

Liverpool John Moores University

Title: The Business of International Tourism
Status: Definitive
Code: **4010SSLN** (122456)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Takamitsu Jimura	Y

Academic Level: FHEQ4
Credit Value: 20
Total Delivered Hours: 40
Total Learning Hours: 200
Private Study: 160

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	20
Seminar	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group Presentation (10 Minutes)	30	
Essay	AS2	Essay (2500 words)	70	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Describe the structure and organisation of the tourism industry.
- 2 Explain key concepts in relation to the business of international tourism.
- 3 Identify and discuss consumer processes in tourism.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Presentations	2	3	1
Essay	2	3	1

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.

Learning Activities

Delivered via lectures and seminars

Notes

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.