

Module	Tourism Studies
Course code	BAIHH-TS
Credits	10
Important notes	Students must have completed a Hospitality Management module or similar.
Allocation of marks	40% Continuous Assessment 60% Final Examination

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Recognise the structure of the tourism industry and identify the challenges that are faced by the industry
2. Outline and discuss the range of tourism products available
3. Discuss the role of the intermediaries in the provision of travel and tourism services
4. Demonstrate understanding of the factors that influence and impact the supply and demand of tourism
5. Discuss the economic, socio-cultural and environmental impacts of tourism
6. Summarise developments and customer trends that are facing the tourism industry
7. Demonstrate skills in the identification, analysis and solution of problems in tourism businesses
8. Participate in class discussion on tourism related topics.

Module Objectives

The aim of this module is to provide learners with a comprehensive overview of the scope and structure of the tourism industry. This module covers the fundamentals of tourism including a historical perspective of the evolution of tourism as a business activity, the supply and demand for tourism and the economic, socio-cultural and environmental impacts of tourism. Learners review the contribution of private and public sector organisations and the role of intermediaries in the provision of the tourism product, this includes visitor management, tour operating and distribution channels for travel and tourism.

Module Aims

- To develop learner's knowledge and understanding of the scope and structure of the tourism industry
- To enable learners to understand consumer trends, developments and drivers of change taking place in the tourism sector
- To develop learner's knowledge and understanding of the role of the private, public and other intermediaries and how they can facilitate and constrain the development, operation and management of tourism.

Module Curriculum

Defining and analysing tourism and its impacts

- An introduction to tourism
- The history, development and growth of tourism.

Defining and analyzing tourism and its impacts

- The demand for tourism
- The economic impacts of tourism
- The socio-cultural impacts of tourism
- The environmental impacts of tourism

The travel and tourism product

- The structure and organization of the travel and tourism industry
- Categorizing tourist destinations
- The influence of the media and film industry on destination
- Tourist attractions
- Business tourism

The hospitality sector: accommodation and catering services

- Structure of the accommodation sector
- Environmental and sustainability issues
- Future developments in the hospitality sector

Transportation for tourists

- Tourist transport by air
- Tourist transport by water
- Tourist transport on land

Intermediaries in the provision of travel and tourism services

- The management of visitors
- The structure and role of the public sector in tourism
- Tour operating
- Selling and distributing travel and tourism
- Ancillary tourism services.