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:
Contact Hours: 8 – 10 hours per week
3-4 hours per week
Prerequisite : None
Anti-requisite : None

Aims :
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.

Module Content :
- 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%  
2 hours
Coursework : 60%
Two in-class quizzes 20%
Presentations 20%
Two essay 20%