

## Module 30: Contemporary Issues in Hospitality

<b>Stage</b>	3						
<b>Semester</b>	2						
<b>Module Title</b>	Contemporary Issues in Hospitality						
<b>Module Number/Reference</b>	BAIHH - CIH						
<b>Module Status (Mandatory/Elective)</b>	Elective						
<b>Module NFQ level (only if applicable)</b>	8						
<b>Pre-requisite Module Titles</b>	International Hospitality Management Hospitality Operations 1 & 2 Food & Beverage Management Rooms Division Management Accommodation and Facilities Management Tourism Studies						
<b>Co-requisite Module Titles</b>	N/A						
<b>Is this a capstone module? (Yes or No)</b>	No						
<b>List of Module Teaching Personnel</b>							
<b>Contact Hours</b>				<b>Non-contact Hours</b>			<b>Total Effort (Hours)</b>
45				55			100
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Placement</b>	<b>Independent work</b>	
35		10		25		30	100
<b>Allocation of Marks (Within the Module)</b>							
	<b>Continuous Assessment</b>	<b>Project</b>	<b>Practical</b>	<b>Final Examination</b>	<b>Total</b>		
<b>Percentage contribution</b>	40%			60%	100%		

### Intended Module Learning Outcomes

On successful completion of this module learners will be able to:

1. Demonstrate an understanding of the health and wellness industry and wellness geared experiences.
2. Determine the theoretical underpinnings of the health and wellness tourism industry.
3. Analyse current trends and developments affecting health and wellness tourism.
4. Evaluate the economic and social benefits of health and wellness tourism.
5. Demonstrate an in-depth understanding of the key dynamic forces and developments which may lead to crisis issues in international tourism and hospitality and their subsequent impact on a business or a destination.

6. Discuss and critically appraise the importance of crisis prevention and be able to predict which types of crises and issues may occur.
7. Critically examine the responsibility the tourism industry has towards sustainable measures and analysis its commitment from a local, national and global prospective.
8. Recognise and value the scope of change required to move towards a more sustainable future for the tourism industry.

## **Module Objectives**

This module is designed to provide learners with a diverse and current knowledge of the contemporary issues within the overall global tourism and hospitality sector. The module examines the contemporary issues in tourism and hospitality such as Health and Wellness Tourism, Crisis Management and Sustainability in Tourism and Hospitality. Learners investigate how the tourism sector is responding to such contemporary issues and will identify opportunities and challenges these issues may present.

## **Module Curriculum**

### **Health and Wellness Tourism**

#### **Trends contributing to wellness tourism**

- Holistic health and increased health consciousness
- Pace of life acceleration
- Quest for spirituality

#### **Towards a conceptualisation of wellness tourism**

- Theoretical underpinning of health and well-being.
- Defining health and wellness tourism
- Primary purpose and secondary purpose wellness traveller
- Culturally different meanings of health related tourism
- The role of the environment, natural and cultural resources
- Economic and social impacts of health and wellness tourism

#### **Drivers of wellness tourism development**

- Motivations of wellness tourists
- Characteristics of wellness tourists
- The globalisation of health and wellness

#### **The Spa industry and Nature based wellness tourism**

- Diversity of Spas
- Emerging types of spa and wellness facilities
- Relationship between nature, wellbeing and destinations
- The links between parklands and health
- Parklands and nature reserves as a wellness tourism destination

### **Crisis Management in the Hospitality and Tourism Industry:**

#### **Introduction to Disaster and Crisis Management:**

- Definition and characteristics of a Crisis
- Theory of Crisis Domains – Developmental, Situational, Existential and Environmental
- Reputation as a valuable asset
- Trust and belief
- Dynamic forces impacting on organisations

#### **Crisis Situations:**

- Business Crisis issues
- Product – related Crisis
- Predicting future crisis issues

#### **Planning for the unexpected:**

- Planning to manage a crisis
- Strategic Crisis management team
- Crisis prevention
- Crisis aftermath – what can be learned?

#### **Sustainability in Hospitality:**

- Origins and evolution of the sustainability concept
- Economic, Social and Environmental factors – the triple bottom line
- International sustainability: agreements, policies, legislation and their effectiveness (Rio, Johannesburg, Agenda 21)
- Indicators for sustainability: types of indicator models, measuring for sustainability, challenges, functions and features of indicators
- The future of sustainability – what does it hold? Past and present success and failure examples. Holistic, strategic, ongoing process.

#### **Reading lists and other learning materials**

Bookman, K.R. and Bookman, M.Z. (2007) *Medical Tourism in Developing Countries*, Palgrave.

D'Angelo, J. (2010) *Spa Business Strategies: A Plan for Success*, (2<sup>nd</sup> Ed), Cengage Learning.

Erfurt-Cooper, P. and Cooper, M. (2009) *Health and Wellness Tourism, Spas and Hot Springs*, Channel View Publications.

Gorham, D. and Mottiar, Z. (2010) *Contemporary Issues in Irish and Global Tourism and Hospitality*, Dublin Institute of Technology.

Griffin, A. (2014) *Crisis, Issues and Reputation Management: A Handbook for PR and Communications Professionals*. London: Kogan Page.

Liburd, J.J. and Edwards D. (2011) *Understanding the Sustainable Development of Tourism*, Goodfellows Publishing.

Powers, S., K., Dodd, S, L Jackson E, M (2013) *Total Fitness and Wellness 6 Ed.* Pearson

Ritchie, B.W. (2009) *Crisis and Disaster Management for Tourism (Aspects of Tourism)* Channel View Publications.

Smith, M. and Puczko, L. (2011) *Health and Wellness Tourism*, Elsevier.

Tezak, E. and Folawn, T. (2012) *Successful Salon and Spa Management*, (6<sup>th</sup> Ed), Cengage Learning.

Online resources include:

- [www.globalwellnesssummit.com](http://www.globalwellnesssummit.com)
- [www.irelandactive.ie](http://www.irelandactive.ie)
- [www.cabi.org](http://www.cabi.org)
- [www.leisuretourism.com](http://www.leisuretourism.com)
- [www.irishsportscouncil.ie](http://www.irishsportscouncil.ie)
- [www.sportengland.org](http://www.sportengland.org)
- [www.2.unwto.org](http://www.2.unwto.org)

Journals:

- Journal of Sustainable Tourism
- Tourism and Hospitality Research
- International Journal of Contemporary Hospitality Management
- Current Issues in Tourism.

## **Module Learning Environment**

A base classroom is used for teaching purposes for the delivery of the International Hospitality Management Programme. Learners also have access to online teaching resources and Moodle.

Learners also engage in field trips to leisure facilities to experience the various types of services available. These field trips support the module content that the learners are studying in their formal lectures and tutorials.

All learners have access to an extensive range of “actual” and “remote access” library resources. The library monitors and updates its resources on an on-going basis, in line with the College’s Library Acquisition Policy. Lecturers update reading lists for this course on an annual basis as is the norm with all courses run by Griffith College.

## **Module Teaching and Learning Strategy**

This module is delivered by means of participative lectures utilising an enquiry based approach with supporting tutorials. Tutorials allow for a more detailed discussion of key contemporary issues in tourism and hospitality. Additional material is also delivered through core texts, journal articles, news articles, news media and relevant industry publications/research. Emphasis is placed on the integration of material from a wide range of sources. Learners have access to Moodle, the college's virtual learning environment, where relevant and topical reading material can be accessed.

Lecturers are available for guidance and feedback during the course of this module.

### **Module Assessment Strategy**

The research assignment accounts for 40% of the assessment marks. A final closed book examination will assess the overall module content.