

<b>Module code:</b> MOD003331	<b>Version:</b> 1 <b>Date Amended:</b> 02/Mar/2012
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<b>1. Module Title</b>
Introduction to Tourism

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

<b>3a. Level</b>	<b>3b. Module Type</b>
5	Standard (fine graded)

<b>4a. Credits</b>	<b>4b. Study Hours</b>
30	300

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

**LEARNING, TEACHING AND ASSESSMENT INFORMATION**

<b>6a. Module Description</b>
Tourism has changed radically in recent years with the onset of many technological and economic changes and an ever increasing concern for the environment. This Module is an introduction to the tourism industry and its role in the economy is explored. It is a comprehensive and authoritative introduction to all facets of tourism including: the history of tourism; factors influencing the tourism industry; tourism in developing countries; sustainable tourism; forecasting future trends. The eight sectors of the tourism industry are examined; accommodation, food and beverage, adventure tourism and recreation, transportation attractions, travel trade, events and conferences and tourism services. Factors that have affected the industry over time are analysed. Students develop a travel destination package to learn about the planning involved in organizing a trip. Students also investigate career paths and consider potential opportunities in this exciting field of employment. The module is assessed via a midterm assignment and a project.

<b>6b. Outline Content</b>
Introduction to Tourism - Understanding Tourism - The Tourism Product - Historical Avenues - Careers in Tourism - Associations and Organizations - Tourism Guests / Tourism Hosts Components of a Tourism Destination - Tourism Planning - Tourism Development - Provincial Tourism Planning Components of Tourism - Transportation - Accommodations - Food and Beverage - Attractions - Events and Conferences - Adventure Tourism and Recreation - Travel Trade - Tourism Services The Future of Tourism - The Growth of Tourism - Issues Raising Concern in the Industry - Trends and Challenges for the Tourism Industry

<b>6c. Key Texts/Literature</b>
Leonard J Lickorish, Carson L Jenkins, Introduction to Tourism, 1st Edition, Taylor & Francis, Inc. - Routledge, ISBN: 0750619562
<i>Last Updated:</i>

<b>6d. Specialist Learning Resources</b>
N/A

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	define, understand, and explore a variety of tourism terminology and concepts and describe the characteristics of tourism;
2	Knowledge and Understanding	define the inter-relationship of the eight sectors of the industry and recognize the growth of different sectors;
3	Knowledge and Understanding	identify evolving issues and trends in the tourism industry and discuss their implications and assess the impact of tourism as a worldwide economic, environmental, cultural, political and social force;
4	Intellectual, practical, affective and transferrable skills	apply tourism professional codes of ethics.

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	1,2	50 (%)	Fine Grade	30 (%)
Details:		ASSIGNMENT - 3000 WORDS			
<b>Assignment - 3000 words</b>					
011	Coursework	1-4	50 (%)	Fine Grade	30 (%)
Details:		FINAL PROJECT - EQUIVALENT TO 3000 WORDS			
<b>Final Project - Equivalent to 3000 words</b>					

**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**