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:**
   Dr J.J. Zhang
   Department of Geography, Faculty of Social Sciences
   Tel: 3917 2841
   Email: jjzhang1@hku.hk
9. **Teacher:**
   Dr J.J. Zhang
   Department of Geography, Faculty of Social Sciences
   Tel: 3917 2841
   Email: jjzhang1@hku.hk
10. Study Load

<table>
<thead>
<tr>
<th>Activities</th>
<th>Number of hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>24</td>
</tr>
<tr>
<td>Tutorials</td>
<td>8</td>
</tr>
<tr>
<td>Fieldwork / Visits</td>
<td>10</td>
</tr>
<tr>
<td>Reading / Self-study</td>
<td>48</td>
</tr>
<tr>
<td>Assessment: Essay / Report writing</td>
<td>20</td>
</tr>
<tr>
<td>Assessment: In-class quiz (incl preparation)</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>120</strong></td>
</tr>
</tbody>
</table>

11. Course Learning Outcomes

<table>
<thead>
<tr>
<th>Course Learning Outcomes – On completing the course, students will be able to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

12. Assessment Tasks

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

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**


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.