

1. **Academic Year:** 2014/15
2. **Course Code:** CCGL9021
3. **Course Title:** Globalization and Tourism
4. **Course Description:**

The issue of whether globalization is beneficial remains controversial, particularly because globalization policies are often examined without consideration of their interactions with key sectors of economy, notably tourism. Tourism is arguably the world's largest industry and has been considered as an economic development option by many developing countries. However, it is questionable whether income generated through tourism can bring marginalized communities increased economic independence and life standards. This course aims to use tourism as a lens to explore key issues of globalization and economic development and how tourism, a global phenomenon, influences local people's lives. Course objectives are to 1) introduce the concepts relevant to tourism and globalization; 2) apply theoretical frameworks to the analysis of contemporary issues of the globalization of tourism, and the complex relationships that link local, regional, national and international processes and patterns of tourism development; 3) explore the dynamic relationship between the forces of globalization, transnational tourism corporations, and the state and civil society in the context of tourism; and 4) assess critically the economic, political and social ramifications of the systemic sources of power and inequality which are reflected in and sustained by international tourism, for all actors involved in the international tourism system.
5. **Offer Semester:** Second Semester  
**Day of Teaching:** Wednesday
6. **Assessment Ratio:** 100% coursework
7. **Offering Department(s):**  
Department Geography - 100%
8. **Course Co-ordinator:**  
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9. **Teacher:**  
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10. **Study Load**

Activities	Number of hours
Lectures	24
Tutorials	8
Fieldwork / Visits	10
Reading / Self-study	48
Assessment: Essay / Report writing	20
Assessment: In-class quiz (incl preparation)	10
Total:	120

11. **Course Learning Outcomes**

Course Learning Outcomes – On completing the course, students will be able to:	
1.	Describe and explain theories of globalization, and apply them to an understanding of the social, economic and political organization of the international tourism system.
2.	Comprehend and evaluate the changing relationships between states, civil society and markets, and their influence on the relations of power and inequality in international tourism.
3.	Use relevant information about globalization to evaluate the influence of international tourism on economic development, employment, migration and notions of citizenship in global society.
4.	Identify and devise effective strategies to regulate processes of tourism development that are compatible with notions of social justice and fair trade, particularly in poorer regions and states.
5.	Apply intellectual skills with particular emphasis on the analysis, synthesis and evaluation of ideas, concepts and theories relevant to the study of globalization and tourism.

12. **Assessment Tasks**

Assessment Method	Details of Assignment	Weighting	Alignment with Course Learning Outcome(s)
Tutorial presentation and participation	In the form of group presentation and discussion.	20	CLOs: 1, 2, 3
Issue papers	A short position paper on one specific issue of tourism and globalization.	20	CLOs: 4, 5
Field visit report	On-site observation and literature review for report writing.	30	CLOs: 3, 5
In-class quiz	In the form of short-answer and essay questions.	30	CLOs: 1, 5

13. **Course Content and Topics**

- Introduction to tourism: contemporary issues and characteristics
- Motivations of tourists and economic impacts of tourism
- Ethical issues and social impacts of tourism
- Cultural implications of tourism
- Politics, power and tourism

- Tourism: A vehicle for development? Environmental impacts from a global perspective
- Sustainable development, sustainable tourism, sustainable livelihoods
- Global paradigm shift and the development of eco-tourism
- New forms of tourism
- The global-local nexus in tourism
- Globalization and theme parks
- Review lecture in preparation for In-class Quiz

