

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	<b>INTERNATIONAL STUDY VISIT</b>		
<b>MODULE CODE</b>	TL2121 (L5)	<b>CREDIT VALUE</b>	20 CREDITS / 10 ECTS
<b>SCHOOL</b>	SCHOOL OF BUSINESS AND MANAGEMENT		

### MODULE AIMS

The aim of this module is to provide the student with an opportunity to take part and experience international travel and field work as part of their degree programme. The main learning and teaching activity is an educational field visit to a tourism destination/region. The field visit will allow the students to analyse the current Tourism, Hospitality and Event provision at the destination. This module will therefore provide the student with an opportunity to examine contemporary tourism/hospitality and event management issues and to apply theory to practice. The module offers real and practical value to students, both during their studies and in the future as managers.

### MODULE CONTENT

- Destination research-Country profile
- Service quality in a variety of hospitality settings and implications
- Trends and themes in the use of tourist resources
- Size and scope of the event market (Determinants and motivations)
- Current and potential tourist attractions
- Contemporary issues
- Sustainability
- Tourism impacts
- Visitor types
- Visitor motivations and expectations
- Managing the tourist experience
- Destination Management
- Research methods
- Communication with a wide range of people
- Using a Weblog for a study visit
- Challenges for the future
- Management responses of tourism organisations in relation to the region's opportunities and constraints
- Collecting and evaluating relevant information from fieldwork and other sources concerning tourism impacts, development and marketing.

### INTENDED LEARNING OUTCOMES

<b>On successful completion of this module a student will be able to:</b>	
<b>1.</b>	Analyse the current affairs and cultural differences of the destination/region through the media, background reading and any authentic materials encountered as well as through personal contact with tutors and other professionals
<b>2.</b>	Audit a destination utilising theoretical models and concepts
<b>3.</b>	Effectively utilise a range of communication for different purposes, including field note observations and the effective use of technology

## TEACHING METHODS

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- This module is designed to provide the student with an opportunity to take part in international travel as part of their degree programme.
- The main learning and teaching activity is an educational field visit to a tourism destination/region. Associated with this field visit there will be:
- Visits to tourist attractions and organisations in order to demonstrate practical issues in the field
- Specialist speakers to demonstrate industry practice and differing views on tourism impacts, development and marketing
- Group work activities to encourage students to apply field work methods, undertake observational work and relate theory to practices and
- Interactive workshops to develop knowledge and interpretation of tourism and its management in the destination.
- This module will provide the student with an opportunity to examine contemporary tourism/hospitality management issues and to apply theory to practice
- Further develop students from a personal and team work/group dynamic perspective with specific reference to conducting research including the effective use of ICT.
- Students are required to apply skills and knowledge developed in their level 4 modules
- The module will be essentially practical in its teaching, learning and assessment
- This module allows the module tutor to develop high levels of involvement, reasoning, and group participation by the student group.
- Learning becomes an active, rather than a passive experience
- The whole process allows the students to deal with the realities and helps them to develop their own views in a group situation.
- Students are expected to behave as professionals by organising and planning their time and giving commitment to their team.

Learning and Assessment: Using a Weblog for a study visit

- The content of the blog will include expectations of the trip, their research to cover module outcomes, expectations during the trip, and a reflection and evaluation of the whole process, digital images. The blogs will also be used as a basis for further study.

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## ASSESSMENT METHODS

This module is assessed through a Weblog and a Written Journal (100%).