

MODULE DESCRIPTOR

TITLE	Understanding Tourism as a Business
SI MODULE CODE	44-4520-00L
CREDITS	20
LEVEL	4
JACS CODE	N800
SUBJECT GROUP	Tourism
DEPARTMENT	Service Sector Management
MODULE LEADER	Karen Soulby

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
36		164	200

MODULE AIM

- 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.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student 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 occasionally 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.

INDICATIVE CONTENT

- 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.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

12 One hour Lectures, 24 one hour seminars, Two day residential study visit,

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;

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Phase test	CW	50%	1 hour	Y
2	Individual report	CW	50%	2000 words	N

FEEDBACK

Students will receive feedback on their performance in the following ways

Phase test - immediate score given, answers given online, face to face feedback to discuss the implications

Report - written feedback, face to face discussion

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts

- *Cooper,C 2012 Essentials of Tourism ISBN 027372438X
- Cooper,C and Hall,D 2012 Contemporary Tourism 2/e Goodfellows ISBN 978-906884-51-2
- *Cooper,C et al 2008 4th Ed Tourism Principles and Practice Prentice Hall
ISBN [9780273711261 \(pbk.\)](#) :
- *Holloway,J.C., Davidson,R. and Humphreys,C
2009 8th Ed. The Business of Tourism Prentice Hall
ISBN 978-0-273-71710-2
- *Connell,J. & Page, S. 2009 3rd Ed Tourism:A Modern Synthesis Cengage
ISBN 978-1-40800-916-1
- *Sharpley,R. 2002 The Tourism Business:An Introduction
Business Education
ISBN 1901888231
- *Page,S. 2007 2nd Ed Tourism Management : Managing for Change
Butterworth-heineman
- Leiper, N. 2004 Tourism Management Hospitality Press
ISBN 1862505330
- McDonnell,I 2007 ETravel and Tourism Elsevier
ISBN 075065824x
- Smith,M, Macleod,N and Robertson,M.H 2010
Key Concepts in Tourist Studies Sage
978-1-4129-2105-3
- Pender,L and Sharpley, R 2005
The Management of Tourism Sage
ISBN 0761940227
- Beech,J and Chadwick,S 2005
The Business of Tourism Management
Pearson
0273688014
- Sheldon, P. 1997 Tourism Information Technology CABI
ISBN 0851991815
- Jackson,I. 2004 2nd Ed Introduction to Tourism Hospitality Press
ISBN 1862504989
- McDonnell, I. 2006 Managing in the Travel and Tourism Industry
Elsevier
ISBN 0750659181
- Sharpley,R. 2006 Travel and Tourism Sage
ISBN 1412922941
- Weaver,D & Lawton,L. 2005 Tourism Management Wiley
ISBN 047080954x
- Lomine,L & Edwards,J 2007 Key Concepts in Tourism Macmillan
ISBN 1403985022

Jenkins,K & Lickorish,L.1997	An Introduction to Tourism	Heinemann 0750619562
Cooper,C & Hall,M 2007	Contemporary Tourism: An International Approach	ButterworthHeinemann ISBN 0750663502
Beech,J& Chadwick,S 2005	The Business of Tourism Management	Pearson HE ISBN 0273688014
Cook,R., Yale,L., Marqua,J. 2010 4th Ed.	Tourism:the Business of Travel. International edition	Pearson Ed ISBN 0131745107
Mill,R.C.,& Morrison,A.M. 2002 4th Ed.	The Tourism System	Kendall/Hunt ISBN 0787281336
Lavery, P. 2005 5th Ed.	Travel & Tourism	ELM ISBN 185450441x
Medlik,S. 1999	Understanding Tourism	Heinemann ISBN 0750643528
Youell,R. 1998	Tourism:An Introduction	Pearson ISBN 0582356970
Horner,S. 2004	International Cases in Tourism Management	Elsevier ISBN 072311165
Middleton,V. & Lickorish,L. 2007	British Tourism:The Remarkable Story of Growth	Elsevier ISBN 0750684119

& Serials

Many of these journals are in an electronic format (i.e. the full text can be accessed through the Learning Resources Centre web pages) and in a paper based format, on the library shelves.

- Tourism Management
- Journal of Travel Research
- Travel and Tourism Analyst
- Travel Trade Gazette
- Travel Weekly

Other Useful Information Sources

- GMID by Euromonitor International (available on the learning centre catalogue) useful for global company information
- Mintel Reports, for example on Tour Operating, Travel Retailing(available on the learning centre catalogue)
- Tourism Industry Corporate Information, for example company annual reports and web sites e.g. Thomson Holidays www.thomson-holidays.com
- Tourism Concern Web Site <http://www.tourismconcern.org.uk/>
- Travel Mole, for up to date information about what is happening in the travel industry <http://www.travelmole.com>
- World Tourism Organisation Web Site <http://www.world-tourism.org/>
- World Travel and Tourism Council (WTTC) web site <http://www.wttc.org>
- VisitBritain www.visitbritain.org/

SECTION 2 MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	Sept 2013

MODULE DELIVERY PATTERN - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	Sept 2013	May 2014
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	
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MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

**Choose one only – module cannot include both percentage mark and pass/fail graded tasks*

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
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If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information 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 Information Grid in Section 1 of the Descriptor)	Task No. 2
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NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	