MODULE **DESCRIPTOR**

MODULE TITLE	**International Tourism Management**		
MODULE CODE	TL4019 (L7)	CREDIT VALUE	20 CREDITS /10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE **AIMS**

The module aims to provide students with a fast track introduction to the subject of tourism and explore major issues and practice in the context of the rapid growth and changing nature of international tourism as a global activity. The module will focus on a number of key themes and critically examine the response of tourism managers to contemporary and future global challenges.

MODULE **CONTENT**

Indicative syllabus content:

The recent development of & developments in the global tourism industry and visitor economy
The nature of the contemporary demand for international tourism and associated trends in terms of tourism products and services
The motivation and behaviour of 21st century visitors
The experience economy and selling 'the local' globally
Place branding: selling places in the 21st century
The economic, socio-cultural & environmental impacts of tourism and associated sustainable management
New Tourism / Responsible Tourism / Ethical Tourism
Futurology and Tourism: predicting future trends.

INTENDED **LEARNING OUTCOMES**

On successful completion of this module a student will be able to:

1.	Specify and contextualize the (dynamic) nature of demand for international tourism.
2.	Identify and explore the key challenges which increasing/changing demand presents in terms of contemporary tourism product/service/destination supply and management.
3.	Critically examine the response of tourism agencies and businesses in meeting the requirements of 21st century tourism and tourists.

TEACHING **METHODS**

Student centred seminar tasks/activities/discussion per week will aim to develop skills alongside weekly interactive lecture input which aims to introduce students to key topics and themes. This is indicative within a flexible workshop framework and may vary week by week according to student needs and indeed the topic in question.

ASSESSMENT **METHODS**

This module is assessed through an essay (40%) and a report (60%).