

Course	Forecasting Tourism in the Age of Uncertainty, 3 ECTS
Course period	25.2.2019-3.5.2019
Enrolment	2.10.2018-1.12.2018 http://www.projectboosted.eu/student-corner/courses/forecasting-tourism-in-the-age-of-uncertainty/ A notice of acceptance will be sent by 15 December, 2018
Host university and faculty	Vidzeme University of Applied Sciences, Faculty of Social Sciences
Implementation mode	This course is a 100 % online course. Participating Hill-sessions is optional, but recommendable. Session are found recorded on Moodle study platform.
Language of instruction	English (intermediate level is required)
Min/Maxim. participants	20
Purpose, content, learning outcome	<p>Purpose The purpose of the course is to increase understanding of the impacts of global change on the operational environments of tourism businesses and to introduce students to different methods and tools to forecast these changes.</p> <p>Content Tourism business in the context of global change; role of forecasting in the context of development strategies; critique of forecasting; different types of future predictions; sources of data for forecasting tourism trends; review of qualitative and quantitative methods of future research and scenario analysis; evaluation of the results of future forecasting research; dynamic modelling and practical application of forecasting in tourism development</p> <p>Learning outcome Student</p> <ul style="list-style-type: none"> • recognizes the impact of global change on the different aspects of tourism business • identifies the different forecasting methods and tools of tourism system development and is able to choose appropriate methodology • gathers, selects and analyzes data to forecast future changes and challenges • evaluates the results of future prognosis studies • integrates the results of forecasting in the development scenarios, strategies and plans.
Student's workload	3 ECTS means approx. 79 hours of student work. This includes all the course activities (assignments, online lectures, independent studying, group work with presentation, assessment and feedback).

Course implementation	<p>This course includes online lectures and presentations (recorded), assignments and presentations. All the course material and details are in Moodle..</p> <p>Assignments:</p> <ol style="list-style-type: none"> 1) Individual work 2) Moodle-tasks, individual/group work 3) Final report - scenario analysis (presentation incl. written report based on materials in Moodle, independent studying and field work)
Internationality	<p>Study material, lectures and assignments include international examples from different countries all around the world. Students study in multicultural groups learning different cultures and intercultural communication.</p>
Co-operation with tourism industry	<p>Assignment requires fieldwork with the work life: students use global range secondary data, and present their final results in presentations.</p>
Prerequisites and assessment	<p>Basic skills in IT, customer service and marketing are required.</p> <p>Assessment:</p> <ol style="list-style-type: none"> 1) Individual works: mark (40% of the total course grade) 2) Moodle-tasks, individual/group work: fail-pass (20% of the total course grade) 3) Final report - scenario analysis (presentation incl. written report based on materials in Moodle, independent studying and field work) : mark (40% of total course grade) <p>Course is marked with grade 1-10. All assignments are checked through a plagiarism system to ensure original work with proper referencing. All assignments have to be approved in order to pass course. Due dates are to be followed strictly because of the project schedule, and failing in this will means removing the student from the course. In real emergency student must contact immediately the course teacher for extra arrangements. In case of illness, official sick leave certificate is needed.</p>
Resources	<p>Online learning infrastructure: Student needs a computer with camera, microphone and Internet access</p> <p>Recommended literature:</p> <ul style="list-style-type: none"> • UNDP. (2014). The Foresight.Manual. • Arnold R.D, Wade J.P. (2015). A Definition of Systems Thinking: A Systems Approach. <i>Conference procedia of 2015 Conference on Systems Engineering Research. Procedia Computer Science.Vol. 00 (2015).</i> • Avis, W.R. (2017.) Scenario thinking and usage among development actors. DFID - Crown. • Kreft, S., Eckstein, D & Melchior, I.(2017). Global Climate Risk Index 2017. Who Suffers Most From Extreme Weather Events? Weather-related Loss Events in 2015 and 1996 to 2015. • World Travel and Tourism Council. (2017). Travel & Tourism Global Economic Impact & Issues 2017. • Other sources: Home page of I futurist Ian Yeoman. 2050 - Tomorrow`s Tourism. Other sources will be provided when the study course begins <p>Links to online sources are available in Moodle.</p>

Lecturer and contact during the course

Lecturer Ilze Grinfelde

- Moodle public conversation forum: "Questions and answers about this course" (course-related questions)
- Course teacher is available online (the platform will be specified) every Wednesday at 9.00 -10.30 during weeks 9-18.
- In other matters, ilze.grinfelde (at)va.lv