

## Unit 20 –Tourism Society and Culture (THM3001)

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- a) Understand the significance and role of tourism in post-modern society.
- b) Identify the positive and negative social impacts that tourism development can have on culture.
- c) Understand the attraction of the 'primitive order' within the international tourist system.
- d) Comprehend the complexity of trying to influence and control host-guest interactions and understand the variable factors that influence the degree of impact of these interactions.
- e) Understand how destination imagery can be a key component in determining the success of tourism.
- f) Interpret how political control of tourism development influences its social impacts and how it may be interpreted as another form of neo-colonialism.
- g) Understand the complexity of employment issues in the tourism industry and the problems of sex tourism.
- h) Understand the social implications of placing cultures into the global tourism system as a form of commodity.

Knowledge – at the end of the module/unit the learner will have been exposed to the following: (This can be a list of knowledge/content items)

- a) All the variants that determine the social impacts of tourism developments.
- b) History of tourism and its impact on culture.
- c) Anthropology and sociology and their relevance to tourism.
- d) Social hierarchies and resort development; political aspects of tourism development and tourism as a form of neo-colonialism.

Skills – at the end of the module/unit the learner will have mastered the following skills:

### **Applying knowledge and understanding**

The learner will be able to:

- a) Identify issues that could impact negatively on tourism in general and specifically to business.
- b) Apply and promote ways how to minimize the impact of tourism and hospitality business to local society and culture.
- c) To explain the importance of respecting local society and cultures to clients

***Judgment Skills and Critical Abilities***

(This Section has been made sufficiently open to accommodate both vocational and academic orientations. Applicants can refer to Judgement Skills, or Critical Abilities (critical skills, dispositions, values and actions), or both.)

The learner will be able to:

- a) Critically evaluate the many positive and negative effects of tourism on the host nation's culture.
- b) Make informed judgements about tourism investment and its impacts.