

## Tourism in the European Union



### SCHOOL

Faculty of Culture, Tourism and Hospitality (Esthua)



### CAMPUS

Saint-Serge



### LEVEL

3rd year Bachelor's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Spring (S2)

> **Degree course:** Tourism and Leisure

> **Teaching unit:** UE3 Tourism Studies

> **Course language:** English

> **Duration (hours):** 12

> **ECTS:** 9

> **Teacher(s):** Edward LEES

#### > Assessment:

Continuous assessment

Final exam

#### > Teaching methods:

Lecture course          hours

Tutorial course      12    hours

Practical work                  hours

Case study

Project

## COURSE DESCRIPTION

Europe accounts for 50 per cent of global tourism arrivals and the European Union is at the heart of this thriving industry. However, there are significant disparities within the EU, concerning the attractiveness of individual countries, their preparedness to adapt to changing tourism trends and the type of activities they offer. Understanding the differences between the 27 member countries, their shared or individual histories, their political systems, their geography, their choice of currency and their languages is vital when comparing their level of tourism development. Those which founded the EU obviously have a head start but tend to base their offer on more classical and traditional activities. Those which joined for financial reasons might not have seen the level of tourism growth they hoped for. And those which joined after breaking away from oppressive regimes may come to regret their decision to allow uncontrolled growth and development.

This module will analyze tourism in the EU from north to south, east to west, hot to cold, wealthy to poor and peak to port. Where do visitors come from, and why? How do they get there, where do they stay, what do they do and what do they take away? Is price, quality, safety, or accessibility the deciding factor? Do the students in the group perceive and consume European tourism in the same way as their parents did in the 70s and 80s? And now that the UK has left the EU, and travel rules have changed, who will be the winners and losers?

Outline:

The module will cover the following aspect of tourism, both to and within the EU:

- What, where, who and why? // Understanding the evolution of the EU since World War 2. // France, the EU's most complex country (geography, development, and image). // Comparing countries within the EU: 'Big Mac Index' or something different? // Tourism flows: who goes where and why? // Who doesn't go anywhere or refuses to visit other countries (continuing political and ethnic tension)? // Local standards: how to compare destinations when there are so many competing systems. // The role of social media in decision-making for tourists and marketing for destinations. // Where to avoid, according to TripAdvisor, and the reliability of such unregulated websites. // EU's newest member, Croatia, and its enviable position (the Game of Thrones effect). // Schengen and VAT exceptions (Duty-Free shopping etc.) // The UK's departure from the EU. An opportunity for some and a disaster for others. // Future EU members: how are they preparing and what do they offer?

## OBJECTIVES

By the end of this course, students will:

- Be able to explain the structure of the EU and its tourism offering, country by country.
- Have the knowledge to analyze the current attractiveness of individual member states and predict future trends.
- Understand the advantages, and/or problems, of having a single market, a single currency but not a single policy.

## PREREQUISITES

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Each course is included in a Unit (called UE). Students must attend all courses of a unit. ECTS are delivered once the entire unit is validated.

## SELECTIVE BIBLIOGRAPHY

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Information, statistics, and examples will be drawn from a variety of sources.

The ever-changing nature of the industry means that the course requires updating on a yearly basis as tourists' expectations change and political, environmental, and economic factors shape the industry.

Due to the covid crisis, current statistics are an unreliable indicator of the overall health of the industry and therefore 2019 is the current benchmark.

Web-based resources used in the preparation of this course include:

- <https://ec.europa.eu/eurostat>
- [https://commission.europa.eu/statistics\\_en](https://commission.europa.eu/statistics_en)
- <https://www.condorferries.co.uk/tourism-in-europe-statistics>
- <https://www.statista.com/topics/921/european-union>
- <https://data.europa.eu/en>
- [https://single-market-economy.ec.europa.eu/sectors/tourism/policy-overview\\_en](https://single-market-economy.ec.europa.eu/sectors/tourism/policy-overview_en)
- Various websites promoting popular destinations.
- <https://www.tripadvisor.fr>