



CIEE Palma de Mallorca, Spain

Course name:	International Tourism Trends for the 21st Century
Course number:	BUSI 3003 PABT
Programs offering course:	Business and Tourism
Language of instruction:	English
U.S. Semester Credits:	3
Contact Hours:	45
Term:	Fall 2019

Course Description

This course analyzes specific world tourism destinations, including its physical, political, economic and cultural characteristics as these relate to the tourism industry. This course puts the tourism phenomenon into the context of the globalization process and assesses the impact of current events, trends and developments on tourism. Mallorca is an ideal location to study how tourism interacts with economic development, politics, environment, and historic and cultural preservation.

Learning Objectives

Students will apply and assess to the case of the Balearic Islands the theories, methods, and ideas introduced in class. On top of this, one of the aims of the course is to widen students' perspective about other cultural values. The main objective is to acquire a solid understanding of the tourism industry and the new trends that are affecting the sector.

In the end of the course, students should be able to:

- Discuss the main characteristics of the tourism industry at an expert level.
- Discuss the potential impacts of new trends (social, environmental, political, technology and economic).
- Provide a general overview of which are the tourism industry key drivers per world region.

1. The tourism industry

- 1.1. Tourism definitions, myths and international institutions
- 1.2. The development of international tourism
- 1.3. Tourism highlights
- 1.4. Tourism components
- 1.5. Tourism impacts
- 1.6. Segmentation, conceptualization and repositioning in the hospitality industry

2. New trends in tourism

- 2.1. Social trends
- 2.2. Environmental trends
- 2.3. Political trends
- 2.4. Technology trends
- 2.5. Economic trends
- 2.6. Tourism product trends



3. World regions

- 3.1. Americas
- 3.2. Europe
- 3.3. Africa
- 3.4. Middle East
- 3.5. Asia and the Pacific

Course prerequisites

This subject does not have prerequisites, although it is advisable that students have at least basic knowledge of tourism in order to facilitate the understanding of the subject.

Additional material and readings will be provided to help students with no tourism background to better understand the basis of the lectures.

Methods of Instruction

The course sessions will combine lectures, discussions, workshops, case studies, presentations and other activities. Therefore, students will be challenged to apply principles, concepts and frameworks to real world situations.

Assessment and Final Grade

The course will be evaluated as follows:

1. Class participation (readings)	20%
2. Case studies	20%
3. Reports on Field Trips	20%
4. Final exam	20%
5. World Regions' Research Project	20%

Course Requirements

Class Participation (20%) & Case studies (20%)

Case studies: Students are expected to work on case studies about the course contents.

Course Readings: Students who keep up to date in their readings are more prepared to follow the instructor's presentation, contribute to class discussions, and earn higher grades.

Reports on Field Trips (20%)

Before the field trips students will receive guidelines on what to analyze during the visit, where interviews/interaction with tourists and locals may take place. After the trip, students should turn in a report on the work carried out during the field trip.

During the course, students will do three field trips in Mallorca:

- 1. Visit to the Place of Congresses of Palma de Mallorca
- 2. Visit to great examples of repositioning in the hospitality industry
- 3. Visit to the airport of the Balearic Islands

Final Exam (20%)



In the end of the course a written individual 2 hours exam will be administered to evaluate student's comprehension and retention of course contents. The exam will include true or false questions, multiple choice questions, fill in the gaps questions, definitions questions and essay questions.

World region's research project (20%)

Students will present their final project of a particular world region analyzing the components of tourism (attraction, accessibility and accommodation) in the top three destinations of his or her assigned world region.

In the beginning of the course students will be assigned a particular region of the world. Students will have to prepare a project analyzing the components of tourism (attraction, accessibility and accommodation) in the top three destinations of his or her assigned world region (see UNWTO Tourism Highlights 2017).

