

Introduction to International Tourism

Module Information

2022.01, Approved

Summary Information

Module Code	4501LBSCC
Formal Module Title	Introduction to 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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Coleg Cambria

Learning Methods

Learning Method Type	Hours
Lecture	22
Seminar	22

Module Offering(s)

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

Aims and Outcomes

Aims	To introduce students to the main tourism system models, industry sectors and technologies.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Understand tourism systems and industry structures.
MLO2	2	Discuss the inter-relationships between the different sectors of the tourism industry.
MLO3	3	Discuss the role of technology in the tourism industry.

Module Content

Outline Syllabus	Definitions of tourism & conceptual framework AttractionsAccommodationIntermediariesTransportationEvents in tourismTechnology in tourismDestination Management OrganisationsPublic sector & policy Third sector role in tourism
Module Overview	
Additional Information	

Assessments

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

Module Contacts