

Alfred Nobel Open Business School Switzerland

Title	Emerging Issues in The Tourism Industry
Unit purpose and aim(s)	<p>EITI Students will understand the issues and develop their ability to critically appraise the development of strategic tourism initiatives and plans.</p> <p>Students will be able to examine cultural and urban tourism issues that impact on local people and lifestyles and have an appreciation of the ways in which effective tourism can bring positive benefits to the destination and its local people.</p> <p>Students will examine the issues relating to the impact of tourism on fragile, pristine and (usually) protected areas identifying how effective tourism can bring positive benefits to the destination.</p>
URN.	A/503/6109
Unit Code	EIT I
Level	6
Credit value	35
GLH	105
Learning outcomes	Assessment criteria
When awarded credit for this unit, students will:	Assessment of this learning outcome will require a student to demonstrate that they can:
1. Critically appraise the strategic impact of culture and urban tourism on different worldwide destinations	<p>1.1 Analyse the issues to be considered in the development of urban tourism</p> <p>1.2 Analyse the issues to be considered in the development of cultural tourism</p> <p>1.3 Critically analyse the impacts of urban and cultural tourism</p>
2. Critically appraise the strategic impact of ecotourism on different worldwide destinations	<p>2.1 Examine the key trends and developments of eco-tourism</p> <p>2.2 Identify the issues that impact on the development of nature tourism</p> <p>2.3 Assess the impacts of eco tourism on nature and wildlife environments</p>