

Liverpool John Moores University

Title: Current Issues in Travel, Tourism and Aviation
Status: Definitive
Code: **5505SSLNLC** (122665)
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 1

Component	Contact Hours
Lecture	26
Seminar	14

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay (4,500 words)	100	

Aims

To discuss current issues relating to the travel, tourism and aviation industries at the UK and international level. The module will enable students to understand the cultural aspects of tourism. The module will also enable students to recognise current issues and problems affecting the management of the tourism sector and suggest appropriate solutions

Learning Outcomes

After completing the module the student should be able to:

- 1 Illustrate the intercultural dimensions of tourism
- 2 Compare the domestic and international dimensions of tourism
- 3 Suggest solutions to problems impacting travel, tourism and aviation

Learning Outcomes of Assessments

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

Essay	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; tourism and cultures, future trends and implications for tourism destinations

Learning Activities

Lectures, seminars, case studies and external speakers.

Notes

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