

Module code	AW-1304		
Module Title	Tourism: Concepts and Models		
Degree/Diploma	Bachelor of Arts (Geography, Environment and Development)		
Type of Module	Major Option		
Modular Credits	4	Total student workload	8 hours/week
		Contact hours	4 hours/week
Prerequisite	None		
Anti-requisite	None		
Aims This module introduces students to fundamental concepts which inform contemporary thinking in relation to tourism			
Learning Outcomes: <i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	10%	-Demonstrates how tourists and tourism are considered as agents of both development and environmental protection -Understands the structure and organisations of tourism -Understands tourist’s motivations, preferences and destinations	
Middle order :	10%	-Critically analyse models which seek to explain tourism development and its impacts in economic, environmental and social terms.	
Higher order:	80%	-Evaluate the recent global events which will facilitate or restrict the future development of tourism.	
Module Contents The main contents of the course are: - Understanding tourism: definitions, data sources, supply and demand - Understanding tourists: motivations, preferences and destinations -Tourism as a driver of economic development – country case studies -Introduction to other forms of tourism: ecotourism, sustainable tourism, community based tourism - 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	Formative assessment	Weekly assessment and feedback	
	Summative assessment	Examination: 0%	
		Coursework: 100% - 1 Group Presentation (20%) - 1 Assignment on tourism development (20%) - 1 MCQ Quiz (30%) - 1 Short answer questions/essay (30%)	