Introduction to Tourism

Full Title: Introduction to Tourism

Status: Uploaded to Banner
Start Term: 2015

NFQ Level: 06
ECTS Credits: 10

Module Code: TOUR06030
Duration: Stage - (26 Weeks)

Grading Mode: Numeric
Department: Heritage & Tourism

Module Author: Maria Murphy

Module Description
To provide students with an understanding of the main elements that make up the tourism industry, examining each aspect theoretically followed by a grounded exploration of the importance and interdependence of each element.

Learning Outcomes
On completion of this module the learner will/should be able to:

1. Define the concept of tourism and discuss its context within the wider leisure industry
2. Discuss the evolution of tourism at local, national and international level
3. Be aware of the key players and stakeholders of the national tourism industry
4. Discuss in detail the characteristics of the main tourism markets both domestically and internationally
5. Identify the components that underline the modern tourism product and comment on the critical issues relating to each component

Indicative Syllabus
- Definitions, concepts and evolution of Tourism and the Tourism industry
- Structure and organisation of Tourism in Ireland - the role of Government in tourism, structure of tourism at national, regional and local level, public and private organisations, various tourism stakeholders
- Statistics on Irish Tourism (Demand)
- Impacts of Tourism - economic, touristic, socio-cultural and environmental
- Types of Tourism: Business, leisure, rural, urban, activity based, adventure, nature-based, educational, sport, religious, marine and water-based, heritage, cultural, health and wellness, festival and event tourism, other
- Overview of the components and characteristics of the Tourism Product (Supply) - transport, accommodation, food and beverage, attractions, activities, services, facilities and hospitality
- Travel Tourism Motivations - why do people come to Ireland?
- Transportation to and around Ireland - air transportation network and services, sea and water-based transportation, road and rail transportation, infrastructure, car parking, ports and terminal facilities, others
- Accommodation in Ireland - hotels, bed & breakfasts/guesthouse, hostels, self-catering, caravan & camping, campus accommodation, airBnB, other
- Food & Beverage Operations in Ireland - hotels, restaurants, fast-food, ethic, convenience, pub food, farmers markets, contract catering, other forms of food and beverage provision, other
- Tourism Attractions in Ireland - natural, man-made and cultural
- Tourism Services in Ireland - visitor information centres, communication, health, financial, energy, water, other
- Travel Facilitators - tour operators, travel agents, internet, social media, visitor information centres, Fáilte Ireland, Tourism Ireland, other
- The Tourism System - Leiper’s Model
- Current issues in Irish Tourism (trends and developments)

Teaching and Learning Strategy
Lectures, class discussion and debates, presentations, youtube videos, websites, site visits and case study analysis
Assessment Strategy

Project and Final Exam

Repeat Assessment Strategies

Written Examination

Indicative Coursework and Continuous Assessment: 40 %

<table>
<thead>
<tr>
<th>Form</th>
<th>Title</th>
<th>Percent</th>
<th>Week (Indicative)</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment</td>
<td>Assessment</td>
<td>40 %</td>
<td>OnGoing</td>
<td>1,2,3,4,5</td>
</tr>
</tbody>
</table>

End of Semester / Year Formal Exam: 60 %

<table>
<thead>
<tr>
<th>Form</th>
<th>Title</th>
<th>Percent</th>
<th>Week (Indicative)</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closed Book Exam</td>
<td>Final Exam</td>
<td>60 %</td>
<td>End of Semester</td>
<td>1,2,3,4,5</td>
</tr>
</tbody>
</table>

Full Time Delivery Mode Average Weekly Workload: 3.00 Hours

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Location</th>
<th>Hours</th>
<th>Frequency</th>
<th>Weekly Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>Lecture</td>
<td>Not Specified</td>
<td>3</td>
<td>Weekly</td>
<td>3.00</td>
</tr>
</tbody>
</table>

Recommended Reading Book List


Online Resources

Relevant website details to be provided such as:
Website: www.failteireland.ie
Website: www.tourismireland.ie
Website: www.itic.ie
Website: www.irlgov.ie
Website: www.unwto.com

Programme Membership

GA_OHCAG_B07 201800 Bachelor of Business in Hotel & Catering Management
GA_OHOPG_C06 201900 Higher Certificate in Arts in Hotel and Hospitality Operations
GA_OIHMG_H08 202000 Bachelor of Arts (Honours) in International Hotel Management