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| **Module code and title:** | Tourism and Society (MGBBT1TAS) | **Module leader:** | Charles Lee |
| **Assignment type:** | Essay (2,000 words) | **Assessment weighting:** | 50% |
| Submission due dates: | Monday 22nd May 2023by: 2:00 pm  | **Feedback Target:** | 3 weeks from submission |

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| **Assignment Overview** |
| The assignment will enable students to demonstrate their knowledge and understanding of the theories, principles and practices of tourism and society. The essay theme is ‘What are the current issues and challenges in tourism development?’ |
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| **This assignment has been designed to provide you with an opportunity to demonstrate your achievement of the following module learning outcomes:** |
| LO 1 | Understand and explain sociological theories, principles and practices related to tourism and society. |
| LO 2 | Demonstrate an understanding of key concepts, including of tourism and society and how different socio-cultural, political, and economic contexts influence principles and practices of sustainability. |
| LO 4 | Demonstrate appropriate academic writing skills, referencing and good academic practice. |
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| **Assignment Task and Requirements** |
| **The issues and challenges of tourism in society****WHAT ARE YOU ASKED TO DO?****Prepare a 2,000-word essay that demonstrates your understanding of the theories, principles and practices of tourism and society.** This essay requires you to include all the following:**Introduction (300 words)** Introduce the essay topic:A discussion of the dynamic interrelationship between tourism and society - why is this topic important for the development of tourism as an industry and society now and in the future?To provide the discussion, you should 1. provide an overview of the aims of the essay,
2. outline the interrelationship between tourism and society through an investigation of relevant sociological theories, principles, and practices, (it is beneficial to give a definition of sociology, and to identify different socio-cultural, political, and economic contextual influences on the sustainability of tourism)
3. showcase your understanding of the interaction and interdependence of people, places, and processes in the tourism sector.

**First core section (500 words)** Evaluate the negative economic impacts of tourism on the society:An evaluation of the negative economic impacts of tourism on society – to what extent negative issues and challenges in the tourism development can jeopardise the economic development in the society?To provide the evaluation, you should 1. consolidate research evidence and statistical data to showcase the negative economic impacts of tourism development (you may also make arguments based on deteriorating positive economic impacts),
2. explain possible interrelatedness among negative issues and challenges,
3. comment on the overall impacts on the economic development in the society.

In addition to research evidence and statistical data, students are also expected to apply relevant theories and concepts.**Second core section (500 words)** Evaluate other negative impacts of tourism on the society:An evaluation of negative impacts of tourism other than economic ones on society – what are the holistic impacts of tourism to the wellbeing of the entire society?To provide the evaluation, you should 1. consolidate research evidence and statistical data to showcase various negative impacts of tourism development (other than economic impacts, such as socio-cultural, political, and environmental),
2. explain possible interrelatedness among negative issues and challenges (including economic ones),
3. comment on the overall impacts on the wellbeing in the society.

In addition to research evidence and statistical data, students are also expected to apply relevant theories and concepts.**Third core section (400 words)** Anticipate the future development of the interrelationship between tourism and society:Outline possible scenarios of future tourism and society – how may the interrelationship between tourism and society evolve in the future?To provide the anticipation, you should 1. consolidate research findings to outline possible scenarios of negative trends and challenges in the future,
2. comment and explain the overall impacts in those scenarios.

You may draw research findings from academic studies as well as industrial reports. In addition, relevant theories such as the tourism life cycle can be useful to explain for your comments. **Conclusion (300 words)** Give conclusive remarks:Consolidate your key findings and give overall conclusive remarks – to what extent the tourism sector will continue to be crucial to the entire society? Is it pertinent to address those negative issues and challenges now?To provide the remarks, you should 1. pick several key (**NOT** all) findings, defend your choice by explaining their importance,
2. comment and explain your opinions about the future of the interrelationship between tourism and society,
3. comment on the pertinence to address the negative issues and challenges now.

