

Group: IMTH Degree: Master Course: Global Trends and Issues in Tourism Research

1. Credits: 3

2. Grade & Semester: First year, first semester

3. Prerequisites: N/A

4. Course objectives:

This subject provides students with the opportunity to familiarize themselves with the most current trends and issues that impact on the tourism industry. By researching diverse current issues and sharing the findings with their class mates during presentations, all students will gain in-depth insights into the state of the art of 21st century tourism. The subject takes a macro approach to current tourism trends and students will find the knowledge gained useful when they are studying for other, more specialized aspects of the hotel and tourism industry.

5. Course description/outline:

The course examines the sustainability of mass tourism, tourism and climate change and security issues in global tourism. Students will further examine if a clash of cultures exists i.e. tourist culture vs local culture, if eco-tourism is a myth or reality and tourist health and disease. Moreover, the course will cover trends and issues in the transport sector, the accommodation and food services sectors, tourism destination management and the attractions sector. Finally, the course will examine innovations in tourism development and the future of tourism assessing where the limits of tourism are.