

FACULTY OF SOCIETY AND SCIENCE STUDY COURSE DESCRIPTION

Course Title:	Tourism Enterprise and Global Change			
Course code (LAIS):	The course will be registered after receiving the license			
Study programme:	Tourism Competitiveness Management			
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education		
	<input type="checkbox"/>	Professional Bachelor		
	<input type="checkbox"/>	Professional Master		
	<input checked="" type="checkbox"/>	Academic Master		
	<input type="checkbox"/>	PhD level		
Type of Study programme:	<input type="checkbox"/>	Compulsory course (Part A)		
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)		
	<input checked="" type="checkbox"/>	Professional specialization optional courses (Part B, optional)		
	<input type="checkbox"/>	Elective courses (Part C)		
Course Workload:	ECTS	Academic hours	Contact hours	Independent work hours
	5	125	40	85
Course Author/ Tutor:	Aija van der Steina		Ieva Kalve	
	Associate Professor, Dr.oec.		Guest Assistant Professor, Dr.oec.	
	e-mail: aija.vandersteina@va.lv		ieva.kalve@va.lv	
	Consultation: by applying electronically			
Study Form:	Full time studies			
Study year, semester:	Year 2, Semester 1			
Language:	English or Latvian			
Prerequisites for the Course:	none			
Course Summary:	As the global tourism industry continues to expand and to become more complex, it is vital that those in the industry identify trends early and design proactive strategies to gain competitive advantage. This study course provides comprehensive insight of the changes in the external environment, and equips with new managerial techniques in order to adapt and profit from these changes and into the future. It provides the manager of tomorrow with the ability to look beyond normal planning horizons and identify potential threats and opportunities for change. The course is aimed to provide a set of knowledge to enable students to recognise the key areas of growth and change, and the ability to use the tools and technologies available to develop them, maximise business potential, avoid or minimise risks and be ready to react appropriate way if the crisis occurs.			
Assessment:	The summed assessment, which is formed from the assessments of the work performed during the acquisition of the study material (70%) and the exam (30%): Assessment 1. Project based on critical incidents of the industry (team work): 30 % Assessment 2. Critical essay (individually + peer involvement/assessment): 20% Assessment 3. Summative assessment of tests and involvement during the course (individually): 20% Final exam presentation: 30%			
	- Participation in the course will be evaluated in a 10-point system, taking into account the following criteria: with distinction (10) – knowledge, skills and competence about global macro-environmental factors in the tourism sector and adaptation strategies for destinations, organizations exceed the requirements; excellent (9) – knowledge, skills and competence about the factors of the global macro-environment in the tourism sector and the adaptation strategies for destinations and organizations fully meet the requirements; very good (8) – requirements are fully met, however, in some questions about the factors of the global macro-environment in the tourism industry, there is not a deep enough understanding of the environments adaptation strategies in order to use the knowledge independently in solving more complex problems;			

	<p>good (7) – in general, the requirements are fulfilled, however, sometimes there are not enough skills to independently use the acquired knowledge about global macro-environmental factors and the adaptation strategies of destinations and organizations;</p> <p>almost good (6) – the requirements are met, however, at the same time, an insufficiently deep understanding of certain factors of the global macro-environment and the adaptation strategies of destinations, organizations, as well as the inability to use the acquired knowledge;</p> <p>sufficient (5) – generally, the requirements are met however, in several questions about the factors of the global macro-environment and destinations, the understanding is limited, there is restricted inability to understand the problems and use the acquired knowledge;</p> <p>almost sufficient (4) – in general, the requirements are met, but the understanding is very limited and in certain conceptual issues about global macro-environmental factors related to the tourism sector and the adaptation strategies of destinations, organizations, also significant difficulties in the practical use of the acquired knowledge;</p> <p>poor (3) – knowledge of course topics is superficial and incomplete, the student is unable to use them in specific situations;</p> <p>very poor (2) – there is superficial knowledge, very limited understanding of the basic issues of the course, most of the requirements are not met;</p> <p>extremely poor (1) – there is no understanding of the basic problems of the course and related issues, there is almost no knowledge of the topics covered in the course.</p>	
Requirements for Credits:	<p>In order to receive the final grade, all requirements (deliverables) must be met. Failure to meet the submission deadlines will result in a downgrade.</p> <p>If the student does not fulfill the conditions set for obtaining a positive evaluation, the course must be retaken in its entirety the next time;</p>	
Abiding by the Academic Ethics	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> – study papers must be independently developed; – the study work should reference all statements, ideas and data used that have been authored by someone else; – appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; – the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.</p>	
Learning Outcomes; the evaluation methods and criteria	Learning Outcomes	The evaluation methods and criteria
	Knowledge	
	On global change issues	Discussion, practical and/or field work
	On new development trends and concepts connected with tourism business	Discussion, practical and/or field work
	On importance of risk monitoring	Test, practical and/or field work
	On different types of crisis in tourism and crisis management	Tests, discussion and assignment 1.
	On new business models in changing and emerging economies	Tests, discussion, critical essay (assignment 2.)
	Skills	
	To perform analysis of potential changes in the external environment	Practical work
	Find and evaluate main potential risk issues in tourism industry	Practical and/or field work, team work and presentation (Assignment 1)
	Analyse and compare possibility to introduce	Practical and/or field work, team work

