

MODULE DESCRIPTOR

MODULE TITLE	INTERNATIONAL TOURISM MANAGEMENT		
MODULE CODE	TL4019 (L7)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS MANAGEMENT		

MODULE AIMS

The module aims to provide students with a fast track introduction to the subject of tourism and explore major issues and practice in the context of the rapid growth and changing nature of international tourism as a global activity. The module will focus on a number of key themes and critically examine the response of tourism managers to contemporary and future global challenges.

MODULE CONTENT

Indicative syllabus content:

The recent development of & developments in the global tourism industry and visitor economy
 The nature of the contemporary demand for international tourism and associated trends in terms of tourism products and services
 The motivation and behaviour of 21st century visitors
 The experience economy and selling 'the local' globally
 Place branding: selling places in the 21st century
 The economic, socio-cultural & environmental impacts of tourism and associated sustainable management
 New Tourism / Responsible Tourism / Ethical Tourism
 Futurology and Tourism: predicting future trends.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Specify and contextualize the (dynamic) nature of demand for international tourism.
2. Identify and explore the key challenges which increasing/changing demand presents in terms of contemporary tourism product/service/destination supply and management.
3. Critically examine the response of tourism agencies and businesses in meeting the requirements of 21st century tourism and tourists.

TEACHING METHODS

The module will be taught in a weekly workshop. The workshops will comprise a range of learning methods including lectures, seminars, presentations and student led discussion.

ASSESSMENT METHODS

This module is assessed through an essay and an examination.