**Course title**: Tourism and Globalization (seminar)

**Instructor:** Dr. Alon Gelbman

**Credit hours:** 2

**Semester:** A

**Prerequisites:** None

**Course objectives:**

The seminar will outline the relationships between tourism and globalization. It will explore the nature of globalization and identify some of the processes facilitating greater global interconnectedness. The subject will also address the relationship between tourism and globalization in each one of the following areas: economic, political and social.

Intended Learning Outcomes:

Upon Completion of the subject, students will be able to:

1. **Professional Competence:** understanding the influences of the globalization on tourism development and identify the power of multinational tourism corporation in tourism development.
2. **Critical Thinker:** Interpret use data related to developing and managing tourism in the age of globalization: developing global thinking with local potential activities.
3. **Effective Communicators:** Communicate major issues in global tourism development to stakeholders and agencies concerned.
4. **Innovative problem solvers:** examine the process and development of tourism and globalization throw different international case studies.
5. **Ethical Leaders:** Apple the principals of managing destinations influenced by the process of globalization, and explore ethical issues which impact on the community and industry.

**Schedule of lessons:**

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| --- | --- | --- | --- |
| **Lesson #** | **Topic** | **Details** | **Relevant reading assignments** |
| 1 - 2 | Introduction to understanding the process of tourism and globalization | The definitions of 'globalization' and 'glocalization'  Its connections and influences on tourism  Tourism and Globalization Theory | Timothy, D. J. (2019) pp. 149-160. Chapter 28  Brondoni, 2016  Tefler and Sharpley, 2008, pp. 58 – 79.  Macleod, 2004 pp. 4-11  Butcher, 2017  Dwyer, 2015  Hjalager, 2007  Mason, 2017 pp. 148-153  Rahmat Shah et al. 2017  Song et al. 2018 |
| 3 - 4 | Tourism and geopolitical borders in the age of globalization | The influences of super nationalism and geopolitical border opening, with comparison to borders closing and 'balkanization' process. | Timothy, D. J. (2019) Chapter 9 |
| 5 | From Conflict Zone to Tourist Attraction: | Borderland Transformation | Gelbman and Timothy, 2010 |
| 6 | Global Tourism as a Strategy for Urban Revitalization; | Tourism in the Post-Industrial City | Maitland, 2016 |
| 7 | Personal mentoring | Confirming seminar structure |  |
| 8 | Tourism and the Global City | e.g. NYC London Tokyo Hong Kong |  |
| 9 | Tourism conflicts and peace in the age of globalization | The ongoing debate about the place of tourism as a peace promoter between people, nations and countries. | Cho, 2007  Gelbman (2019) Chapter 13 |
| 10 | Globalization, Localization and the sustainable paradigm: Alternative community-based tourism  Migration tourism and globalization | Community based tourism as a social force  Definitions, characteristics, and case studies | Gelbman & Laven, 2016  Williams, A. M. (2019). Chapter 6 |
| 11 | Students Oral Exam (Personal Interview) | List of reading references about tourism and globalization |  |
| 12 | Students Presentations |  | Students’ projects and presentations |
| 13 | Students Presentation & Closing remarks |  | Student’s projects and presentations |

**Schedule of Guest Lecture lessons:**

Please find in the course website the Guest Speakers list with details about speakers & topics.

**Grading scale:**

Grade components in percentage of the final grade

|  |  |
| --- | --- |
| **Assignment** | **Percentage of final grade** |
| Oral exam (Interview) | 10% |
| Reading presentation | 10% |
| Attendance | 10% |
| Presentation | 10% |
| Project | 60% |
| **Total** | **100%** |

**Required Bibliography:**

Brondoni, S. M. (2016). Global Tourism Management. Mass, Experience and Sensations Tourism. Symphonya. Emerging Issues in Management, (1), 7-24.‏

