

| | |
|--|---|
| Module Title: | Tourism |
| Language of Instruction: | English |
| Credits: | 10 |
| NFQ Level: | 6 |
| Module Delivered In | 1 programme(s) |
| 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 | 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

| 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 | 3.67 |
| Total Hours | | 200.00 |

Module Delivered In

| Programme Code | Programme | Semester | Delivery |
|----------------|--|----------|-----------|
| CW_HWCHS_B | Bachelor of Arts (Honours) in Culture & Heritage Studies | 2 | Mandatory |