

## Liverpool John Moores University

Title: Critical Perspectives in Tourism and Hospitality Management  
Status: Definitive  
Code: **7206TEFMA** (120915)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Hazel Andrews	Y

**Academic Level:** FHEQ7      **Credit Value:** 20      **Total Delivered Hours:** 21

**Total Learning Hours:** 200      **Private Study:** 179

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	20
Tutorial	1

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Annotated Bibliography 1,500 Words	30	
Essay	AS2	Essay - 3,500 words	70	

### Aims

*To extend students' understanding of contemporary issues impacting the management of tourism and hospitality organisations within the international context.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an ability to place international tourism within the wider sociological theoretical context.
- 2 Identify and critically appraise the complex dynamics of the global tourism industry

### **Learning Outcomes of Assessments**

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

AS1	1	2
AS2	1	2

### **Outline Syllabus**

*This module centres on a critical examination of contemporary issues impacting international tourism management. The development of tourism globally presents the setting for analysis of the dynamics of tourism management working. The syllabus may include current contexts such as exploring the international tourism environment, globalisation of services, the competitive business environment, sustainability, technology, managing corporate social responsibility, partnership working and customer service management.*

### **Learning Activities**

Workshops, online activity, guest speakers, visits to industry premises will be the main form of learning activities.

### **Notes**

To extend students' understanding of contemporary issues impacting the management of tourism and hospitality organisations within the international context.