Butcher, J. (2017). Citizenship, global citizenship and volunteer tourism: a critical analysis. Tourism Recreation Research, 42(2), 129-138.‏

Cho, M. (2007). A re-examination of tourism and peace: The case of the Mt. Gumgang tourism development on the Korean Peninsula. Tourism Management, 28(2), 556-569.‏

Dwyer, L. (2015). Globalization of tourism: Drivers and outcomes. Tourism Recreation Research, 40(3), 326-339.‏

Gelbman, A. (2019). Sport tourism and peace: crossing the contested wall. Tourism Geographies, 1-27.‏

Gelbman, A. (2019). “Tourism Peace and Global Stability”, in: Timothy D.J (Ed.), Handbook on Globalization and Tourism. Edward Elgar Publishing, pp. 149-160.

Gelbman, A., & Laven, D. (2016). Re-envisioning community-based heritage tourism in the old city of Nazareth. Journal of Heritage Tourism, 11(2), 105-125.‏

Gelbman, A., & Timothy, D. J. (2010). From hostile boundaries to tourist attractions. Current issues in tourism, 13(3), 239-259.‏

Hjalager, A. M. (2007). Stages in the economic globalization of tourism. Annals of tourism research, 34(2), 437-457.‏

Macleod, D. V. (2004). Tourism, globalization, and cultural change: an island community perspective (Vol. 2). Channel View Publications.

Maitland, R. (2016). Everyday tourism in a world tourism city: Getting backstage in London. Asian Journal of Behavioural Studies, 1(1), 13-20.‏

Mason, P. (2017). Geography of Tourism: Image, Impacts and Issues. Goodfellow Publishers.‏

Rahmat Shah, D., Mousavi Noory, S. A., & Akbari, M. (2017). Tourism Industry, Globalization, Encounter or Interaction. IAU International Journal of Social Sciences, 7(2), 73-80.‏

Sadlier, C., Bergin, C., & Merry, C. (2014). Healthcare globalization and medical tourism. Clinical Infectious Diseases, 58(11), 1642-1643.‏

Song, H., Li, G., & Cao, Z. (2018). Tourism and Economic Globalization: An Emerging Research Agenda. Journal of Travel Research, 57(8), 999-1011.‏

‏Telfer, D. J., & Sharpley, R. (2008). Tourism and development in the developing world. Routledge.‏

Timothy D.J (2019), Globalization: the shrinking world of tourism. Handbook on Globalisation and Tourism. Edward Elgar Publishing, pp. 149-160. Chapter 28. DOI: https://doi.org/10.4337/9781786431295.00022.

Timothy, D. J. (2019). Supranationalism and tourism: free trade, customs unions, and single markets in an era of geopolitical change. In Handbook of Globalisation and Tourism. Edward Elgar Publishing.‏ pp. 100-114. Chapter 9.

Tomazos, K., & Cooper, W. (2012). Volunteer tourism: At the crossroads of commercialization and service?. Current Issues in Tourism, 15(5), 405-423.‏

Williams, A. M. (2019). “Migration, tourism and globalization”, in: Timothy D.J (Ed.), Handbook on Globalization and Tourism. Edward Elgar Publishing, pp. 149-160.

**Additional bibliography:**

Knowles, T., Diamantis, D., & El-Mourhabi, J. B. (2004). *The globalization of tourism and hospitality: A strategic perspective*. Cengage Learning EMEA.‏

Liu, W., Guillet, B. D., Xiao, Q., & Law, R. (2014). Globalization or localization of consumer preferences: The case of hotel room booking. *Tourism Management*, *41*, 148-157.‏

Page, S. J. (2014). Tourism management. Routledge.‏

Sharpley, R., & Telfer, D. J. (Eds.). (2014). *Tourism and development: concepts and issues* (Vol. 63). Channel View Publications.‏

Zheng, Y., & Zhang, Z. (2014). Scandinavian hotel chains globalization and opportunities in China market: Country of origin (COO) approach.‏