**Important:****Your essay must be based on reliable research and supported with a minimum of 15 different sources. Academic concepts and theories, as well as research findings, must be properly cited in accordance with the CCCU Harvard Referencing Style.****Headers, pictures and graphs, bold or italics fonts should NOT be used in the body of the text on academic essays. Should you believe informative diagrams and graphs be useful, please attach them on the appendix.****Marking criteria are available separately on the Moodle.****Students must attach the cover sheet given onto their essays and complete all the particulars on the cover sheet. The cover sheet is available on the Moodle.** |

**Indicative resources:**

**Recommended texts**

Kozak, M.E. (2015). *Tourism Development*. Newcastle upon Tyne: Cambridge Scholars Publishing. Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=1061675&site=eds-live>

Mihalič, T. & Gartner, W.C. (2013). *Tourism and Developments: Issues and Challenges*. Hauppauge, NY: Nova Science Publishers, Inc (Tourism and Hospitality Development and Management). Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=548902&site=eds-live>

Nogues-Pedregal, A.M. (2012). *Culture and Society in Tourism Contexts*. Bradford: Emerald Group Publishing Limited (Tourism Social Science Series). Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=503221&site=eds-live>

Yeoman I., & McMahon-Beattie, U. (2020). *The Future Past of Tourism: Historical Perspectives and Future Evolutions*. Bristol, UK: Channel View Publications (The Future of Tourism). Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=2318673&site=eds-live>

**Academic journal articles and other resources**

Butler, R. (2008). The Concept of A Tourist Area Cycle of Evolution: Implications for Management of Resources. *The Canadian Geographer / Le Géographe canadien*. 24. 5 - 12. Available at: <https://www.researchgate.net/publication/228003384_The_Concept_of_A_Tourist_Area_Cycle_of_Evolution_Implications_for_Management_of_Resources>

Deloitte. (n.d.). *The world has changed: Living with COVID-19, facing up to climate change*. Available at: <https://www2.deloitte.com/content/dam/Deloitte/uk/Documents/consumer-business/deloitte-uk-travel-weekly-insight-annual-report-2021-22.pdf>

Economist Intelligence Unit (2022). *Tourism outlook 2023: Turbulence in the travel industry*. Available at: <https://www.eiu.com/n/campaigns/tourism-in-2023/>

Grdić, Z. Š., Gregorić, M., & Nižić, M. K. (2019). Investigating the Influence of Tourism on Economic Growth and Climate Change - The Case of Croatia. *Contemporary Economics*, 13(2), pp. 111–122. <https://doi.org/10.5709/ce.1897-9254.302>

Grobelna, A., & Skrzeszewska, K. (2019). Seasonality: Is it a problem or challenge facing future tourism employment? Implications for management. Journal of Entrepreneurship, *Management & Innovation*, 15(1), pp. 205–230. <https://doi.org/10.7341/20191518>

Mehdi, S. A. (2019). Tourism Visitor Export, Income Generation and Employment Capacity: A Comparative Analysis of the Tourism Industries of India, China and Malaysia. *IUP Journal of Entrepreneurship Development*, 16(2), pp. 42–55. Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=ent&AN=139514970&site=eds-live>

Narmadha V., & Anuradha A. (2021). Socioeconomic, Cultural and Environmental Impact of Covid-19 on Tourism in India. *Journal of Management Information & Decision Sciences*, 24(4), pp. 1–9. Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=ent&AN=151087941&site=eds-live>

Stankov, U., ČIkić, J., & Armenski, T. (2021). New Age Tourism: Challenges and Positioning in a Changing Society. *Tourism Culture & Communication*, 21(2), pp. 69–80. <https://doi.org/10.3727/109830421X16191799471944>

Stephenson, M. L. (2014). Tourism, development and ‘destination Dubai’: cultural dilemmas and future challenges. *Current Issues in Tourism*, 17(8), pp. 723–738. <https://doi.org/10.1080/13683500.2012.754411>

Sukpasjaroen, K., & Chankoson, T. (2020). Measuring the Impact of Inbound Tourists, Outbound Tourists and Overall Tourism Growth on Sustainable Ecological Footprint of ASEAN Countries: A Panel Data Analysis. *Contemporary Economics*, 14(4), pp. 487–497. <https://doi.org/10.5709/ce.1897-9254.420>

World Travel & Tourism Council. (2021). *Trending in travel: Emerging consumer trends in travel and tourism in 2021 and beyond*. Available at: <https://wttc.org/Portals/0/Documents/Reports/2021/Trending_In_Travel-Emerging_Consumer_Trends-231121.pdf>

Yu Ouyang, & Lee Tsung-Lin. (2020). A Study on Local Identity of Low Carbon Tourism Based on Social Exchange Theory- a Case Study of Taiwan’s Characteristic Hot Spring Area. *International Journal of Organizational Innovation*, 12(3), pp. 355–366. Available at: <https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=ent&AN=140949577&site=eds-live>