

Learning Outcome (The learner will be able to)	Assessment Criteria (The learner can:)
LO1. **Evaluate contemporary global tourism trends.**	1.1 Identify and analyse emerging global travel behaviours and market shifts. 1.2 Evaluate the impact of trends like digitalisation, sustainability, and demographic changes.
LO2. **Understand the role of policy in tourism.**	2.1 Examine the influence of national and international tourism policies. 2.2 Critically analyse stakeholder roles in tourism governance.
LO3. **Explore sustainability and ethical considerations.**	3.1 Discuss sustainable practices and ethical tourism. 3.2 Evaluate case studies of policy-driven sustainability initiatives.
LO4. **Analyse future implications for tourism strategy.**	4.1 Predict future industry developments based on trend analysis. 4.2 Suggest strategic responses for tourism organisations.

No	Learning Outcome / Topic	Learning and Teaching Activities	Which assessment criteria does the session relate to?	Day/month/year/ signature
1.	Introduction to Global Trends and Policy in Tourism and Hospitality	Understand the purpose and scope of studying trends and policies in a global industry.	LO1	
2.	Post-COVID Recovery and Resilience in Global Tourism	Analyze how the pandemic has reshaped global tourism patterns and business models.	LO1	
3.	Demographic Shifts and Changing Tourist Profiles	Explore how aging populations, Gen Z travelers, and emerging markets influence demand.	LO1	
4.	Rise of the Experience Economy and Transformational Travel	Understand the growth of immersive, personalized, and meaningful travel.	LO1	
5.	Growth of the Sharing Economy (Airbnb, Uber, etc.)	Evaluate how alternative accommodations and services are redefining competition.	LO1	
6.	Climate Change and Global Risk Factors for Tourism	Examine how environmental and global risks are shaping tourist flows and industry priorities.	LO1, LO3	
7.	Introduction to Tourism Policy	Understand what tourism policy is and who creates it.	LO2	
8.	The Role of Governments in Tourism Development	Explore how national and local governments influence the tourism agenda.	LO2	
9.	International Tourism Bodies and Policy Frameworks (UNWTO, WTTC, OECD)	Assess how global organizations shape policy through guidelines and funding.	LO2	

10.	Tourism Policy and Economic Development	Analyze tourism's role in poverty alleviation, job creation, and rural development.	LO2	
11.	Policy Approaches: Regulation vs. Deregulation	Debate the balance between controlling and enabling tourism development.	LO2	
12.	National Tourism Strategies: Case Studies	Evaluate specific country policies and strategies and their impact on destinations.	LO2	
13.	Sustainability in Tourism: Key Concepts and Models	Define sustainable tourism and identify guiding principles.	LO3	
14.	Managing Tourism's Environmental Impact	Explore initiatives like carbon offsetting, eco-tourism, and green infrastructure.	LO3	
15.	Social Sustainability and Community-Based Tourism	Assess how tourism can support cultural preservation and local empowerment.	LO3	
16.	Midterm	**Midterm assessment** covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
17.	Certifications and Global Standards for Sustainability	Understand eco-labels, carbon audits, and responsible tourism standards.	LO3	
18.	Policy Tools for Promoting Responsible Tourism	Explore incentives, tax structures, and zoning policies that support sustainability.	LO2, LO3	
19.	Trends in Technology and Digitalization	Examine how big data, AI, and virtual travel are transforming industry strategy.	LO1, LO4	
20.	Crisis Management and Tourism Resilience Policies	Understand how policy supports risk reduction and post-crisis recovery.	LO2, LO4	

21.	The Future of Work in Tourism and Hospitality	Analyze how automation and gig economy trends affect employment strategies.	LO4	
22.	Smart Tourism Destinations	Explore integrated destination management supported by digital infrastructure.	LO1, LO4	
23.	Globalization vs. Localization in Destination Development	Assess competing strategies for growth and authenticity.	LO1, LO4	
24.	Over-tourism and Managing Carrying Capacity	Identify long-term implications for policy and strategic planning.	LO3, LO4	
25.	Climate Policy and Carbon Neutral Travel	Evaluate emerging regulations and strategies for reducing tourism's footprint.	LO3, LO4	
26.	Inclusive Tourism: Accessibility and Universal Design	Explore strategies that ensure equal access to tourism for all.	LO3	
27.	Future Scenarios in Global Tourism	Discuss potential long-term futures under different economic, political, and environmental conditions.	LO4	
28.	Student Projects: Developing a National Tourism Policy Framework	Apply learning by designing a sustainable and future-ready tourism policy.	LO2 – LO4	
29.	Student Presentations: Strategic Responses to Emerging Global Trends	Present strategies addressing a major trend with policy and sustainability integration.	LO1 – LO4	
30.	Final Exam Preparation & Review			
31.	Final Exam			