



Faculty of Economics & Administrative Sciences Course Syllabus

Course Title: Introduction to Tourism Management

Course Number: 1802033291

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Office Hours: Sun-Tues-Thurs

Course Description

Tourism is a large and complex phenomenon. It can be regarded as a significant social and economic activity, a business, an industry, and a source of environmental and social change. Many of the challenges of studying tourism, and subsequently working or researching in this field, arise from the multi-faceted nature of tourism. That is, tourism is made up of many different sectors (including transport, accommodation, attractions, supporting services and infrastructure), each of which in turn may be quite diverse and viewed from a variety of perspectives: economic, socio-cultural, environmental, and political. Moreover, tourism is a geographically complex activity characterized by multiple origins and destinations linked together in various ways, by flows of people, ideas, information and resources, by transport networks and distribution channels.

As an introductory course and platform for further study this course seeks to provide a systematic and conceptual basis for exploring and understanding the complexities of tourism. The course follows an origin-linkage-destination framework. The overall approach is outlined in the first lectures before attention is directed at the nature of demand generated in the origins. The various linkages that bring together origins and destinations are then examined. The latter part of the course focuses on destinations and systematically examines the ways in which these develop. As well, different components of a destination are explored.

Course Objectives

The course objectives are to provide you with a systematic introduction to the study of tourism and a sound foundation by:

1. outlining the multi-faceted nature of tourism and the need for an integrated approach to its study and management
2. developing a conceptual basis for the study and management of tourism
3. examining key issues and their inter-relationships by reference to selected examples
4. fostering critical and creative thinking about theory and practice in tourism
5. encouraging students to adopt a structured, enquiring approach to the study of tourism

Learning outcomes- Knowledge, Understanding and Skills

On successful completion of the course, students will be able to:

1. recognize the complexity of tourism both as an industry and a field of study
2. identify and describe the roles of public, private, and third sector entities involved in the global and national tourism industry
3. think systematically, critically, and creatively about selected tourism concepts and models
4. consider tourism cases and examples in an analytical manner
5. locate, record, organise, and analyse relevant tourism information from a variety of library- and web-based sources
6. research, plan, and produce written work that meets academic standards
7. manage different tasks and deadlines effectively
8. demonstrate oral communication and listening skills in tutorials

Recommended Text:

**Cook, R.A. ; Yale, L. J. and Marqua, J. J. (2010). Tourism: The Business of Travel.
4th Edition.**

Lectures timetable:

| Week | Reading |
|------------------|--|
| 1 | Chapter 1: Introducing the World's Largest Industry, Tourism |
| 2 | Chapter 1: Introducing the World's Largest Industry, Tourism |
| 3 | Chapter 10: Economic and Political Impacts of Tourism |
| 4 | Chapter 10: Economic and Political Impacts of Tourism |
| 5 | Chapter 11: Environmental and Social/Cultural Impacts of Tourism |
| 6 | First Exam Chapter 11: Environmental and Social/Cultural Impacts of Tourism |
| 7 | Chapter 8: Attractions and Entertainment |
| 8 | Chapter 8: Attractions and Entertainment |
| 9 | Chapter 9: Destinations |
| 10 | Chapter 9: Destinations Second Exam |
| 11 | Chapter 3: Delivering Quality Tourism Services |
| 12 | Chapter 3: Delivering Quality Tourism Services |
| 13 | Chapter 12: The Future of Tourism |
| 14 | Chapter 12: The Future of Tourism |
| 15&16 | Revision and final Exams |

Grading plan:

First Exam: (20 points), Second Exam: (20 points)

Class participation: (10 points), Final Exam: (50 points)