

# Introduction to International Tourism

## Module Information

2022.01, Approved

### Summary Information

Module Code	4501LBSLC
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
City of Liverpool College

### 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