

## *Tourism Studies*

### **Intended Module Learning Outcomes**

On successful completion of this module learners 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. Distinguish and describe and the factors that impact on the supply and demand of tourism
4. Identify and discuss the issues faced in managing tourism businesses
5. Summarise the trends that are facing the tourism industry
6. Demonstrate skills in the identification, analysis and solution of problems in tourism businesses
7. Participates in class discussion on tourism related topics.

### **Module Objectives**

The aim of this module is to give learners an overview of the scale and structure of the tourism industry. It covers the fundamentals of tourism including development, supply and demand, the sectors involved in provision of tourism products and the future of the tourism industry.

### **Module Curriculum**

Overview of the industry

- Tourism its origins and growth
- The structure of the tourism industry

Supply and demand in tourism

- The role of motivation
- Consumer behaviour
- The tourism supply chain
- Macro economic issues

The tourism product

- Transportation
- Accommodation and hospitality services

- Tour operators and travel agents
- Visitor attractions

#### The management of tourism businesses

- Managing operational issues
- Human resources and service development
- Marketing tourism

#### Intermediaries in the provision of travel and tourism

- The role of the public sector
- Visitor management including economic , social, cultural, and environmental impacts of tourism

#### The future of the tourism industry

- The spread of tourism
- Technology and tourism
- Taking responsibility for tourism
- Sustainable development of tourism
- Health and wellness tourism.