



Level 5 Diploma in Travel & Tourism Management (620)
131 Credits



Unit: Tourism Management	Guided Learning Hours: 220
Exam Paper No.: 1	Number of Credits: 22
Prerequisites: Knowledge of business organisation.	Corequisites: A pass or higher in Certificate in Business Studies or equivalence.
<p>Aim: The aim of this unit is to provide an overview of the hospitality-tourism industry: hotels, resorts, tourism and travel, convention management, casinos and gaming, food service (commercial and non-commercial), and culinary arts, including emerging trends in the industry and available career opportunities. The unit cover hospitality and tourism industry with focus on basic management theories and principles as they apply to hospitality and tourism; basic structure, organisation, and management of industry components and the services/products they deliver. The unit also looks at tourism as a world export industry and its importance to the economy; tourist behaviour, motivation, and decision making; the interrelationship of recreation and tourism; the system used to deliver tourism services; and the products and services of the tourism industry.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
<p>Special Requirements: The unit requires a combination of lectures, demonstrations and classroom discussions.</p>	
<p>Intended Learning Outcomes:</p> <p>1 The potential problems and conflicts between tourism and the natural environment and a range of guiding principles for future development within the tourism industry.</p> <p>2 Tourism non government organisations, tourism government organisations and tourism private sector organisations.</p> <p>3 Intermodal passenger innovative transportation solutions and the combined use of various transport modes for long distance and cross border travel.</p>	<p>Assessment Criteria:</p> <p>1.1 Describe the responsibilities of World Tourism Organisation (WTO)</p> <p>1.2 Analyse businesses which supply tourism goods and services</p> <p>1.3 Outline the government role in promoting tourism</p> <p>1.4 Analyse the effects of tourism on the local community</p> <p>1.5 Describe why people travel</p> <p>1.6 Explain the types of tourism</p> <p>1.7 Identify and conduct on research annual tourism contributions to the economy</p> <p>1.8 Outline tourism career opportunities</p> <p>2.1 Compare private sector vs public sector tourism organisations</p> <p>2.2 Analyse international, regional and national tourism organisations</p> <p>2.3 Describe principles of geographical information</p> <p>2.4 Describe how the value of currencies influence attractiveness of destinations</p> <p>3.1 Outline the passenger transportation structure</p> <p>3.2 Describe transportation problems</p> <p>3.3 Compare the relationship between world population vs growth in international travel</p> <p>3.4 Describe the roles of (i) outbound travel agents (ii) tour operators (iii) incoming travel agents</p>

4 The hospitality, leisure, travel and tourism sector boosting the economy and also one of the most fragmented services.	4.1 Describe the tourism accommodation structure 4.2 Evaluate and research on the current international top hotels 4.3 Describe tourism distribution channels 4.4 Explain the attractions industry
5. Understand the focus on travel motivation push and pull factors on inbound and outbound choices.	5.1 Identify cultural factors in tourism 5.2 Outline regional development through tourism 5.3 Outline variables that will influence consumer behaviour in tourism
6 Understand how the rapid expansion of the tourism industry has provided many economic benefits affecting every facet of contemporary societies.	6.1 Identify barriers to travel 6.2 Explain tourism supply components 6.3 Identify factors affecting forecasting demand 6.4 Describe factors affecting urban tourism 6.5 Describe factors affecting rural tourism 6.6 Explain the importance of tourism with regards to employment, government revenue and cultural manifestations
7 Tourism economic impacts, determinants of importance of tourism to a destination and the steps for conducting the study.	7.1 Outline constraints faced in tourism 7.2 Design a tourism policy for the local government 7.3 Identify economic and social policies affecting tourism 7.4 Outline the role of media in influencing tourism 7.5 Identify factors that influence price policies
Methods of Evaluation: 2½-hour written essay examination paper with five questions. Candidates are required to answer all questions. Each question carries 20 marks. Candidates also undertake project/coursework in Tourism Management with a weighting of 100%.	

Recommended Learning Resources: Tourism Management

Text Books	<ul style="list-style-type: none"> • Tourism Management: Managing for Change by Stephen Page. ISBN-10: 0750682051 • Sustainable Tourism Management by John Swarbrooke. ISBN-10: 0851993141 • The Business of Tourism Management by John Beech and Simon Chadwick. ISBN-10: 0273688014
Study Manuals 	BCE produced study packs
CD ROM 	Power-point slides
Software 	None