

## Module Information

2022.01, Approved

### Summary Information

Module Code	4010SSLN
Formal Module Title	The Business of International Tourism
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

### Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	20

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

### Aims and Outcomes

Aims	To introduce students to the business of international tourism in order to gain fundamental knowledge of the tourism industry its structure, organisation and impact. Moreover, since tourism is part of the service industry this module also aims to introduce the students to relevant issues related to the consumer. The students will also get an introduction to the tourism industry through different forms of business contacts.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Describe the structure and organisation of the tourism industry.
MLO2	2	Explain key concepts in relation to the business of international tourism.
MLO3	3	Identify and discuss consumer processes in tourism.

### Module Content

Outline Syllabus	Structure of the tourism industry (international, national, regional) including business suppliers, operators, destination management organisations, and public sector structures and processes. The tourism system. Developing, funding and maintaining partnerships; tourism networks/stakeholders. Economic factors including multiplier effects, economic development, sources of investment. Destination/product lifecycle/attractions, digital tourism. Resort management, attractions management, business and conference tourism infrastructure including transport, accommodation.
Module Overview	This module introduces you to the business of international tourism in order to gain fundamental knowledge of the tourism industry, its structure, organisation and impact. Moreover, since tourism is part of the service industry this module aims to introduce you to relevant issues related to the consumer. You will also get an introduction to the tourism industry through different forms of business contacts.
Additional Information	To introduce the students to the business of international tourism in order to gain a basic knowledge of the tourism industry with its structure, organisation and impact. Moreover, since tourism is part of the service industry this module also aims to introduce the students to the relevant issues related to the consumer. The students will also get an introduction to the tourism industry through different forms of business contacts.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Presentations	30	0	MLO2, MLO3, MLO1
Essay	Essay	70	0	MLO2, MLO3, MLO1

### Module Contacts

#### Module Leader

Contact Name	Applies to all offerings	Offerings
Claudia Melis	Yes	N/A

#### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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