

Unit HTM704: The Culture and Society in Tourism

Unit code: F/616/7116

RQF level: 7

Aim

This unit assists students in being able to provide a discussion on the local and international issues of tourism. The students will also be able to understand the effectivity of tourism and travel in the context of society and personal views. It also provides a deeper understanding of the role and functions of tourism.

The unit covers information on the contemporary tourism management and development. The student is able to review how the roles of tourism represent public culture, the public heritage and the public nature of places which has possibly changed under the new climates of postmodern, post-industrial and post-colonial concepts.

Learning Outcomes and Assessment Criteria

Learning Outcome		Assessment Criterion	
1.	Identify and analyse the current trends in tourism	1.1	Identify the current trends available in tourism
		1.2	Analyse the current trends identified in context of tourism and an organisation in the hospitality and tourism sector
2.	Demonstrate critical knowledge on the changing nature of tourism	2.1	Address the changes in the nature of tourism
		2.2	Identify the issues experienced as a result of the changes
		2.3	Show critical knowledge on the impact towards the culture and society
		2.4	Explain the concepts of postmodern, post-industrial and post-colonial in context of tourism
3.	Demonstrate knowledge in planning for tourism development	3.1	Address the relationship tourism has with culture and society
		3.2	Explain the emerging trends in international policy towards tourism
		3.3	Critically explain how the trends support the plan for tourism development