

Module Descriptor Definitive Document

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| Module Code | HTMH08 |
| Version | (completed by QASU) |
| Module Title | International Tourism and Travel Management |
| Credits | 20 |
| Valid From | (completed by QASU) |
| Status | Proposed |
| Subject Board | (completed by QASU) |
| HECoS Code | 100102 |
| Academic Level (FHEQ) | 6 |
| Study Period | 1 |
| Prerequisites and co-requisites | None |
| Not available to students taking/having taken | N/A |

Content (Indicative)

- Market positioning in the international environment.
- Tourism product portfolios and their management (SSS, adventure, wildlife, cultural).
- Theoretical propositions, conceptual models, and practical applications of tourism in the international environment.
- Tourism travel as tools for economic regeneration and sustainability.
- Issues of enclave development structures and associated products (all inclusive, cruise).
- Alternative tourism development and management strategies and initiatives (e.g. ecotourism, pro-poor tourism, etc.).
- Ethical considerations when developing and managing international travel and tourism.
- Case study analysis.

Teaching and Learning Experience

Lectures

Seminars

1-2-1 tutorials

Guided Independent Study.

Students will be able to access on-line materials through the College virtual learning environment.

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Evaluate the characteristics and practical application of managing international tourism.
2. Assess the use of the natural and human environment as a resource for tourism.
3. Analyse the growth in the use alternative tourism management and development strategies in an international context.
4. Review ethical aspects of international travel and their impact on tourism management.

Assessment

| Assessment Task | Weighting | Module Learning Outcomes Assessed |
|--------------------|-----------|-----------------------------------|
| Coursework | 50% | 1, 2 |
| Group Presentation | 50% | 3, 4 |

Indicative reading (APA 7th edition referenced)

Core Texts

John Tribe, *The Economics of Recreation, Leisure and Tourism*, Routledge, 2020.

Clare Gunn, Turgut Var, *Tourism Planning: Basics, Concepts, Cases*, Routledge, 2002. Mike J.

Stabler, Andreas Papatheodorou, M. Thea Sinclair, *The Economics of Tourism*, Routledge, 2009.

Carol Patterson, *Sustainable Tourism with Web Resource: Business Development, Operations, and Management*, Human Kinetics, 2015.

D. Bowen, *Contemporary Tourist Behaviour*, CABI Publishing, 2022.

Supplementary Texts

A. K. Bhatia, *International Tourism Management*, Sterling Publishers Pvt.Ltd, 2019. Prof

Chris Holloway, Claire Humphreys, *The Business of Tourism*, Sage, 2022.

Stephen J. Page, Joanne Connell, *Tourism-A Modern Synthesis*, Routledge, 2020.

Brent Lovelock, Kirsten Lovelock, *The Ethics of Tourism*, Routledge, 2013.

T. Van Egmond, *Understanding Western Tourists in Developing Countries*, CABI Publishing 2007.