	new ideas and business models according to tourism and hospitality trends for real tourism enterprise	and presentation (Assignment 1)
	Competency	
	To create risk and/or crisis management plan	Assignment 1. Practical and/or field work
	To develop a plan for improvements in tourism enterprise	Assignment 1. Practical and/or field work
	Assess and critique actual and potential issues in tourism and hospitality including different business models and approaches	Assignment 2. Critical essay, discussion, practical work
Course Compulsory literature (all books are from the EBSCO eBook library):	1.Sotiriadis, M. (2018). The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality: Skills for Successful Ventures. Emerald Publishing Limited. 2.Hillson, D. (2016). The Risk Management Handbook: A Practical Guide to Managing the Multiple Dimensions of Risk. Kogan Page 3.Cheer, J. M., & Lew, A. A. (Eds.). (2017). Tourism, resilience and sustainability: Adapting to social, political and economic change. Routledge. 4.Ritchie, B. W. (2009). Crisis and Disaster Management for Tourism. Channel View Publications. 5.Journal: Tourism Management (Elsevier) 6.Journal: Journal of Travel research (Sage Pub) 7.Journal: Current issues in Tourism (Taylor & Francis)	
Course additional literature	1. UN WTO. (2018) New Platform Tourism Services (or the So-Called Sharing Economy): Understand, Rethink and Adapt. UN World Tourism Organisation. 2. Becken, S., & Hay, J. E. (2007). Tourism and Climate Change: Risks and Opportunities. Channel View Publications 3. Hopkin, P. (2017). Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Risk Management: Vol. Fourth Edition. Kogan Page. 4. Mihalič, T., & Gartner, W. C. (2013). Tourism and Developments: Issues and Challenges. Nova Science Publishers, Inc. 5. Mukhopadhyay, P., Nawn, N., & Das, K. (2017). Global Change, Ecosystems, Sustainability: Theory, Methods, Practice. Sage Publications Pvt. Ltd. 6. Ohnmacht, T., Priskin, J., & Stettler, J. (2018). Contemporary Challenges of Climate Change, Sustainable Tourism Consumption, and Destination Competitiveness: Vol. First edition. Emerald Publishing Limited. 7. Singh, T. (2012). Critical Debates in Tourism. Channel View Publications. 8. Yeoman, I., & Yu, R. L. (2012). 2050 - Tomorrow's Tourism. Channel View Publications.	
Course confirmation date:	12.05.2021.	
Date of course description update:	-	

Study Course Plan:

Study Course Plan:				
Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
The study course is designed in the form of a blended classroom, which means that, except for the 1st meeting, the students get acquainted with the theoretical information prepared by the lecturers and students complete self-assessment tests for the acquired material with or without assessment before the joint online meeting / seminar. During the online meeting, new concepts are discussed, ambiguities are clarified, orientation is focused on new topics and various types of teamwork and / or presentations of the work done are presented. Team work will be based on critical incidents of the real tourism / hospitality company.				
The date is	Introduction to the study course, division	1	8	Introduction to the study

<i>specified before the implementation of the course</i>	into teams and selection of research sites / objects. Short overview of Tourism Enterprise and Global Change issues. Introduction in tourism management dynamics: trends, management and tools	2		course and basic terms with student involvement. Creation of teams and information regarding teamwork. Work on the intro (small) team task. Assignment of 1 st team task.
	Making sense on global change: macro dimensions, ecological economics, social and cultural dimensions, circular economy. Tourism and climate change: risks and opportunities	6	10	Q&A about the material to be learned for this meeting, orientation to the next topic (hereinafter abbreviated as "ordinary"). Information regarding individual critical essay (possible topics, milestones etc.)
	Risks and risk management in tourism: approaches, assessment and risk management strategy	6	13	Ordinary. 1 st team task presentation and discussions. Assignment of 2 nd team task.
	Crisis and disaster management in tourism: context, prevention and planning, response and management, recovery and resolution	6	13	Ordinary. Presentation of 2 nd team task and discussions.
	Changing tourism business environment Resilience in tourism: development, application and strategies.	6	13	Ordinary. Assignment of 3 rd team task. Submission of individual essays. Distribution of essays for peer reviewing.
	Tourism – a consumer driven business field (experience economy, emerging markets, responsible consumption, slow consumption and anti-consumerism)	6	13	Ordinary. Presentation of 3 rd team task and discussions.
	New business approaches and models in tourism entrepreneurship: crowdsourcing, social entrepreneurship, green entrepreneurship, creative tourism, sharing economy etc.	5	15	Ordinary. Discussion on individual essays after peer review.
Hours total:		40	85	