

Module code: MOD003341	Version: 1 Date Amended: 02/Mar/2012
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1. Module Title
International Tourism Management

2a. Module Leader	2b. Department	2c. Faculty
Null	Department of Leadership and Management	Lord Ashcroft International Business School

3a. Level	3b. Module Type
6	Standard (fine graded)

4a. Credits	4b. Study Hours
30	300

5. Restrictions			
Type	Module Code	Module Name	Condition
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Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
Tourism today continues to be one of the world's most exciting and developing industries. Ever changing and dynamic, tourism comprises of many sectors and opportunities both at a local and global level. These include destination development and marketing, the management of tourism attractions, cultural heritage and the examination of social tourism. A special emphasis will be placed on international private sector companies such as airlines, hotels, tour operators and travel agencies. The study of contemporary issues such as climate change, sustainability, ethics and corporate social responsibility ensure that this industry constantly seeks well informed educated young professionals to fulfil vital roles in this complex ever-changing industry. Assessment in this module will be by way of a written midterm assignment and a final examination.

6b. Outline Content
- International Tourism Dynamics - Travel and Tourism Geography - Tourism Impacts - Tourism Planning and Development - Tourism, Society and Culture - Tourism Management in Action - Contemporary Issues in International Travel and Tourism - Critical Perspectives in Tourism Management

6c. Key Texts/Literature
Susan Horner, John Swarbrooke, International Cases in Tourism Management, 1st Edition, Butterworth-Heinemann, 2004, ISBN: 0750655143
<i>Last Updated:</i>

6d. Specialist Learning Resources
Any additional information made available by the instructor on the VLE.

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Develop an awareness of the operational issues of international tourism management.
2	Knowledge and Understanding	Acquire knowledge of the key theoretical debates in international tourism.
3	Knowledge and Understanding	Develop an understanding and appreciation of the international nature of modern tourism and the concept of ecotourism.
4	Intellectual, practical, affective and transferrable skills	Incorporate the theoretical principles into the practical realities of international tourism.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	24	1-4	3 hours weekly, delivered through lectures and tutorials (24 hours of lectures + 48 hours of tutorials), or equivalent.
Other teacher managed learning	48	1-4	3 hours weekly, delivered through lectures and tutorials (24 hours of lectures + 48 hours of tutorials), or equivalent.
Student managed learning	228	1-4	228 hours during the study period of tutor led and/or individual focussed study including reading, exercises, case studies and library research.
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1	50 (%)	Fine Grade	30 (%)
Details:	MIDTERM WRITTEN ASSIGNMENT - 2500 WORDS				
Midterm written assessment - 2500 words. .					
011	Examination	1-4	50 (%)	Fine Grade	30 (%)
Details:	FINAL EXAMINATION - 3 HOURS				
Final Examination - 3 hours,					

**In order to pass this module, students are required to achieve an overall mark of 40%.
In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment of as specified above
(b) pass any pass/fail elements**