

Module Title:	Tourism
Language of Instruction:	English
Credits:	10
NFQ Level:	6
Module Delivered In	No Programmes
Teaching & Learning Strategies:	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.
Module Aim:	To introduce students to the concept of Tourism and its application in an Irish and international business environment.
Learning Outcomes	
<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
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
The Concept of Tourism • Introduction to Tourism, Forms of Tourism, Motivation for Travel, • Changing Tourism Patterns, Development of Mass Tourism.
The History and Structure of Tourism in Ireland • 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)
Tourism and the Economy • World Tourism Growth, Irish Tourism Growth Patterns, • Regional Tourism Income, Tourism and Employment, Balance of Payments, • Tourism Investment, Current Issues
Demand: Why Do People Engage in Tourism • 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.
Transport • 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.
Accommodation and Hospitality Services • The hospitality sector • The accommodation sector • The characteristics of the accommodation sector • The Irish hotel sector
Visitor Attractions • Categories of Visitor Attractions • Critical success factors • Irish Visitor Attractions, • Visitor attractions and the product life cycle • Managing the visitor experience
Tour Operating and Travel Retailing • Tour Operations, Travel Agents • Consumer issues and trends • Social networking and tourism • The role of technology
The Management of Tourism • Managing tourism businesses • Managing operational issues • Managing service provision • Tourism innovation
Business Tourism • Business Meetings, Incentive Travel, Exhibitions and Trade Fairs • Future of Business Tourism

Assessment Breakdown	%
Continuous Assessment	40.00%
End of Module Formal Examination	60.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	Presentation specific to an element of the tourism product	1,3,4	20.00	n/a
Case Studies	A review of relevant tourism related case studies	2	10.00	n/a
Practical/Skills Evaluation	Written review of a field-trip undertaken	2,5	10.00	n/a

No Project

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

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 Time	Every Week	3.00
Total Hours		4.50

