

## Unit 22 - Contemporary Global Issues in Travel and Tourism (THM3003)

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

- Identify the interstices between the political and global economics milieu and the impacts of global political economy upon tourism;
- Recognize the differences between the global political economy of the global north and that of the global south in terms of its impacts upon tourism and hospitality;
- Identify the importance of nation branding, soft power, cultural relations and other sources of public diplomacy in shaping the patterns and processes of destination marketing, management, international reception of tourism and hospitality;
- Identify and independently critique the role of the media, national branding, global information society and global campaigns of persuasion in influencing the flows of international travel and tourism;
- Compile an independent critique of European Integration in the Mediterranean and its impact upon Tourism;
- Compile an independent critique of socio-economic and political initiatives undertaken in the Euro-med and the Mediterranean region and their impacts upon tourism and hospitality;

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)

- An understanding of the phenomena of globalization, its impact on states and development in the south;
- An understanding of Hegemony, collaboration and coordination in the global economy, foreign direct investment and its impact upon tourism;
- An understanding of contemporary issues including globalisation, financial crisis, migration, and security issues shaping the Mediterranean and the Euro-med region and their impacts on tourism flows, trends, patterns and destination branding and management.
- A recognition of how socio-economic and political phenomena have the potential to shift destination management, destination branding, tourism trends and flows.

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

- Interpret the multi-faceted nature and dynamics of tourism, in particular the interstices of politics

with economics within the global fora and their impacts upon tourism, travel and hospitality;

- Demonstrate with conviction and using appropriate examples the prevalent issues in tourism, in particular the situational divide between the global north and the global south;

- Interpret prevalent issues affecting tourism, travel and hospitality within the Mediterranean and the Euro-Med region

- Interpret the changing dynamic nature of travel and hospitality and identify ways in which prevalent issues of a socio-economic, cultural and political nature can have an effect upon the patterns and processes of international travel and hospitality;

### ***Judgment Skills and Critical Abilities***

By the end of the study-unit, the student will be able to:

- Critically assess various case studies;

- Draw comparisons and similarities between socio-economic, political and cultural situations affecting travel and tourism at national, regional and international level;

- Compare and contrast socio-economic, cultural and political issues affecting tourism and hospitality between the Global North and the Global South;

- Appraise how the global political economy interacts with, influences and shapes the world of tourism and hospitality;

- Determine how soft power and nation branding can be used as tools to influence, boost and shape the trajectories of tourism and hospitality, transform perceptions of destinations and travel in the sending and receiving countries;

- Assess how national interest can gain from tourism and hospitality.

### ***Additional Module-Specific Communication Skills, if required.***

By the end of the study-unit, the student will be able to:

- Develop a critical appreciation for current affairs and contemporary issues affecting tourism;

- Consolidate presentation skills;

- Learn how to present own arguments, substantiate flow of ideas with case studies and contemporary examples and maintain assertiveness.