

<b>Module Code</b>	:	AT-1401		
<b>Module Title</b>	:	Tourism: Concepts and Models		
<b>Programme</b>	:	Bachelor of Arts		
<b>Type of Module</b>	:	Minor Core/ Breadth		
<b>Modular Credits</b>	:	4	<b>Student Workload:</b>	8 – 10 hours per week
			<b>Contact Hours:</b>	3-4 hours per week
<b>Prerequisite</b>	:	None		
<b>Anti-requisite</b>	:	None		
<b>Aims :</b>				
<p>This module introduces students to fundamental concepts which inform contemporary thinking in relation to tourism. The module demonstrates how tourists and tourism are considered as agents of both development and environmental protection and the spatial expression of these impacts at the global scale. Through the use of case studies, students are encouraged to understand and critically analyse models which seek to explain tourism development and its impacts in economic, environmental and social terms. The module concludes with an evaluation of recent global events which will facilitate or restrict the future development of tourism.</p>				
<b>Module Content :</b>				
<ul style="list-style-type: none"> <li>• Understanding tourism: definitions, data sources and demand</li> <li>• Understanding tourists: motivations, preferences and destinations</li> <li>• Tourism as a driver of economic development – country case studies</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>	<b>Examination :</b>	<b>40%</b>	<b>Coursework :</b>	<b>60%</b>
	2 hours		Two in-class quizzes	20%
			Presentations	20%
			Two essay	20%