

Module Title:	International Tourism and Destination Management
Language of Instruction:	English
Credits:	10
NFQ Level:	7
Module Delivered In	No Programmes
Teaching & Learning Strategies:	A variety of teaching and learning strategies will be used; lectures, discussion, case examples, video clips, and presentations. Collaboration will be encouraged through class group work. The module will be supported with online learning materials and students will be expected to engage in self-directed learning.
Module Aim:	To provide learners with an international perspective of tourism by analyzing the changing forces and identifying key trends. along with exploring the concept of tourism destination and gaining an insight into the challenges and opportunities of destination management and marketing.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Examine the role of key organisations which are influential in shaping international tourism policy
LO2	Analyse tourism data to enable informed decision-making including the identification of trends and evolving tourism concepts.
LO3	Explore the concept of destination management and develop a clear understanding of the role of destination management organisations (DMOs) in this process.
LO4	Propose marketing strategies to enhance the customer experience and maximise benefits to a destination
LO5	Formulate plans to manage destination resources through resilient thinking and sustainable practice

Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <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

Key Organisations

Learners will become familiar with the main organisations involved in tourism policy-making decisions and their role and function.

Trends and Data in International Tourism

An examination of tourism data, traffic flow, patterns and the economic impact of tourism.

Destination as a concept

Definition and roles, identifying stakeholders, destination life-cycle, unique features of destination management, destination management organisations (DMOs) governmental and non-governmental.

Destination Management

Planning, research, and product-development for destinations. Destination governance and leadership. Destination quality management. Crisis and disaster management.

Destination Marketing

Branding, integrated marketing communications, digital marketing and ICT in tourism marketing. Consumer behaviour, segmentation and market trends, creating a positive visitor experience.

Assessment Breakdown

	%
Continuous Assessment	60.00%
Project	40.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	Students will deliver a presentation outlining major policies and trends impacting the industry.	1,2	30.00	n/a
Case Studies	Students will develop problem-solving and analytical skills through case study analysis from various international destinations.	1,3,5	30.00	n/a

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Students will put forward relevant proposals by developing a marketing plan for a chosen destination.	4,5	40.00	n/a

No Practical

No End of Module Formal Examination

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

Module Workload

Workload: Full Time		
<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	4.00
Total Hours		210.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning	Every Week	3.00
Total Hours		4.50