Structure of the project

1. Introduction to the assigned world region

Topics to cover

- Which are the three destinations that you will analyze?
- Explain basic characteristics of each destination (location, surface, population, political regime, economic situation, etc) but very very brief summary
- Evolution in the number of international tourist arrivals and receipts
- Relative comparison with the whole region (percentage over the total that represent the top three destinations)

2. Analysis of the tourism components of the top three destinations

Topics to cover

- Attractions per destination
- Search the most visited places and analyze them (location, description, picture, etc)
- Accessibility per destination
- How to get to the country (airports, ports, etc)
- Accommodation per destination
- Hospitality infrastructure (number of hotels, typology, category, etc)

3. Conclusions and reflections

Topics to cover

- Why do you think that these are the three most visited destinations in the region?
- Similarities and differences.
- Anything you might consider relevant.

Presentation of the project

Each student will have to:

1. Hand out a printed copy of the project



- The length of the project has to be between 20 and 30 pages including cover page and index
 - The format has to be Arial 12-point, justified alignment and interlined 1,5
2. Present the project in front of the class
- You will need to prepare a power point presentation (or similar) to support your presentation.
 - The length of the presentation should be between 30 minutes and 45 minutes.
 - After the presentation the professor and other students will make questions to the student presenting the project.
 - Additionally to the project and the presentation, the student will also be evaluated in their handling of questions.

Presentations will have a different deadline for each student:

- Americas
- Europe
- Africa
- Middle East
- Asia and the Pacific

Attendance

Regular class attendance is required throughout the program. Students must notify (via e-mail with a copy to the Center Director) their instructor beforehand if they will miss class for any reason. Students are responsible for any materials covered in class during their absence. Students who miss class for medical reasons must inform the professor and the CD, and provide appropriate documentation.

For CIEE courses, excessively tardy (over 15 minutes late) students will be marked absent (student will be reminded of the policy). Attendance policies also apply to any required co-curricular class excursion or events, etc. Students who miss class for personal travel will be marked as absent and unexcused.

An absence in a CIEE course will only be considered excused if:

- A doctor's note is provided explaining there is a reason to miss the class (not only saying the student was at the doctor during class time).
- A CIEE staff member verifies that the student was too ill to attend class.
- Evidence is provided of a family emergency.

Persistent absenteeism (students exceeding 10% of the total course hours missed, or violations of the attendance policy in more than one class) may lead to a written warning from the CD, notification to the home school, and/or dismissal from the program in addition to reductions in class grade(s).

Since each CIEE course is 45 hours, 10% of the total course hours are 4.5 hours. Depending on the hours of each session, missing 1 day of class implies 1.5 or 2 hours of class. Students who miss



more than 4.5 hours of class without justification will see their final grade reduced by -5%. For instance, students achieving a grade of 89.00 out of 100 points, and missing more than 4.5 hours of class will see their final grade reduced from 89.00 (B+) to 84.00 (B).

Students with unexcused absences exceeding 20% (9 hours) of the total course hours will fail the course. Written warnings and home school notifications will happen well before the absenteeism causes the student to fail the course so that the student has an opportunity for corrective actions.

Papers and assignments submission. Exams Dates

According to CIEE Palma de Mallorca academic norms, all assignments, paper, readings, etc., must be turned in on the due date. If a student fails to submit the work on time:

- If any student submits the assignment one day late, the grade will be lowered by -10% points.
- If it is 2 days late, the grade will be lowered by -20% points.
- If it is 3 or more days late, it will imply a grade of zero in the assignment.

It is the student's responsibility to check with the professor any work submitted by email (unless the student receives a message confirming the assignment's delivery, we will assume the assignment was never sent and/or received). No exam can be administered other than the ones scheduled in the syllabus. There are no make-up tests.

Plagiarism

Cheating and plagiarism in any course assignment may result in failing the course or being expelled from the program. Students are expected to adhere to the US American and norms. Important principles:

- Final examinations, quizzes and other tests must be completed without assistance from other person, without looking at or otherwise consulting the work of another person, and without access to notes, books, or other pertinent information (unless the professor has explicitly announced that a particular test is to be taken on an "open book" basis).
- The same written paper may not be submitted in more than one course.
- Any use of the work of another person must be documented in any written papers, oral presentations, or other assignments carried out in connection with the course.

