

Module code	AW-2318		
Module Title	Tourism in Southeast Asia		
Degree/Diploma	Bachelor of Arts (Geography, Environment and Development Studies)		
Type of Module	Major Option/Breadth		
Modular Credits	4	Total student workload	8 hours/week
		Contact hours	4 hours/week
Prerequisite	None		
Anti-requisite	None		
Aims			
To introduce the growth and impacts of tourism in Southeast Asia. Students learn about 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 course examines the adverse impacts of tourism expansion together with environmental and other constraints upon tourism growth, and outlines methods by which various types of tourism can contribute towards economic development – sustainable or otherwise -- in the region.			
Learning Outcomes:			
<i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order:	40%	- Describe factors that have led to the development of tourism in Southeast Asia - Identify the impacts of tourism on the region - Recognize the types of tourism featured in the region - Identify major tourist destinations	
Middle order:	30%	- Understand the special problems posed by tourism in the region - Investigate potential solutions to issues of concern	
Higher order:	30%	- Work independently to gain access to issues related to tourism in the region - Indicate and communicate clearly and precisely the many facets of tourism in Southeast Asia - Design visual composites that can identify and link processes of tourism with unique places and landscapes	
Module Contents			
- Historical patterns of tourism in Southeast Asia - Tourism assets of the realm, both environmental and cultural - International co-operation and tourism growth - Obstacles to tourism growth - Future of tourism in Southeast Asia			
Assessment	Formative assessment	Weekly in-class question & answer sessions leading to discussions in which all students participate.	
	Summative assessment	Examination: 50% Coursework: 50% - Mid-Term Tests (MCQ, SAQ, LEQ) (30%) - 1 individual assignment on data collection, analysis and representation (20%)	