

Liverpool John Moores University

Title: International Tourism Management
Status: Definitive
Code: **5505FDTTEF** (117930)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: City of Liverpool College

Team	Leader
Robbie Leith	Y

Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 78
Total Learning Hours: 240 **Private Study:** 162

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	52
Seminar	26

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres		30	
Essay	Essay		70	

Aims

The module aims to enable the candidate to increase their knowledge and awareness of the size and scale of the UK and international travel and tourism industry. They will also investigate past and present global developments. Learners will develop understanding of the travel and tour operating and aviation industries. The module will draw on current issues affecting the management of the travel and tour operations sector and analyse future opportunities.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the size and scale of the UK and international travel and tourism industry
- 2 Critically evaluate recent developments within travel, tour operating and aviation industries
- 3 Investigate current impacts of global tourism on a specific destination

Learning Outcomes of Assessments

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

Presentation	1	
Essay 3500 Words	2	3

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

Learning Activities

Lectures, seminars, case studies and external speakers

Notes

This module builds upon knowledge from Level 4 as well as bringing together diverse information from other level 5 modules.