Module Proforma

Approved, 2022.01

Summary Information

Module Code	5618DGABW
Formal Module Title	Introduction to International Tourism
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Andrew Lyon	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings

Partner Module Team

Contact Name	Applies to all offerings	Offerings

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Partner Teaching Institution

Institution Name
Dong A University

Learning Methods

Learning Method Type	Hours
Lecture	22
Seminar	22

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	To introduce students to the main tourism system models, industry sectors and technologies.

Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Understand tourism systems and industry structures.
MLO2	Understand tourism systems and industry structures.
MLO3	Discuss the role of technology in the tourism industry.

Module Content

Outline Syllabus
Definitions of tourism & conceptual framework Attractions Accommodation Intermediaries Transportation Events in tourism Technology in tourism Destination Management Organisations Public sector & policy Third sector role in tourism

Module Overview
Lectures and seminars.

Additional Information

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	Poster Presentation	30	0	MLO1, MLO2, MLO3
Report	Report	70	0	MLO1, MLO2, MLO3