

MODULE DESCRIPTOR

MODULE TITLE	TOURISM ESSENTIALS		
MODULE CODE	TL1102 (L4)	CREDIT VALUE	20 CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

To provide students with a foundation in the key themes, contexts, components and sectors within the study of tourism. To ensure that students appreciate the importance of a wide range of theoretical positions utilised to understand a large selection of tourism phenomena, as well as the application of these to industry situations.

MODULE CONTENT

- The History of Travel and Tourism
- Domestic and International Tourism
- Definitions and dynamics of tourism and the tourism industry; Supply and Demand side characteristics.
- Governments and Tourism
- Planning and managing the Tourist Experience; the ethics of Tourism Development
- Tourism Destinations: The Destination Mix; Development and the Destination Life-cycle.
- Transportation; Visitor Attractions; Accommodation and Hospitality; Travel Intermediaries and e-Mediaries
- Destination Marketing and Image creation
- Urban, Rural and Coastal Tourism
- Understanding and managing Tourism Impacts
- Volunteer Tourism
- Sustainable, Responsible and Eco-Tourism
- e -Tourism
- Tourism Awards and Accolades
- Tourism Futures

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Evaluate tourism from an integrative perspective, appreciating the importance of theoretical positions.
2.	Explain dynamic nature of the tourism industry.
3.	Conceptualise and theorise the key academic concepts in the study of the foundations of domestic and international tourism
4.	Demonstrate competency in group work and presentation skills.

TEACHING METHODS

- The module will be delivered on-campus in Cyprus
- The student will attend weekly keynote Lectures & Seminars
- Lectures will be research informed and make use of guest speakers as appropriate
- Each Lecture will be available on-line & will direct students towards recommended reading
- Seminars will primarily consist of discussions and debates that underpin and supplement knowledge acquired in the keynote Lectures
- Seminars will be student focussed & flexible enough to respond to student needs
- Some Seminars will be set aside for briefings & workshops related to assignments

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- A range of supplementary learning materials will be available on E-Learn
 - Students will undertake at least one local external day visit.
 - The first assignment is an essay to explore the key theoretical concepts relating to the nature of the tourism sector.
 - The second is a presentation which will be conducted within Seminars & their peers will be expected and encouraged to question & discuss the content of these presentations
- A series of Combined Lectures and Seminars are presented throughout the year and are designed to highlight key issues in the topic and will focus on the application of the concepts to the real world of work and employment. In addition to this, students will be invited to attend tutorials and external visits and complete a range of e-learn activities
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ASSESSMENT METHODS

This module is assessed through an essay (50%) and a presentation (50%).