

Module Code	:	AT-1401		
Module Title	:	Tourism: Concepts and Models		
Programme	:	Bachelor of Arts		
Type of Module	:	Minor Core/ Breadth		
Modular Credits	:	4	Student Workload:	8 – 10 hours per week
			Contact Hours:	3-4 hours per week
Prerequisite	:	None		
Anti-requisite	:	None		
Aims :				
<p>This module introduces students to fundamental concepts which inform contemporary thinking in relation to tourism. The module demonstrates how tourists and tourism are considered as agents of both development and environmental protection and the spatial expression of these impacts at the global scale. Through the use of case studies, students are encouraged to understand and critically analyse models which seek to explain tourism development and its impacts in economic, environmental and social terms. The module concludes with an evaluation of recent global events which will facilitate or restrict the future development of tourism.</p>				
Module Content :				
<ul style="list-style-type: none"> • Understanding tourism: definitions, data sources and demand • Understanding tourists: motivations, preferences and destinations • Tourism as a driver of economic development – country case studies • Local and regional impacts of tourism: economic, environmental and socio-cultural • Defining the limits of tourism: growth cycle models, carrying capacity and limits of acceptable change • Tourism’s role and prospects in a changing world 				
Assessment :	Examination :	40%	Coursework :	60%
	2 hours		Two in-class quizzes	20%
			Presentations	20%
			Two essay	20%