

## MODULE DESCRIPTOR

### Module Title

Tourism Hospitality Environment and Industry

Reference	CB1328	Version	4
Created	March 2024	SCQF Level	SCQF 7
Approved	June 2018	SCQF Points	30
Amended	April 2024	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 explain the key aspects of the wider tourism and hospitality industry
- 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 Identify a range of key tourism destinations and their main attractors and issues, in the context of tourist motivations
- 6 Understand how cultural variables affect management decisions within the tourism and hospitality industries

### Indicative Module Content

Defining tourism and hospitality; Industry stakeholders; Social, economic and environmental impacts of tourism; The tourist; The destination; Cultural awareness; Tourism and Hospitality links to wider global developments and events. The module content will address UN SDGs 8 ? 15, the evolution of tourist motivations, cultural awareness and the industries? links to wider global developments (e.g., sustainability, industry volatility) and events. Throughout this module, students will build early UNESCO ESD competencies in systems thinking, critical thinking, normative, and collaboration.

**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.

**Indicative Student Workload**

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

**ASSESSMENT PLAN**

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

**Component 1**

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5, 6
Description:	Individual and Group Portfolio				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	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*