

Module	Contemporary Issues in Hospitality
Course code	BAIHH-CIH
Credits	5
Allocation of marks	40% Continuous Assessment
	60% Final Examination

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