

MODULE: INTERNATIONAL TRAVEL, TOURISM & HOSPITALITY

Code: BAIH-3-1-09
Unit Title: International Travel, Tourism & Hospitality
Semester: A3
Stage: 3
Themes: Business Environment
Number of Credits: 4 semester credits / 6 quarter units

INTRODUCTION

This module deals with the patterns, principles and management of international travel and tourism and examines its role within the international hospitality industry. Students will learn about past, current and possible future trends in global travel, tourism and hospitality services and products and will evaluate the barriers to future development and expansion at local, national and international levels. The module examines the global impact of travel, tourism and hospitality services on local and global economy, society, culture and legislation. On completion, students will also be able to employ technology and data analysis in the appraisal of supply and demand, and development and improvement of travel and tourism services within the international hospitality sector.

AIMS

To provide students with a clear understanding of:

- The scale, patterns and flow of international tourism and its impact on the hospitality industry
- Global barriers at local and international scale of the mobility of tourists
- The importance of international hospitality as part of the tourism product/service
- Statistical data to evaluate international supply and demand for travel, tourism and hospitality services
- The trends and developments in technology which impact on travel, tourism and hospitality services

LEARNING OUTCOMES

On completion of this module successful students will be able to:

- Possess a complex understanding of past, current and possible future trends in global travel, tourism and hospitality services and products
- Appreciate the challenges facing ITTH including the barriers to future development and expansion at local, national and international levels
- Evaluate the contributory roles of the component parts of the TTH products/services particularly with regard to attractions, accommodation, transport etc.
- Critically examine the global impact of travel, tourism and hospitality services on local and global economy
- Understand how society, culture and legislature is affected by increasing travel and tourism

- Appraise the role of intermediaries and critically evaluate their contribution to the international hospitality industry
- Assess the component parts of the service package for international customers, and critically examine the role of hospitality in travel & tourism products
- Utilise statistical information to determine supply and demand of ITTH products/services
- Apply data when developing and planning improvements in ITTH products/services
- Evaluate the impact of technology on ITTH and assess the possible impact of future IT developments on the ITTH
- Independently source and review relevant information on ITTH, and apply this information in discussion, when constructing reports and assignments and when analysing industry information

SYLLABUS

An Overview of the International Travel, Tourism & Hospitality Industry (ITTH)

- Traditional patterns and flows of ITTH
- Future trends and developments in ITTH
- Challenges facing ITTH

Barriers to ITTH

- Distance, Safety, Stability, Cost, Time, Legal, Social & Cultural
- Local level
- National level
- International level

Component parts of the TTH products/services

- Intermediaries – booking agents and representatives
- Attractions, historical, religious, sporting, educational etc
- Accommodation, types, availability, standards etc
- Transport, rail, road, air, sea etc

The Role of Hospitality in Travel & Tourism Products

- The integrated service experience
- Brand image of hospitality products/services
- Reputation, reliability and quality

The impact of International ITTH

- On the economy
- On society
- On culture
- On political/legislation
- On educational developments

Planning and Information on ITTH

- Statistical approaches to determine supply and demand of ITTH products/services
- Interpretation of available data to plan and develop ITTH products/services
- Use of information to improve ITTH products/services

Impact of Technology on ITTH

- Access
- Availability
- Cost
- Speed of processes
- Trends and developments of IT in the future
- The impact of change

WORKLOAD

Contact:	60 hours
Directed Learning:	15 hours
Independent Learning:	75 hours

Total	150 hours
--------------	------------------