BUSS H3701: International Tourism and Destination Management

Module Title:	International Tourism and Destination Management
Language of Instruction:	English

Credits:	5

NFQ Level:	7

Module Delivered In	2 programme(s)

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	
On successful completion of this module the learner should be able to:	
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	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 *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

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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

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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