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MODULE DESCRIPTOR

Module Title

Tourism Hospitality Environment and Industry

Reference	CB1328	Version	1
Created	January 2020	SCQF Level	SCQF 7
Approved	June 2018	SCQF Points	30
Amended	June 2018	ECTS Points	15

Aims of Module

To provide the student with an understanding of the travel, tourism, leisure and hospitality industries and their importance to national and international economies.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Understand and apply theoretical concepts and models relevant to the leisure and tourism academic disciplines
2	Appraise the public and private sector structure in place to deliver national tourism. This will include key stakeholders: National Tourism Organisations (NTOs), Destination Management Organisations (DMOs), trade associations, local government, and national governments.
3	Appreciate the: social, economic, political, and environmental costs and benefits of tourism in the widest sense (individual, business, nationally and as a society)
4	Appraise the tourism provision of a range of specific countries.
5	Appraise national and global tourism and travel provision and its links with the wider tourism industry
6	Understand how cultural variables affect management decisions within the tourism and hospitality industries

Indicative Module Content

The development of the travel, tourism, leisure and hospitality industries will be studied in relation to both the micro and macro environments in which they operate; the political and economic importance of the industries in regional, national and international contexts are balanced against the social and environmental consequences of developing tourism related industries; the managerial and operational strategies currently associated with the four industries are highlighted. The industries are analysed in the context of the wider global environment. Who the tourist is, key tourist destinations and the tourism product offered. A geographical focus on domestic and international tourism destinations. Cultural variables in management decisions. Tourism and travel product provision.

Module Delivery

Key concepts are introduced and illustrated through the use of lectures, tutorial sessions, field trips, case studies, student centred learning exercises, industrial visits and guest lectures.

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Indicative Student Workload	Full Time	Part Time
Contact Hours	60	60
Non-Contact Hours	240	240
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	50%	Outcomes Assessed:	1, 2, 3
Description:	Group Presentation				

Component 2

Type:	Coursework	Weighting:	50%	Outcomes Assessed:	4, 5, 6
Description:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 50% weighting of C1 and 50% weighting of C2 components. An overall minimum grade D is required to pass the module.

		Coursework:						
		A	**B**	**C**	**D**	**E**	**F**	**NS**
Coursework:	**A**	A	A	B	B	C	E	
	B	A	B	B	C	C	E	
	C	B	B	C	C	D	E	
	D	B	C	C	D	D	E	
	E	C	C	D	D	E	E	
	F	E	E	E	E	E	F	
	NS	Non-submission of work by published deadline or non-attendance for examination						

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

ADDITIONAL NOTES

Students may be required to contribute to the costs of field visits.

INDICATIVE BIBLIOGRAPHY

1. FLETCHER, J. et al., 2013. *Tourism: Principles and Practice.* 5th ed. Harlow: Pearson Education Publishing.
2. PAGE, S. and CONNELL, J., 2014. *Tourism; a modern synthesis.* 4th ed. London: Cengage Learning. *ebook*
3. INKSON, C. and MINNAERT, L., 2018. *Tourism Management* 2nd Ed. London: Sage. *ebook*