


Applicant		Faculty	SIS	Department	SIHOM	Major	Tourism
	Name	Bipithalal Balakrishnan Nair		Position	Assistant Professor		
	Contact			E-mail			
Content	Subject	Dynamics of tourism					
	Credit	3					
	Field	Liberal Arts () Social Science (O) Engineering () Natural Science () Education () Medicine or Pharmaceutical Study () PE or Art ()					
	Outline of the Class	The course introduces the global dimensions of tourism and helps to understand the scale and dynamics of tourism from the local, regional, national and global perspectives. Areas of study include, understanding tourism as a series of systems, and evaluating the impacts of tourism. Specific focus is given to the business of tourism.					
	Weeks	<p style="text-align: center;">(10) Weeks</p> (1 credit should be more than 15 minutes of a video each week for 10 weeks.)					
<p>I submit this document for the KOCW Development Project.</p> <p>2021. 03 . 25 .</p> <p>Applicant : Bipithalal Balakrishnan Nair (Sign) </p>							
<p>Head of CTL, Woo-Song University</p>							

KOCW Content Development Application

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1. Outline

가. Name of a Class

Class Name	Dynamics of Tourism		
Semester	Second semester of 2021	Division	Major (<input checked="" type="radio"/>) Liberal Art (<input type="radio"/>)

나. Goal of a Class

(1) Goal of a Class : Course Objective

- Analyze new trends in tourism and hospitality with specific focus on **COVID-19**, demography; safety and security issues in tourism; crisis management in tourism; climate change and its implications for international tourism; monitoring as an approach to sustainable tourism; media and communications; and new knowledge in tourism research
- Analyze new management in tourism with specific focus on organizations and management in the future; innovation, creativity and competitiveness; chaos theory and managerial approaches; the future of work and employment in tourism; and managing globalization
- Analyze new tools in tourism with specific focus on consumer centric tourism marketing; and tourism planning, development and the territory

(2) Introduction :

The course introduces the global dimensions of tourism and helps to understand the scale and dynamics of tourism from the local, regional, national and global perspectives. Areas of study include, understanding tourism as a series of systems, and evaluating the impacts of tourism. Specific focus is given to the business of tourism.

2. Weekly Plan

Week	Content(Topic)	Learning Objective	How to Operate		
			Methodology	Material	Reference
1	Current issues in Tourism	<ul style="list-style-type: none"> - Global trends and issues in Tourism - Tourism futures 	Theory-Focused	Video/PPT	See Below
2	Tourism Demography	<ul style="list-style-type: none"> - Demography and Tourism - Tomorrow's Tourists: the implications of demographic change for tourism attitudes and behaviour - VFR Travelers 	Theory-Focused	Video/PPT	See Below
3	Tourism & Crisis	<ul style="list-style-type: none"> - Introduction to crisis and disaster management - Crisis management models - Policy and regulations - Post-disaster management - Tourism safety and security 	Theory-Focused	Video/PPT	See Below
4	Tourism & Climate change	<ul style="list-style-type: none"> - Tourism and environment - The context of climate change - Global movements 	Theory-Focused	Video/PPT	See Below
5	Sustainable tourism	<ul style="list-style-type: none"> - Environmental impacts of tourism - Contemporary issues of tourism and sustainability - Fundamentals of tourism sustainability practice 	Theory-Focused	Video/PPT	See Below
6	Resource Management: Social, Cultural, Physical Environment and the Optimization of Impacts	<ul style="list-style-type: none"> - Tourism resource: an introduction - Characteristics of tourism resources - Marketing and management - Visitor management and optimization 	Theory-Focused	Video/PPT	See Below
7	ICT & tourism	<ul style="list-style-type: none"> - Digitalization of tourism - Technology innovations - Current trends in tourism driven by technology 	Theory-Focused	Video/PPT	See Below
8	Destination Partnership and Team building	<ul style="list-style-type: none"> - Introduction to collaboration networks and partnerships in tourism - Significance of successful collaborations - Destination management in the 21st centuries 	Theory-Focused	Video/PPT	See Below
9	Social Media and Tourism	<ul style="list-style-type: none"> - Geopolitics of tourism - Consumerism 	Theory-Focused	Video/PPT	See Below

		<ul style="list-style-type: none"> - Globalization - Importance of innovation and creativity in tourism 			
10	Tourism Planning	<ul style="list-style-type: none"> - Tourism as an academic discipline - Current trends in tourism research - Methodological innovations 	Theory-Focused	Video/PPT	See Below

[Reference](#)

Pappas, N & Bregoli, I. (2016).Global Dynamics in Travel, Tourism, and Hospitality.IGI global

Buhalis, D. & Costa, C. (2006) Tourism management dynamics: trends, management and tools. Routledge

※ You can freely complete the content sections based on the feature of the class.

3. How are you going to use your class?

For a credit class (), For a non-credit class (), For a public view (O)

4. Expected Outcome

This course will helpful to understand the dynamic nature of tourism and the internal/external factors influence the global industry, with a special focus on COVID-19.