

<b>Module code</b>	AW-1304		
<b>Module Title</b>	Tourism: Concepts and Models		
<b>Degree/Diploma</b>	Bachelor of Arts (Geography, Environment and Development Studies)		
<b>Type of Module</b>	Major Option/ Breadth		
<b>Modular Credits</b>	4	<b>Total student workload</b>	8 hours/week
		<b>Contact hours</b>	4 hours/week
<b>Prerequisite</b>	None		
<b>Anti-requisite</b>	None		
<b>Aims</b>			
This module introduces students to fundamental concepts which inform contemporary thinking in relation to tourism			
<b>Learning Outcomes:</b>			
<i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	50%	<ul style="list-style-type: none"> <li>-Demonstrates how tourists and tourism are considered as agents of both development and environmental protection</li> <li>-Understands the structure and organisations of tourism</li> <li>-Understands tourist's motivations, preferences and destinations</li> </ul>	
Middle order :	30%	<ul style="list-style-type: none"> <li>-Critically analyse models which seek to explain tourism development and its impacts in economic, environmental and social terms.</li> </ul>	
Higher order:	20%	<ul style="list-style-type: none"> <li>-Evaluate the recent global events which will facilitate or restrict the future development of tourism.</li> </ul>	
<b>Module Contents</b>			
The main contents of the course are:			
<ul style="list-style-type: none"> <li>- Understanding tourism: definitions, data sources, supply and demand</li> <li>- Understanding tourists: motivations, preferences and destinations</li> <li>-Tourism as a driver of economic development – country case studies</li> <li>-Introduction to other forms of tourism: ecotourism, sustainable tourism, community based tourism</li> <li>- Local and regional impacts of tourism: economic, environmental and socio-cultural</li> <li>-Defining the limits of tourism: growth cycle models, carrying capacity and limits of acceptable change</li> <li>-Tourism's role and prospects in a changing world</li> </ul>			
<b>Assessment</b>	Formative assessment	Weekly assessment and feedback	
	Summative assessment	Examination: 60%	
		Coursework: 40% <ul style="list-style-type: none"> <li>- One group Presentation 20%</li> <li>- One assignment on tourism development 20%</li> </ul>	