

## Liverpool John Moores University

Title: International Tourism  
Status: Definitive  
Code: **5504SSLNLC** (122664)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: City of Liverpool College

Team	Leader
Peter Scott	Y

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 40  
**Total Learning Hours:** 200      **Private Study:** 160

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	26
Seminar	14

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Individual Presentation (20 mins)	100	

### Aims

*To discuss the size and scale of the UK and international travel and tourism industry and specific elements such as tour operations and aviation industries. The module will discuss current issues affecting the management of the travel and tour operations sector and the future of those industries.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Research and assess information in order to explain or solve problems in an international tourism context
- 2 Analyse the production, supply and consumption of tourism services
- 3 Evaluate the appropriate theories and principles in explaining international tourism development

### **Learning Outcomes of Assessments**

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

Individual Presentation	1	2	3
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### **Outline Syllabus**

*Meaning of international tourism and operations within the industry; transport as a component of the tourist product; global developments of the tourism industry, current initiatives; issues facing the travel and tourism industry; aviation; development of companies, integration, mergers; future trends and opportunities for developing countries. Students will be given training, advice and opportunities for formative feedback with regards to delivering professional, academic presentations, prior to the assessment.*

### **Learning Activities**

Lectures, seminars, case studies and external speakers.

### **Notes**

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