

Module Title:	Tourism Elements
Language of Instruction:	English
Credits:	10
NFQ Level:	6
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	The module involves lecture based teaching but also a practical element through fieldtrips to visit and engage with various cultural, eco , food/agri and adventure tourism providers. Case studies of best local, national and international practice will also be used to deepen students' learning.
Module Aim:	The aim of this module is to develop the students' awareness of the motivating factors that influence modern tourism development. It covers a wide range of areas including Cultural, Eco, Adventure and Food Tourism with a particular focus on case studies and appropriate site visits. The module investigates the relationship between the above elements and state tourism policy.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Examine the motivating factors that influence modern tourism development
LO2	Appreciate the foundations of key tourism elements such as Cultural, Eco, Adventure and Food Tourism
LO3	Examine national and international tourism policy in relation to the various tourism elements
LO4	Develop an understanding of the various tourism elements through case studies and site visits
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

Introduction to modern tourism development

The growth of global tourism and volatility; Mass tourism; Traditional tourism; Mainstream tourism; New forces affecting tourism, - globalisation, inequality and the developed and developing world; Overview of tourism elements

Cultural Tourism

The concept of culture; Historical development of cultural tourism: components of the cultural tourism product; demands and motivations for cultural tourism; typologies of cultural tourism; cultural costs and benefits of cultural tourism; interpretation and representation; State policy in relation to Cultural Tourism; Case studies in Cultural Tourism

Eco Tourism

Introduction to ecotourism; The history and evolution of ecotourism and sustainable development; Ecotourism typologies; Social advantages and disadvantages of ecotourism; International, national and regional ecotourism initiatives; State policy in relation to Eco Tourism; Case studies in ecotourism.

Food/Agri Tourism

Introduction to Food tourism; The globalisation and localisation of food and drink; The growth of food inspired tourism; foodies and their identity; What is Agri tourism?; Agri tourism in action; Challenges in developing Food Tourism; State policy in relation to Food/Agri Tourism; Case studies in Food/Agri Tourism.

Adventure Tourism

Introduction, definition and development of adventure tourism; the adventure tourism product; the adventure tourism market; risk assessment; State policy in relation to Adventure Tourism; Case studies in Adventure Tourism

Assessment Breakdown	%
Continuous Assessment	50.00%
Project	50.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	A review of relevant case studies relating to the various Tourism Elements	1,2,3,4	25.00	n/a
Essay	Students will be required to write an essay based on one aspect of the course	2,3,4	25.00	n/a
Written Report	Students will be required to complete a written based on all elements of the module	2,3,4	50.00	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

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	6.00
Independent Learning	15 Weeks per Stage	11.87
Total Hours		250.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	3.00
Independent Learning Time	15 Weeks per Stage	5.93
Total Hours		125.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BWTEM_B	Bachelor of Science (Honours) in Tourism and Event Management	3	Mandatory
CW_BWTEM_D	Bachelor of Science in Tourism and Event Management	3	Mandatory