

BEUR108 Tourism in Europe

ECTS Value 5 ECTS

Overall Objectives and Outcomes

This module aims to give course participants a general overview of the main Touristic possibilities and opportunities in Europe. Through this module, the learners would have acquired enough logic and skills to be able to teach topics related to tourism in the European Studies syllabus for secondary schools and beyond.

By the end of this module, the learner will be able to:

Competences

- a. critically analyse the diversity of the tourist industry in Europe;
- b. constructively critique the strengths and shortcomings in tourism management with regard to both supply and demand in Europe;
- c. comprehend and analyse the importance of niche markets in tourism in Europe;
- d. sustain arguments with regard to the main controversies surrounding the tourism industry.

Knowledge

- a. demonstrate critical understanding of the Tourism markets, niches (such as Religious tourism, Sports tourism, Dark Tourism etc.) and attractions in Europe;
- b. develop an understanding of how the Tourism industry in Europe works;
- c. conceive and appreciate what constitutes supply and demand in The Tourism Industry;
- d. critically identify the pros and cons of European destinations;
- e. evaluate the role of the different modes of transport as a major player in the Tourism industry in Europe.

Skills

- a. identify the appropriate theories in Travel and Tourism;
- b. apply the theories explored and studied to a practical situation (for example to organize a trip for a religious group interested in religious shrines);
- c. interpret and apply data gathered through qualitative and quantitative methods in the social science field;
- d. reference correctly the appropriate literature used;

- e. develop the ability to plan and develop a research project/assignment.

Mode of Delivery

This module adopts a blended approach to teaching and learning. Information related to the structure and delivery of the module may be accessed through the IfE Portal. For further details, kindly refer to the Teaching, Learning and Assessment Policy and Procedures found on the Institute for Education's website.

Assessment Methods

This module will be assessed through: Forum Contributions, Assignment, and Presentation

Suggested Readings

Core Reading List

1. Davidson, R. (1993). *Tourism*. (2nd ed.). Longman.
2. Page, S., & Connell, J. (2009). *Tourism : A modern synthesis*. South-Western Cengage Learning.
3. Thomas, R. (1996). *The hospitality industry, tourism and Europe : Perspectives on policies*. Cassell.
4. Batista E Silva, Marín Herrera, Rosina, Ribeiro Barranco, Freire, & Schiavina. (2018). Analysing spatiotemporal patterns of tourism in Europe at high-resolution with conventional and big data sources. *Tourism Management*, 68, 101-115.
5. Pompl, W., & Lavery, P. (1993). *Tourism in Europe : Structures and development*. CAB International.

Supplementary readings

1. Mirela Mazilu. (2010). A NEW STRATEGY FOR RELAUNCHING TOURISM IN EUROPE. *Annals of the University of Petrosani: Economics*, (1), 177-182.
2. Nowak, J., Petit, S., & Sahli, M. (2012). Intra-Tourism Trade in Europe. *Tourism Economics*, 18(6), 1287-1311.
3. Theuma, N. (n.d.). *Tourism, culture and cultural tourism in Malta : The revival of Valletta*.
4. Zammit, Emma. (2013). *The Dependence on Tourism of the Small States of Europe*.
5. Boissevain, J. (1996). *Ritual, Tourism and Cultural Commodization in Malta : Culture by the Pound?*
6. Pahos, A., Stamos, A., & Kicosev, S. (2010). CULTURAL TOURISM IN EUROPE. *UTMS Journal of Economics*, 1(1), 85-92.

Various articles from online journals will also be suggested to students during the course.