

<b>Module Code</b>	AT-2405			
<b>Module Title</b>	Tourism in Southeast Asia			
<b>Type of Module:</b>	Minor Option / Breadth			
<b>Modular Credits: 4</b>	<b>Student Workload: 8 hours per week</b> <b>Contact hours for timetabling : 2 hours per week</b>			
<b>Prerequisite:</b>	None			
<b>Antirequisite:</b>	None			
<b>Aims/Objectives/Rationale:</b>				
<p>This module will introduce students to the background, growth and impacts of tourism in Southeast Asia. Students will become aware of the political and economic factors and marketing strategies driving the promotion of tourism in the region and the efforts by governments to co-ordinate these. The adverse impacts of tourism expansion will be examined, together with environmental and other constraints upon tourism growth. Students will be introduced to methods by which various types of tourism can assist towards sustainable economic development for the region. Case studies will be used throughout to illustrate these concepts.</p>				
<b>Course Content:</b>				
<ul style="list-style-type: none"> <li>• Historical aspects of tourism in South-East Asia</li> <li>• Tourism assets of the region: environmental and cultural</li> <li>• Markets and destinations within South-East Asian tourism</li> <li>• Governmental policies and the growth of tourism</li> <li>• International co-operation and tourism growth</li> <li>• Constraints of tourism: environmental impacts and their management</li> <li>• Constraints on tourism: political and cultural obstacles</li> <li>• Tourism and long term sustainable development for the region</li> </ul>				
<b>Assessment</b>	Examination: (2 hours)	<b>50 %</b>	Course Work: Essay (20%) Case study assignment (30%)	<b>50 %</b>
<b>Textbook(s) References :</b>				
<p>Hitchcock, M., King, V.T., &amp; Parnwell, M. (Eds.) (2009). <i>Tourism in Southeast Asia: challenges and new directions</i>. Copenhagen: NIAS Press.</p> <p>Hsu, C., Killion, L., Brown, G., Gross, M.J., &amp; Huang, S. (2008). <i>Tourism marketing: an Asia-Pacific perspective</i>. Wiley, Australia.</p>				
<b>Staff :</b>	Dr Julian Clifton			