

Name of Faculty	:	Faculty of Hospitality & Tourism
Name of Program	:	Bachelors in Hotel & Tourism Management (BHTM)
Course Code	:	2BHT03
Course Title	:	Emerging Trends and Contemporary Issues in Tourism
Type of Course	:	Basic Management (BM)
Year of Introduction	:	2023-24

Prerequisite	:	An introductory course in tourism or hospitality management would provide students with a fundamental understanding of the tourism industry, its key concepts, and basic principles.
Course Objective	:	To provide students with a comprehensive understanding of the emerging trends and contemporary issues in the tourism industry. By the end of the course, students will be able to analyze the impacts of these trends and issues, evaluate their implications for destinations and stakeholders, and propose sustainable strategies to address them.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Analyze and evaluate the definition, scope, factors, and impacts of emerging trends in tourism, applying critical thinking skills to assess their implications for the industry.
	CO2	Demonstrate a comprehensive understanding of sustainable tourism concepts, principles, and policies, and apply them to analyze and propose sustainable tourism practices, using higher-order thinking skills.
	CO3	Assess and evaluate the role of technology in transforming the tourism industry, demonstrating the ability to analyze and apply advanced technological solutions, including big data, virtual reality, and smart tourism concepts.
	CO4	Analyze the growing demand for wellness and health-related travel experiences, critically evaluate wellness tourism destinations, and assess the impacts of medical tourism on global healthcare systems, using evaluative thinking skills.
	CO5	Demonstrate a critical understanding of the importance of cultural heritage tourism, evaluate strategies for preservation and management of cultural heritage sites, and analyze the socio-cultural implications of indigenous tourism

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
			C	SEE	CIA	SEE	CIA	
4	0	0	4	100	50	0	0	150

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P – Practical, C – Credit, SEE – Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Unit No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	<p>Introduction to Emerging Trends and Sustainable Tourism Practices</p> <p>Introduction to Emerging Trends in Tourism: Definition and scope of emerging trends in tourism, Factors driving the emergence of new trends, Impacts of emerging trends on the tourism industry.</p> <p>Sustainable Tourism Practices:</p> <p>Sustainable tourism concepts and principles, Environmental, social, and economic impacts of tourism, Sustainable tourism policies and practices, Case studies on successful sustainable tourism initiatives</p>	12	20%	CO1
2	<p>Technology, Innovation, Wellness and Health in Tourism</p> <p>Technology and Innovation in Tourism: The role of technology in transforming the tourism industry, Online travel platforms and booking systems, Virtual reality and augmented reality in destination marketing, Big data and analytics in tourism, Smart tourism destinations and smart cities</p> <p>Wellness and Health Tourism: Overview of wellness and health tourism, The growing demand for wellness and health-related travel experiences, Wellness tourism destinations and retreats, medical tourism, and its impacts on global healthcare systems</p>	12	20%	CO2

3	<p>Cultural Heritage Tourism and Adventure Tourism</p> <p>Cultural Heritage Tourism: Importance of cultural heritage tourism, Preservation, and management of cultural, heritage sites, Cultural tourism experiences and authenticity, Indigenous tourism, and its socio-cultural implications</p> <p>Adventure Tourism and Outdoor Recreation: Introduction to adventure tourism and outdoor recreation, Popular adventure tourism activities and destinations, Risk management and safety considerations in adventure tourism</p>	12	20%	CO3
4	<p>Dark Tourism and Sustainable Tourism in the Context of Climate Change</p> <p>Dark Tourism: Understanding dark tourism and its motivations, Historical and contemporary examples of dark tourism sites, Ethical considerations in dark tourism, Dark tourism, and destination development</p> <p>Tourism and Climate Change: Impacts of climate change on tourism destinations, Mitigation and adaptation strategies in the tourism industry, Green tourism practices and carbon footprint reduction, Climate change policies and their implications for tourism</p>	12	20%	CO4
5	<p>Over Tourism, Destination Management, and Future Trends in Tourism</p>	12	20%	CO5

	<p>Over tourism and Destination Management: Definition and causes of over tourism, Negative impacts of over tourism on destinations, Strategies for destination management and sustainable tourism development, Case studies on over tourism and successful destination management approaches.</p> <p>Future Trends and Innovations in Tourism Emerging trends and innovations shaping the future of tourism, Trends in travel preferences and behaviour, Impacts of artificial intelligence and automation on the future trends in tourism.</p>			
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Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analysis	Evaluate	Create
Weightage	20	35	20	10	10	5

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Suggested Learning Websites

Sr. No.	Name of Website
1	www.unwto.org
2	www.wttc.org
3	www.tripadvisor.com
4	www.nationalgeographic.com/travel
5	www.wtach.org
6	www.wtn.travel

Reference Books

Sr. No.	Name of Reference Books
1	"Tourism: Principles and Practice" by John Fletcher, Alan Fyall, David Gilbert, and Stephen Wanhill (Publisher: Pearson)
2	"Sustainable Tourism: A Small Business Handbook for Success" by Carol Patterson (Publisher: Self-Counsel Press)
3	"Tourism: Concepts and Practices" by John R. Walker, Josielyn T. Walker, and Josielyn T. Walker (Publisher: Pearson)
4	"Managing Sustainable Tourism: A Legacy for the Future" by David L. Edgell Sr., James R. Swanson, and Daniel R. Fesenmaier (Publisher: CABI)
5	"Tourism: Principles, Practices, Philosophies" by Charles R. Goeldner, J.R. Brent Ritchie, and J.R. Brent Ritchie (Publisher: Wiley)
6	"Tourism: The Business of Travel" by Roy A. Cook and Cathy H. Cook (Publisher: Prentice Hall)
7	"Sustainable Tourism: A Small Business Handbook for Success" by Carol Patterson (Publisher: Self-Counsel Press)