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| Full Title: | The Geography of Travel and Tourism |
| Language of Instruction: | English |
| Module Code: | TOUR B7001 |
| Credits: | 5 |
| Valid From: | Semester 1 - 2014/15 (September 2014) |
| Module Delivered in | 11 programme(s) |
| Module Description: | This module will provide the learner with an understanding of a range of theories, issues and trends within of the geography of tourism on an international scale. |
| Learning Outcomes: | |
| <i>On successful completion of this module the learner should be able to</i> | |
| <ol style="list-style-type: none"> 1. Understand the linkages of tourism demand and supply 2. Recognise and explain the geography of transport in tourism 3. Identify the models of tourism flows relevant to the industry 4. Describe and interpret the linkages of climate and tourism 5. Describe the key geographical resources of a tourism location | |

Module Content & Assessment

| Indicative Content |
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| The Geography of Demand Tourism demand, types of tourism demand, demand in a destination, elements that initiate demand. |
| The Geography of Supply Tourism supply, components of tourism supply, matching supply and demand. |
| The Geography of transport in tourism Transport modes, transport management within the destination |
| Climate and tourism Relationship of climate and tourism, impacts of climate change on tourism. |
| Models of tourism flows Relevant tourism flow models |
| Tourism and local geographies Countries and their local resources |

| Assessment Breakdown | % |
|----------------------|---------|
| Course Work | 100.00% |

Full Time

| Course Work | | | | | | | |
|-----------------|----------------------------------------------------------------------------------------------------------------------|-------------------|------------|--------------|------------|-----------------|----------|
| Assessment Type | Assessment Description | Outcome addressed | % of total | Marks Out Of | Pass Marks | Assessment Date | Duration |
| Group Project | A group project will be submitted which will be based on a specific geographical location and its tourism resources. | 1,2,5 | 60.00 | 0 | 0 | Week 10 | 0 |
| Class Test | 2 x individual class test which may be completed online, will address all learning outcomes. | 1,2,3,4,5 | 40.00 | 0 | 0 | Week 6 | 0 |

No Project

No Practical

No End of Module Formal Examination

| Reassessment Requirement |
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| No repeat examination Reassessment of this module will be offered solely on the basis of coursework and a repeat examination will not be offered. |

DKIT reserves the right to alter the nature and timings of assessment

Module Workload & Resources

Workload: Full Time

| Workload Type | Workload Description | Hours | Frequency | Average Weekly Learner Workload |
|-------------------------------|-------------------------------------------------------------------|-------|------------|---------------------------------|
| Lecture | Lecture delivery using various classroom assessment techniques | 3.00 | Every Week | 3.00 |
| Directed Reading | Readings as directed to supplement lecture content | 3.00 | Every Week | 3.00 |
| Independent Study | Learners will be required to review material covered in lectures. | 3.00 | Every Week | 3.00 |
| Total Weekly Learner Workload | | | | 9.00 |
| Total Weekly Contact Hours | | | | 3.00 |

This course has no Part Time workload.

Resources

Recommended Book Resources

Lew, A., Hall, M., & Timothy, D. 2008, *World Geography of Travel and Tourism, A Regional Approach.*, 1st Edition Ed., Butterworth Heinemann [ISBN: 978-0-7506-7978-7]

Supplementary Book Resources

Boniface, B. and Cooper, C. 2005, *Worldwide Destinations The geography of Travel and Tourism*, Butterworth Heinemann 2005 Fourth Edition

Boniface, B. and Cooper, C. 2005, *Worldwide Destinations Casebook The geography of Travel and Tourism*, Butterworth Heinemann 2005 Fourth Edition

Charles R. Goeldner, J. R. Brent Ritchie, Robert W. McIntosh, *Tourism: Principles, Practices, Philosophies, 9th Edition*, September 2002

This module does not have any article/paper resources

Other Resources

n/a: Academic Journals: Annals of Tourism Research, Tourism Management; World Development; Current Issues in Tourism; Tourism in Hospitality Research; Tourism Economics; Tourism Geographies, Journal of Transport Geography, Tourism Recreation Research; Tourism

n/a: Reports and Statistics: World Tourism Organisation, Organisation for Economic Co-operation and Development, Euro stat

Module Delivered in

| Programme Code | Programme | Semester | Delivery |
|-----------------------|-------------------------------------------------------------------------------|-----------------|-----------------|
| DK_BEVNT_7 | Bachelor of Arts in Event Management | 2 | Elective |
| DK_BHPMG_7 | Bachelor of Arts in Hospitality Management | 2 | Elective |
| DK_BBSMA_D | Bachelor of Business in Business and Management | 2 | Elective |
| DK_BBSTY_7 | Bachelor of Business in Business and Technology | 2 | Elective |
| DK_BCPSS_6 | Certificate in Pre-Sessional English | 1 | Elective |
| DK_BPRHE_6 | Certificate in Preparation for Higher Education | 2 | Elective |
| 650 | Higher Certificate in Arts in Event Studies | 2 | Elective |
| 653 | Higher Certificate in Arts in Hospitality Skills (Exit Award) | 2 | Elective |
| DK_HHOST_6 | Higher Certificate in Arts in Hospitality Studies | 2 | Elective |
| DK_BBSMA_C(?) | Higher Certificate in Business in Business and Management | 2 | Elective |
| DK_BBSIS_C | Higher Certificate in Business in Business and Technology | 2 | Elective |