

MODULE DESCRIPTOR

MODULE TITLE	Understanding Tourism as a Business		
Module Code	44-4520-00L		
Level	4		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	50% Coursework 50% Coursework		
Pre-Requisite Modules (if applicable)			
Delivered according to Standard Academic Calendar	Long: 2 semesters	Short: 1 semester	Other delivery pattern: <i>Please specify</i>
YES	YES	NO	

1 MODULE AIMS

The aims of this module are to:

- develop core knowledge of tourism as a business.
- develop specific knowledge and skills related to each of the principal components of the tourism industry;
- develop problem-solving capabilities through the application of vocationally relevant managerial skills to a range of issues related to the principal components of the tourism industry;
- develop personal, professional and transferable skills that will equip you for a career in the tourism industry and provide you with a foundation for continuous development of these skills.

2 MODULE LEARNING OUTCOMES

BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Understand the nature and the characteristics of the tourism industry and its components;
2. Understand the concepts, principles, practice and theories relating to the management and operation of the principal components of the tourism industry (i.e. accommodation, transport, travel organisation and distribution, and attractions);
3. Understand vocationally relevant managerial skills and knowledge by exposure to professional practice in the management and operation of the principal components of the tourism industry;

4. Demonstrate understanding of theory and best practice in respect to vocationally relevant management skills, and their application in a range of tourism industry work places;
5. Utilise appropriate information in order to design and justify innovative solutions to complex problems related to the principal components of the tourism industry;
6. Analyse, prioritise, and critically evaluate information.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

These will change and evolve but may include:

- Lectures, seminars and workshops;
- guest lecturers to demonstrate professional practice, enhance your motivation and introduce some employment opportunities associated with your degree; and
- Self-study activities;
- Summative assessment in the form of phase test and individual report.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework - phase test	CW	50%		No
2	Coursework	CW	50%	2500	No

4 INDICATIVE MODULE CONTENTS / TOPICS

- The tourism industry and the inter-linking of its four principal components (i.e. accommodation, transport, travel organisation and distribution, and attractions);
- The accommodation sector - key management and operational practices;
- The transport sector - key management and operational practices;
- Travel organisation and distribution - key management and operational practices;
- Tourist attractions - key management and operational practices.

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
 - the module handbook
 - the module Blackboard site

- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No.
	2

MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review