Add/Drop & Withdrawal deadlines

The add/drop period last for 1 week and a half after the start of the courses. After the end of the add/drop period, the student's registration is considered final, and no course(s) may be changed or deleted from the student's CIEE Academic Record.

Withdrawal deadline is **October 23**. Students are required to register in 5 courses during their studies at CIEE Palma de Mallorca. Each CIEE course is worth 3 credits (45 contact hours) and each Universitat de les Illes Balears course is worth 4 credits (60 contact hours). If exceptional circumstances warrant, the student may request permission from the Center Director to withdraw



from a course. However, a student participating in a semester program is not allowed to drop below a total of 12 US semester credits.

Weekly Schedule

Week 1

1.1. Tourism definitions, myths and international institutions

Read online course packet chapter 1.1. pages 1-36

Additional Bibliography: United Nations "International Recommendations for Tourism Statistics" 2008-2010 Edition

Week 2

1.2. The development of international tourism

Read online course packet chapter 1.2. pages 1-56

Week 3

1.3. Tourism highlights

Read online course packet chapter 1.3. pages 1-43

Additional Bibliography: "World Tourism Organization Tourism Highlights" 2016 Edition
"Government of the Balearic Islands: El turisme a les Illes Balears" Anuari 2015

Week 4

1.4. Tourism components

Read online course packet chapter 1.4. pages 1-20

Week 5

1.5. Tourism impacts

Read online course packet chapter 1.5. pages 1-17

Week 6

1.6. Segmentation, conceptualization and repositioning in the hospitality industry

Read online course packet chapter 1.6. pages 1-49

Analyze case studies in the course packet

Week 7

2.1. Social trends

Field Visit 1: Palace of Congresses of Palma de Mallorca

Read online course packet chapter 2.1. pages 1-46

Analyze case study and answer questions on page 45

Week 8

2.2. Environmental trends

Read online course packet chapter 2.2. pages 1-32

Analyze case study and answer questions on page 31



Week 9

Presentation “Americas”
Presentation “Europe”

Week 10

Presentation Africa
Presentation Middle East

Week 11

Presentation “Asia and the Pacific”
2.3. Political trends
Read online course packet chapter 2.3. pages 1-29
Analyze case study and answer questions on page 28
Additional Bibliography: “Institute for economics & peace Global Peace Index” 2016
“Institute for economics & peace Global Terrorism Index” 2015
“UNHCR Global Trends Forced Displacement” 2015
“World Tourism Organization Visa Openness Report” 2016

Week 12

2.4. Technology trends
Field Visit 2: Great examples of repositioning in the hospitality industry: visit to a hotel
Read online course packet chapter 2.4. pages 1-38
Analyze case study and answer questions on page 37

Week 13

2.5. Economic trends
Field Visit 3: Airport of the Balearic Islands
Read online course packet chapter 2.5. pages 1-30
Additional Bibliography: “International Monetary Fund World Economic Outlook” April 2016
“European Commission European Economic Forecast” Spring 2016
“World Bank Group Global Economic Prospects” June 2016

Week 14

2.6. Tourism product trends
Read online course packet chapter 2.6. pages 1-32
Case study: analysis of three projects in Madrid: Eurovegas, Edificio España, Cordish Group

Week 15

Final Exam

Course Materials

General Books

Boniface, B. & C. Cooper. (2009). *Worldwide destinations casebook: The geography of travel and*



tourism. Boston: Elsevier Butterworth-Heinemann.

Mason, Peter (2003) *Tourism Impacts, Planning and Management* Oxford Elsevier, Butterworth Heinemann

Chuck Y., Gee & Fayos-Sola, E. (1997) *International Tourism: A global perspective* Madrid: World Tourism Organization

Online readings

Online course packet with summaries of the lectures, and case studies.

Global Travel Industry News: <http://www.eturbonews.com/>

UNWTO Barometer and Annual report: www.unwto.org/facts/eng/barometer.htm

Travel Trade Gazette: www.ttglive.com

Travel Weekly: www.travelweekly.co.uk