

THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title	: Bachelor of Social Science (Honours) in Global and Environmental Studies
Programme QF Level	: 5
Course Title	: Exploring Theories and Perspectives on Tourism
Course Code	: SSC3300
Department	: Social Sciences and Policy Studies
Credit Points	: 3
Contact Hours	: 39
Pre-requisite(s)	: Nil
Medium of Instruction	: EMI
Course Level	: 3

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. Course Synopsis

Tourism is a global phenomenon and plays a crucial role in the global socio-economic development. The emergence of tourism studies has become an important development in the field of the social sciences. This course aims to introduce students to theories and perspectives related to tourism studies. It equips students with conceptual, theoretical and empirical knowledge about the development of the tourist sector. It will address topics such as the cultural turn in tourism studies, the global political economy of tourism development, the emergence of alternative tourism, and the ethics for sustainable tourism. This course will use local fieldworks and overseas example to illustrate the importance of tourism from different conceptual and theoretical perspectives.

2. Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

- CILO₁ identify the drivers and barriers for the growth of the tourism sector as a global phenomenon.
- CILO₂ explain the development of the tourism sector by using relevant concepts and theories.
- CILO₃ describe the interplay between culture, economy and society in the context of sustainable tourism development.
- CILO₄ develop a plan for promoting local tourism with reference to key concepts and best practices.

3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
The Origin and Historical Development of Tourism	CILO _{1,2}	Lecture
Globalization and Contemporary Trends in Tourism	CILO _{1,2}	Lecture
The Cultural Geographies of Tourism and Heritage Conservation	CILO _{2,3,4}	Lecture and Fieldwork / Workshop
Tourism Impacts, Planning and Management	CILO _{3,4}	Lecture and Fieldwork
Tourism and Sustainability	CILO _{2,3,4}	Lecture and Fieldwork

4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) Individual Essay Students are required to produce a 1,500-word essay on one of the question prompts given with reference to the respective reading material.	60%	CILO _{1,2,3,4}
(b) e-Portfolio Students are to provide a critical analysis on an issue related to tourism, including identifying the issue, examining the influence of the factors/drivers/barriers/contexts and assumptions, analysing and evaluating the issue with supporting evidence to form a conclusion/position with suggestions.	40%	CILO _{1,2,3,4}

5. Required Text(s)

Nelson, Velvet (2013), *An Introduction to the Geography of Tourism*. Maryland: Rowman and Littlefield.

6. Recommended Readings

Boniface, B., Cooper, R., Cooper, C., (2016), *Worldwide Destinations: The Geography of Travel and Tourism*, London: Routledge.

Cooper, C., Volo, S., Gartner, W., Scott, N., (2018), *The SAGE Handbook of Tourism Management*, London: SAGE

Goeldner, C. R. and Ritchie, J. R. B. (2012), *Tourism: Principles, practices and philosophies*, New Jersey : John Wiley & Sons

Smith, M., MacLeon, N., and Robertson, M., (2010), *Key Concepts in Tourist Studies*, Thousand Oaks, Calif. : SAGE Publications

Timothy, D. J. (2011), *Cultural heritage and tourism: an introduction*, Bristol; Buffalo: Channel View Publications.

7. Related Web Resources

www.unwto.org/statistics

www.oecd.org/cfe/tourism/tourism-statistics.htm

8. Related Journals

Annals of Tourism Research

Journal of Sustainable Tourism

Tourism Geographies

Tourist Studies

9. Academic Honesty

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the *Policy on Academic Honesty, Responsibility and Integrity* (<https://www.eduhk.hk/re/uploads/docs/00000000016336798924548BbN5>). Students should familiarize themselves with the Policy.

10. Others

Nil

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