

TIMETABLE ARRANGEMENT: Annual; 1st Semester

CREDITS: 6

COURSE TEACHER(S): Dr. Benjamin L IAQUINTO

ASSESSMENT:

EXAMINATION 50 %	COURSEWORK 50 %
• 2 hours	• 1 group project • 1 individual essay

OBJECTIVES:

This course offers an overview of global tourism, covering key issues and central themes facing the tourism industry around the world.

COURSE SYNOPSIS:

This course provides a comprehensive introduction to the global tourism system in social, cultural and economic contexts. With a balanced coverage of the whole range of components within the tourism industry, it explores all aspects of both the private and public businesses related to tourism, such as theories, planning, environmental concerns, operations, and the interrelationships among the many tourism businesses. The material covered is intended to offer students knowledge of the tourism system, enable them to apply basic tourism concepts to various projects and problems, and help them to develop a career in the tourism industry.

LECTURE TOPICS:

- Geography and tourism studies
- Tourism hosts and guests
- Political ecology and tourism
- Planning and development
- Tourism transport and mobilities
- Tourism marketing
- Sustainable tourism

RECOMMENDED READING LIST:

- Nelson, V. (2014). An Introduction to the Geography of Tourism. Lanham: Rowman & Littlefield.
- Williams, S and Lew, A. (2015). Tourism Geography: Critical Understandings of Place, Space and Experience (3rd edition). Oxon: Routledge.
- Lew, A. A., Hall, C. M. & Williams, A. M. (Eds.) (2014). The Wiley Blackwell Companion to Tourism. West Sussex: John Wiley & Sons.

Course Learning Outcomes (CLOs) After completing this course, students would be able to:		Alignment with Programme Learning Outcomes (PLOs)*						Course Assessment Methods
		1	2	3	4	5	6	
1	understand the global tourism system	✓						Exam, essay & project
2	examine the host and guest relationship		✓					Exam, essay & project
3	master practical application of basic concepts and theories			✓				Exam & essay
4	develop analytical capability in respect of a case study				✓			Exam & essay
5	improve written communication skills by writing an academic essay	✓		✓	✓		✓	Essay
6	develop visual and digital communication skills by designing a short video				✓		✓	Video

***Geography Major Programme Learning Outcomes (PLOs)**

In order to meet the demands and challenges in this dynamic and ever-changing world, the Department has designed a series of well-structured and contemporary courses to cater to the different interests of students. Its courses are designed to align with the University's educational aims which hope to nurture future generations not only with a critical and intellectual mindset, but also with a passion to contribute to society in general.

After completing the programme, Geography Major students should be able to:

PLO1 critically analyse the geographical aspects of the relationship between people and the natural environment;

PLO2 demonstrate and develop an understanding of how these relationships have changed with space and over time;

PLO3 identify, collect and utilize primary and secondary data to investigate and analyse the issues and problems facing people, places and society;

PLO4 integrate, evaluate and communicate information from a variety of geographical and other sources;

PLO5 participate in promoting social, economic and environmental sustainability at the local, regional and global scales; and

PLO6 effectively apply a range of transferable skills in academic, professional and social settings.