

BUSS H3701: International Tourism and Destination Management

IFQ Level: 7 IFQ Level: 7 Wodule Delivered In 2 programme(s) 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. Wodule 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 Don successful completion of this module the learner should be able to:			1
Predits: 5 FGQ Level: 7 FGQ Level: 7 FGQ Level: 7 For Clevel:	Module Title	9:	International Tourism and Destination Management
IFQ Level: 7 IFQ Level: 7 Wodule Delivered In 2 programme(s) 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. Wodule 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 Don successful completion of this module the learner should be able to:	Language o	f Instruction:	English
Wodule Delivered In 2 programme(s) Feaching & 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. Wodule Aim: To provide learners with an international perspective of tourism by analyzing the changing forces and identifying kyr tends. along with exploring the concept of tourism destination and gaining an insight into the challenges and opportunities of destination management and marketing. earning Outcomes Examine the role of key organisations which are influential in shaping international tourism policy .01 Examine the role of key organisations which are influential in shaping international tourism policy .02 Analyse tourism data to enable informed decision-making including the identification of trends and evolving tourism concepts. .03 Explore the concept of destination management and develop a clear understanding of the role of destination management organisations (DMOs) in this process. .04 Investigate the role of Destination Managers in risk and crisis management in a fast moving and dynamic environment. Pre-requisite learning Module Recommendations These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible Modules Inset <	Credits:	5	
Preaching & 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. Wodule 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. earning Outcomes Da successful completion of this module the learner should be able to: Analyse tourism data to enable informed decision-making including the identification of trends and evolving tourism concepts. Explore the role of key organisations which are influential in shaping international of trends and evolving tourism concepts. Explore the concept of destination management and develop a clear understanding of the role of destination management organisations (DMOs) in this process. Analyse tourism data to enable informed decision-making including the identification of up and dynamic environment. Pro-requisite learning Wodule Recommendations This is prior learning outcomes that are too similar to the learning outcomes of this module. No recommendations listed Incompatible Modules Modules Kodules Kodules	NFQ Level:	7	
Strategies: 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. Wodule 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. earning Outcomes Examine the role of key organisations which are influential in shaping international tourism policy .01 Examine the role of key organisations which are influential in shaping international tourism policy .02 Analyse tourism data to enable informed decision-making including the identification of trends and evolving tourism concepts. .03 Explore the concept of destination Management and develop a clear understanding of the role of destination management organisations (DMOs) in this process. .04 Investigate the role of Destination Managers in risk and crisis management in a fast moving and dynamic environment. Pre-requisite learning Grage practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules Co-requisite Modules Ist	Module Deli	vered In	2 programme(s)
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. earning Outcomes On successful completion of this module the learner should be able to: .01 Examine the role of key organisations which are influential in shaping international tourism policy .02 Analyse tourism data to enable informed decision-making including the identification of trends and evolving tourism concepts. .03 Explore the concept of destination management and develop a clear understanding of the role of destination management and evelop a clear understanding of the role of destination management organisations (DMOs) in this process. .04 Investigate the role of Destination Managers in risk and crisis management in a fast moving and dynamic environment. Pre-requisite learning This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules Incompatible Modules Isted Co-requisite modules listed Co-requisite modules listed No fco-requisite modules listed No fco-requisite modules listed No fco-requisite modules listed Requirements No fco-requisite modules listed Start are too similar to the learning outcomes of this module. No fco-requisite modules listed Start are ton p	Teaching & Strategies:	Learning	and presentations. Collaboration will be encouraged through class group work. The module will be
On successful completion of this module the learner should be able to: On successful completion of this module the learner should be able to: On successful completion of this module the learner should be able to: O1 Examine the role of key organisations which are influential in shaping international tourism policy O2 Analyse tourism data to enable informed decision-making including the identification of trends and evolving tourism concepts. O3 Explore the concept of destination management and develop a clear understanding of the role of destination management organisations (DMOs) in this process. O4 Investigate the role of Destination Managers in risk and crisis management in a fast moving and dynamic environment. Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No incompatible Modules These are modules listed Co-requisite modules listed No Co-requisite modules listed No Co-requisite modules listed No Co-requisite modules listed Requirements Free modules listed Free modules Free modules Free modules Free modules	Module Aim	:	identifying key trends. along with exploring the concept of tourism destination and gaining an insight into the
C01 Examine the role of key organisations which are influential in shaping international tourism policy C02 Analyse tourism data to enable informed decision-making including the identification of trends and evolving tourism concepts. C03 Explore the concept of destination management and develop a clear understanding of the role of destination management organisations (DMOs) in this process. C04 Investigate the role of Destination Managers in risk and crisis management in a fast moving and dynamic environment. Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules listed No incompatible modules listed No co-requisite modules listed No Co-requisite modules listed No Co-requisite modules listed No Co-requisite modules listed Requirements Requirements Requirements The serie prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	Learning Ou	utcomes	
Investigate to unism data to enable informed decision-making including the identification of trends and evolving tourism concepts. Image: Concept of the concept of destination management and develop a clear understanding of the role of destination management organisations (DMOs) in this process. Investigate the role of Destination Managers in risk and crisis management in a fast moving and dynamic environment. Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite modules listed No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	On successf	ul completion of t	his module the learner should be able to:
CO3 Explore the concept of destination management and develop a clear understanding of the role of destination management organisations (DMOs) in this process. CO4 Investigate the role of Destination Managers in risk and crisis management in a fast moving and dynamic environment. Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite modules listed No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	LO1	Examine the rol	e of key organisations which are influential in shaping international tourism policy
organisations (DMOs) in this process. .04 Investigate the role of Destination Managers in risk and crisis management in a fast moving and dynamic environment. Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed Requirements Requirements The is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	LO2	Analyse tourism	n data to enable informed decision-making including the identification of trends and evolving tourism concepts.
Pre-requisite learning Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	LO3		
Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	LO4	Investigate the r	role of Destination Managers in risk and crisis management in a fast moving and dynamic environment.
This is prior learning (or a practical skill) that is recommended before enrolment in this module. No recommendations listed Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	Pre-requisit	e learning	
Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.			ctical skill) that is recommended before enrolment in this module.
These are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite Modules No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	No recomme	endations listed	
Co-requisite Modules No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.			re learning outcomes that are too similar to the learning outcomes of this module.
No Co-requisite modules listed Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	No incompat	ible modules liste	d
Requirements This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	Co-requisite	e Modules	
This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.	No Co-requis	site modules listed	d
An and Annual Markad			ctical skill) that is mandatory before enrolment in this module is allowed.
No requirements listed	No requirem	ents listed	