#### 14. Required Reading

- Buhalis, D. (2001) 'The tourism phenomenon: the new tourist and consumer', in S. Wahab and C. Cooper (eds.), *Tourism in the Age of Globalisation*, London: Routledge, pp. 69-96.
- Burns, P.M. and Novelli, M. (2007) 'Tourism and politics: Introduction', in P.M. Burns and M. Novelli (eds.), *Tourism and Politics: Global Frameworks and Local Realities*, Boston, Mass.: Elsevier B.V., pp. 1-4.
- Cheung, L.T.O., Cheung, T.T.M. and Tao, T.C.H. (2013) 'From a hiking sharing website to be a real business: a success story of Hong Kong ecotourism operator', *Journal of Ecotourism*, 12(3), pp. 221-225.
- Choi, K. (2012) 'Disneyfication and localisation: The cultural globalisation process of Hong Kong Disneyland', *Urban Studies*, 49(2), pp. 383-397.
- Cole, S., & Morgan, N. (2010). *Tourism and inequality: Problems and prospects*. Wallingford, UK: CABI Publishing. [Chaps. 4, 9]
- Coles, T. (2003) 'Tourism, environment and sustainability: everyday worlds, extra-ordinary worlds', in A. Rogers and H. Viles (eds.), *The Student's Companion to Geography*, Malden and Oxford: Blackwell Publishers, pp. 92-96.
- Connell, J. (2013) 'Contemporary medical tourism: Conceptualisation, culture and commodification', *Tourism Management*, 34, pp. 1-13.
- Doğan, H.Z. (1989) 'Forms of adjustment: Sociocultural impacts of tourism', *Annals of Tourism Research*, 16, pp. 216-236.
- Goeldner, C.R., and Ritchie, J. R. B. (2012) *Tourism: Principles, Practices, Philosophies* (12th ed.). Hoboken, NJ: John Wiley & Sons. [Chaps. 1, 9, 14]
- Gössling, S. (2002). Global environmental consequences of tourism. *Global Environmental Change*, 12, pp. 283-302.
- Griffin, T., and DeLacey, T. (2002) 'Green Globe: Sustainability accreditation for tourism', in R. Harris and T. Griffin et al. (eds.), *Sustainable tourism: A global perspective*. London: Routledge, pp. 58-88.
- Keese, J. R. (2011) 'The Geography of Volunteer Tourism: Place Matters', *Tourism Geographies*, 13(2), pp. 257-279.
- Kirtsoglou, E. and Theodossopoulos, D. (2004) " 'They are taking our culture away': Tourism and culture commodification in the Garifuna Community of Roatan", *Critique of Anthropology*, 24(2), pp.135-157.
- Macleod, N. (2006) 'Cultural tourism: aspects of authenticity and commodification', in M. Smith and M. Robinson (eds.), *Cultural Tourism in a Changing World*, Clevedon: Channel View Publications, pp. 177-190.
- Su, X. and Teo, P. (2008) 'Tourism politics in Lijiang, China: An analysis of state and local interactions in tourism development', *Tourism Geographies*, 10(2), pp. 150-168.
- Tao, T. C. H., & Wall, G. (2009) 'A livelihood approach to sustainability', *Asia Pacific Journal of Tourism Research*, 14(2), pp. 137-152.

- Teo, P. and Lim, H.L. (2003) 'Global and local interactions in tourism', *Annals of Tourism Research*, 30(2), pp. 287-306.
- Teo, P. and Yeoh, B.S.A. (2001) 'Negotiating global tourism: Localism as difference in Southeast Asian Theme Parks', in P. Teo and T.C. Chang (eds.), *Interconnected Worlds: Tourism in Southeast Asia*, Oxford; New York: Pergamon, pp. 137-154.
- Terkeneli, T.S. (2002) 'Landscapes of tourism: towards a global economy of space?', *Tourism Geographies*, 4(3), pp. 227-254.

15. **Recommended Reading**  
N/A
16. **Recommended Website(s)**  
N/A
17. **Additional Course Information**  
(e.g. course policy, penalty for late assignments, e.t.c.)

#### Mandatory Fieldtrip

Students are required to complete a self-guided fieldtrip to a designated place. The fieldtrip is mandatory and the students will need to write a field report for assessment upon completion of the field visit. A field trip package with instructions will be prepared and given to the students.

#### Submission of Course Assignments

Students are required to hand in their course assignments, i.e. essays, reports, projects, etc., on or before the submission deadlines set by the lecturer. Failure to observe this requirement will result in a reduction in coursework marks. For late submissions, it is Departmental policy to impose a 5% reduction per calendar day from the total mark of each item of coursework. For instance, an assignment, which is handed in two days late, will get a 10% reduction. Moreover, any assignment submitted ten calendar days after the deadline will not be accepted for assessment and will therefore be awarded a zero mark.