

Unit 8 - Tourism, Culture and its Environments (THM1008)

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- a) Recognize the product elements which make up tourism and the notion of tourism business activity
- b) Develop a critical appreciation of the economic, socio-cultural, socio-political and environmental impacts of tourism and hospitality in select area, region, and country
- c) Establish the contributions of the tourism industry to cultural enrichment, economic development, and the socio cultural patterns and processes of a country and region
- d) Recognize the important roles of travel agents and tour operators in the tourism industry
- e) Recognize the role of branding, marketing and promotion in tourism and its environments
- f) Identify the components that result in effective branding, marketing and promotional strategies and initiatives in tourism and its environments

Knowledge – at the end of the module/unit the learner will have been exposed to the following: (This can be a list of knowledge/content items)

- a) A basic understanding of the history and origins of tourism locally and globally
- b) An appreciation of the significance of travel and hospitality and its value within the international scenario
- c) An appreciation of various academic schools of thought and current policy recommendations for the further development of tourism
- d) A recognition of the economic impacts of tourism
- e) An appreciation of the ecological impacts of tourism as an activity in its own right
- f) An understanding of the intertwined relationship between economics, politics, culture and society as a result of tourism.
- g) A basic recognition of different branding, marketing and promotion tools used in tourism

Skills – at the end of the module/unit the learner will have mastered the following skills:

- a) Administer the multi-faceted composition and multi-disciplinary approach of tourism
- b) Critically appreciate the various niche and specialist areas of tourism
- c) Interpret the negative and positive economic impacts of tourism
- d) Interpret the socio-cultural and socio-political impacts of tourism, and compute the patterns and processes of such impacts within the 'sending' and 'receiving' countries and regions
- e) Interpret the ecological impacts of tourism and distinguish between the pros and cons of such impacts upon the industry

Judgment Skills and Critical Abilities

The learner will be able to:

- a) Make an objective assessment of the relative importance of the tourist sector and the context in which it operates
- b) Critically evaluate local and international developments in tourism
- c) Critically evaluate the direct and indirect effects of tourism
- d) Examine the economic impacts of tourism and distinguish between the indirect and direct economic impacts of tourism upon the 'receiving' and 'sending' destinations