BUSS H3701: International Tourism and Destination Management

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 in shaping international tourism development

Trends and Data in International Tourism

• An examination of tourism data • Trends • Traffic flow • Patterns • The economic impact of tourism • Positive and negative impacts

Destination as a concept

• Definition and roles • Identifying stakeholders • Role of Communities • Destination life-cycle • Unique features of destination management • Destination Management Organisations (DMOs) • Governmental and non-governmental organisations.

Destination Management

Planning • Research • Product-development for destinations • Destination governance and leadership • Destination quality management •
 Crisis management.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	Group	1,2	40.00	n/a
Project	Individual	3,4	60.00	n/a

No Project

No Practical

No End of Module Formal Examination

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



BUSS H3701: International Tourism and Destination Management

Module Workload

Workload: Full Time		
Workload Type	Frequency	Average Weekly Learner Workload
Lecture	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	5.93
	Total Hours	125.00
Workload: Part Time		
Workload Type	Frequency	Average Weekly Learner Workload
Lecture	12 Weeks per Stage	1.50
Independent Learning	15 Weeks per Stage	2.97
	Total Hours	62.50

Module Delivered In					
Programme Code	Programme	Semester	Delivery		
CW_BWTEM_B	Bachelor of Science (Honours) in Tourism and Event Management	5	Mandatory		
CW_BWTEM_D	Bachelor of Science in Tourism and Event Management	5	Mandatory		