



SELF PROGRAM

2026/2027

The Tourism Industry: Current Trends, Geopolitical and Ethical Issues

Eglantine Zatout

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Course information

Number of credits: 6 credits

Contact hours: 30 hours

Hours taught per week: 2,5 hours

Teaching period: Spring Semester 2027

Course description

Tourism is a major international industry that is constantly evolving but also very vulnerable to shocks. As a result, it has to constantly adapt to a changing world. In this class, different types of tourism will be discussed, from mass to niche tourism. Concerns related to those types of tourism will be weighed and evaluated. The way those types of tourism are marketed will also be analyzed. We will also discuss the potential pitfalls of intercultural interactions and how to deal with them.

Course outline

Prerequisites

none

Course objectives

- To better understand the tourism industry as an economic and cultural phenomenon.
- To assess and think about current trends in ethical terms

Assessment

1 written mid-term exam and an oral test at the end of the semester.

Attendance

In order to participate, students must be present. Nevertheless, a maximum of 2 (two) unexcused absences will be allowed; otherwise, no mark will be given. An unexcused absence at a test (final test or continuous assessment) means no credits for the course.

Bibliography

George, Richard *Marketing Tourism and Hospitality, Concepts and Cases*, 2021.

Goutte, Stéphane and Said El-Atiek. *Crisis Management of Tourism and Hospitality Industry: Current and Future Challenges*, March 2026

McCabe, Scott. *Marketing Communications in Tourism and Hospitality, Concepts, Strategies and Cases*, 2008.

Toubes, Diego R. Noelia Araujo-Vila (eds). *Risk, crisis, and disaster management in small and medium-sized tourism enterprises*, 2021.