# Sheffield Hallam University

# MODULE DESCRIPTOR

| TITLE | The World of Tourism |
|---|---|
| **SI MODULE CODE** | 44-4521-00L |
| **CREDITS** | 20 |
| **LEVEL** | 4 |
| **JACS CODE** | N800 |
| **SUBJECT GROUP** | Tourism |
| **DEPARTMENT** | Service Sector Management |
| **MODULE LEADER** | Jayne Stocks |

| 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

- Provide core knowledge of tourism in a geographical context

- Develop specific knowledge of the diversity and nature of resources for tourism on a worldwide scale

- Identify and assess the impacts created by the development of tourism in a range of geographical contexts

- Assess the nature of tourism development with respect to available resources in specific worldwide destinations

## MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. Understand the spatial scale, components and interactions of the tourism system

2. Identify and assess the different geographical contexts within which tourism develops

3. Appreciate and appraise the nature of resources for tourism and the factors favouring the development of those resources

4. Identify and analyse the impacts of tourism development in a variety of geographical contexts

5. Work as part of team to research and present an assessment of a specific destination

## INDICATIVE CONTENT

- Spatial scale, geographical components and interactions in the tourism system - tourism in the shrinking world.
- Worldwide resources for tourism – climate
- Worldwide resources for tourism – landscape
- Worldwide resources for tourism – social and cultural
- Impacts of tourism – economic,
- Impacts of tourism - environmental,

- Impacts of tourism - social
- Worldwide Destinations and contexts

**LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS**
Students will be supported in their learning, to achieve the above outcomes, in the following ways

12 x one hour lectures, 12 x two hour seminars in alternate weeks. This ensures there is direct teaching contact each week but it also gives time for students to undertake directed and personal academic reading in relation to the subject area - a necessity at degree level - and prepare any work that may be given to you for seminar activities. It also allows for a greater range and depth of activities to be undertaken in the seminars.
Seminar activities include written and video case study analysis, prepared mini research activities, group discussion and debate.

**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 | Group Presentation | PR | 40% | 20 mins | Y |
| 2 | Examination | EX | 60% | 2 hours | N |

**FEEDBACK**
Students will receive feedback on their performance in the following ways

Presentation: Written feedback, marks and additional verbal feedback given to students in seminar sessions after completion of all presentations.
Exam: Marks available through grade centre. General comments posted on blackboard and individual feedback on request.

## LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

| Recommended Texts |
|---|
| Aramberri, J. and Butler, R., (2005) Tourism Development: issues for a vulnerable industry, Clevedon : Channel View |
| Bramwell, B. ed. (2004) Coastal Mass Tourism: Diversification and Sustainable Development in Southern Europe, Channel View. |
| Boniface, B. and Cooper, C. (2005) Worldwide Destinations: The geography of travel and tourism, 4th edition, Elsevier Butterworth-Heinemann |
| Boniface, B. and Cooper, C. (2006) Worldwide Destinations Casebook: The geography of travel and tourism, Elsevier Butterworth-Heinemann |
| Burns, P. and Holden, A. (1995) Tourism - A new perspective, Prentice Hall, |
| Burton, R. (1995) Travel Geography, Pitman Publishing |
| Cooper, C., Fletcher, J. et al (2005) Tourism - Principles and Practice, 3rd edition, Pearson |
| Cooper, C., Fletcher, J. et al (2008) Tourism - Principles and Practice, 4th edition, Pearson (both editions ok) |
| Davidson, R. and Maitland, R. (1997) Tourism Destinations, Hodder and Stoughton |
| Douglas, G.P and R. Butler.eds (2002) eds. Contemporary Issues in Tourism Development. Routledge. |
| Gartner, W.C. (1996) Tourism Development, Wiley |
| Godde, P.M., Price, M.F. and Zimmerman, F.M. (2000) Tourism and Development in Mountain Regions, CABI Publishing |
| Goeldner, C., Ritchie, B., and McIntosh, (2000) Tourism: Principles, practices and philosophies. 9th edition, Wiley Also available as an electronic book through the NetLibrary |
| Hall, C.M. (2003) Introduction to Tourism: dimensions and issues, 4th edition, Frenchs Forest, N.S.W. : Hospitality Press |
| Hall, C.M. and Page, S. (2006) The geography of tourism and recreation: environment, place and space, 3rd edition, Routledge |
| Lumsdon, L., Page, S., eds. (2004) Tourism and transport : issues and agenda for the new millennium, Amsterdam ; London : Elsevier |
| Page, S (2005). Transport and Tourism: Global Perspectives. 2nd edition. Harlow: Pearson Education Limited |
| Page, S. and Connell, J. 3rd ed. (2009) Tourism - a modern synthesis, South-Western Cenage Learning |
| Pearce, D. (1989) Tourist Development, 2nd edition,: Longman Scientific and Technical |
| Pearce, D. G. and Butler, R.W. (2002) Contemporary Issues in Tourism Development, Routledge, |
| Sharpley, R. and Telfer, D. (2002) Tourism and Development, Concepts and Issues, Channel View Publications, |
| Theobald, W. (2005) Global Tourism, Butterworth -Heinemann. Also available as an electronic book through the NetLibrary |
| Wall, G and Mathieson, A (2006) Tourism: Change, Impacts and Opportunities. Pearson Prentice Hall |

Williams, S. (2009) Tourism Geography, Routledge.

Journals and useful websites

Although some journals may be too specialised for this module it is worth familiarising yourself with their content as there may be certain articles that are of use to you (and you will need to use journals as your course progresses.

Journals include:
Annals of Tourism Research
International Journal of Tourism Research
Journal of Sustainable Tourism
Tourism Management

UK Trends, statistics etc
Visit Britain - http://www.tourismtrade.org.uk/MarketIntelligenceResearch/
National Tourism Statistics - http://www.statistics.gov.uk/CCI/nscl.asp?ID=8131

European Commission - Tourism - http://ec.europa.eu/enterprise/services/tourism/index_en.htm

Pacific Asia Travel Association (PATA) - http://www.pata.org/


WTO website - http://www.world-tourism.org/

Search the Learning Centre Catalogue for these information sources, and if you have difficulties, ask the staff in the Adsetts Centre.

Additional materials will be provided throughout the module in seminars and / or through Blackboard

# 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 |

| | |
|---|---|
| **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?** | |

**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 |

*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 |

**NON-STANDARD ASSESSMENT PATTERNS**

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|---|---|
| **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.** | |