

MODULE: INTERNATIONAL TRAVEL, TOURISM AND HOSPITALITY (course code BAIHH-ITH)

Griffith College Dublin – International Hospitality Management

Fall semester

Pre-requisite: 2 years Hospitality/Tourism study

Overview and Aims

The module examines the global impact of travel, tourism and hospitality services on local and global economy, society, culture and legislation

Learners learn about past, current and possible future trends in global travel, tourism and hospitality services and products and evaluate the barriers to future development and expansion at local, national and international levels.

- This modules aim is to examine the scale, patterns and flow of international tourism and its impact on the hospitality industry
- Learners examine the importance of international hospitality as part of the tourism product/service.

Module Content

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

The impact of 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.