



Module/Subject Title:	Explore global tourism opportunities
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Scope:	2 ECTS
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Introduction:	This module will seek to explore the tourism market globally to help better understand the range of opportunities for visitors and the competitive challenge inherent in seeking to attract them to a particular location. It will allow an exploration from a local perspective and build to examine niche and wider tourism opportunities within a range of locations, building to an appreciation of the global opportunities in the tourism market place.
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Prescribed reading:	
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Recomm. reading:	http://www.wttc.org/-/media/382bb1e90c374262bc951226a6618201.ashx
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<http://www.ferdamalastofa.is/en/about-us/tourism-strategy-2011-2020>

Additional material:	http://www.wttc.org
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<http://news.wtmlondon.com/we-content/uploads/2015/11/Global-Trends-Report-2015.pdf>

Date	Topic	Topic Activities	Reading References	Teachers Approach
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	Day 1	Exploring range of developing tourism niche markets within the students domestic location	Iceland		
	Day 2	Exploring niche tourism offers in Scotland and Spain examining any differences and similarities	and differences and in tourism between Iceland and Spain? What do you think are the three key niches in each country?		http://scottishtourismalliance.co.uk/tourism-scotland-2020/
	Day 3	Exploring niche tourism offers in connected or similar countries that differ from the domestic location		Depends on location - good to look at some different places	
	Day 4	Exploring global tourism trends examining established and newly emerging niches in relation to the global tourism industry	What are the developing markets and opportunities in global tourism		http://www.e-unwto.org/do/pdf/10.18111/9789284416899
	Day 5	This day/session will be used to summarize the course and learning outcome. It can be done in the form of tests, projects presentations or other, depending on the courses focus.			

Learning outcomes:

Student should have knowledge and understanding of:

A.	The range of tourism opportunities within a defined locations
B.	The diversity of tourism opportunities globally to better understand the range of opportunities and competition for tourists
C.	Niche tourism opportunities
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Students should have acquired skills to:

A.	Understand the different options and opportunities in the global tourism industry
B.	Understand the place of Iceland and its opportunities within that global tourism industry
C.	
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Student should be able to utilize the knowledge and skills s/he has acquired to:

A.	Prepare an analysis of global trends in the tourism industry
B.	Identify niche tourism opportunities in appropriate locations
C.	
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