

## International Tourism

### Module Information

2022.01, Approved

#### Summary Information

Module Code	5504SSLNLC
Formal Module Title	International Tourism
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
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	26
Seminar	14

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

## Aims and Outcomes

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.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Research and assess information in order to explain or solve problems in an international tourism context
MLO2	2	Analyse the production, supply and consumption of tourism services
MLO3	3	Evaluate the appropriate theories and principles in explaining international tourism development

## Module Content

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.
Module Overview	
Additional Information	

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Individual Presentation	100	0	MLO1, MLO2, MLO3

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Peter Scott	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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