

<b>Module Title:</b>	Tourism
<b>Language of Instruction:</b>	English
<b>Credits:</b>	10
<b>NFQ Level:</b>	6
<b>Module Delivered In</b>	<a href="#">1 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	A variety of teaching and learning strategies will be used such lectures, case studies, tutorials, and guest lectures. A number of field trips will be held during the year to various tourist attractions. Class and group interaction will also serve to help develop students' comprehension and communication skills.
<b>Module Aim:</b>	To introduce students to the concept of Tourism and its application in an Irish and international business environment.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate an understanding of the tourism concept, its structure and its changing patterns
LO2	Apply an appreciation of the concept of tourism through the use of case studies
LO3	Examine the key trends and challenges facing the Irish and international tourism industry
LO4	Analyse the various components of the tourism product
LO5	Examine the key management principles in tourism organisations and the key issues in relation to visitor management
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b>	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b>	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b>	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

**Module Content & Assessment**

Indicative Content
<b>The Concept of Tourism</b> • Introduction to Tourism, Forms of Tourism, Motivation for Travel, • Changing Tourism Patterns, Development of Mass Tourism.
<b>The History and Structure of Tourism in Ireland</b> • The Structure of Irish Tourism: Government Departments, Fáilte Ireland • Tourism Ireland, Northern Ireland Tourist Board (NITB), • Regional Tourism Authorities, Shannon Development, • The Office of Public Works (OPW), Airport Authorities • The Irish Tourist Industry Confederation (ITIC)
<b>Tourism and the Economy</b> • World Tourism Growth, Irish Tourism Growth Patterns, • Regional Tourism Income, Tourism and Employment, Balance of Payments, • Tourism Investment, Current Issues
<b>Demand: Why Do People Engage in Tourism</b> • What is tourism demand? Why do people go on holiday? • Intrinsic and extrinsic motivation, Maslow's hierarchy model and Tourist motivation • Consumer behaviour and tourism, The future of tourism demand.
<b>Transport</b> • Transport, tourism and the tour • Land based transport • Water based transport, • The international airline industry, The airline industry in Ireland • Airline marketing • Low-cost airlines, Airline Alliances and Frequent Flyer programmes.
<b>Accommodation and Hospitality Services</b> • The hospitality sector • The accommodation sector • The characteristics of the accommodation sector • The Irish hotel sector
<b>Visitor Attractions</b> • Categories of Visitor Attractions • Critical success factors • Irish Visitor Attractions, • Visitor attractions and the product life cycle • Managing the visitor experience
<b>Tour Operating and Travel Retailing</b> • Tour Operations, Travel Agents • Consumer issues and trends • Social networking and tourism • The role of technology
<b>The Management of Tourism</b> • Managing tourism businesses • Managing operational issues • Managing service provision • Tourism innovation
<b>Business Tourism</b> • Business Meetings, Incentive Travel, Exhibitions and Trade Fairs • Future of Business Tourism

Assessment Breakdown	%
Continuous Assessment	20.00%
Project	20.00%
End of Module Formal Examination	60.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Examination	In-class written exam	1,2,3,4	10.00	n/a
Case Studies	A review of relevant tourism related case studies	2	10.00	n/a

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	A review of a particular tourism region under various headings	4	20.00	n/a

No Practical

End of Module Formal Examination				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	Written Final Exam	1,3,4,5	60.00	End-of-Semester

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

**Module Workload**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	30 Weeks per Stage	3.00
Independent Learning	30 Weeks per Stage	3.67
Total Hours		200.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_HWCHS_B	<a href="#">Bachelor of Arts (Honours) in Culture &amp; Heritage Studies</a>	2	Mandatory