Unit Title: Travel, Tourism and Hospitality	Unit Code: TTH
Level: Diploma	Learning Hours: 160

Learning Outcomes and Indicative Content:

Candidates will be able to:

1. Understand the main historical landmarks in the development of travel, tourism and hospitality (TTH) in both a developed- and developing-country context

1.1 Key landmarks in the development of TTH in western countries – Romans, Middle Ages, era of discovery, Grand Tour, industrial revolution, railways, motor cars, air transport, development of mass tourism, lifestyle changes
1.2 Historical development of TTH in developing countries – traditional travel and hospitality patterns, more recent adoption of Western models of TTH, participation linked to economic development, major new inbound and outbound markets (Brazil, China, India)

2. Identify the nature of tourism and tourists in the context of contemporary societies in both developed and developing countries

2.1 Understand the main classification of tourists by purpose of travel
2.2 Understand the main theories of the classification of tourists – Cohen, Plog, Smith
2.3 Identify the nature of mass tourism in developed countries
2.4 Identify the international/domestic tourist consumption overlap in developed countries
2.5 Understand the development of alternative tourism
2.6 Understand the growth of tourism in developing countries – inbound and outbound

3. Explain the growth of international tourism

3.1 Economic factors
3.2 Political factors
3.3 Social and cultural factors
3.4 Influence of key diaspora on international tourism (African, American, Chinese, Irish, Scots)
3.5 Technological factors

4. Explain the changing spatial patterns in tourist travel

4.1 Appreciate traditional patterns of travel in agrarian societies and the restrictions of agrarian life on travel
4.2 Appreciate lifestyle freedom to travel – paid employment
4.3 Appreciate increased time to travel – growth of paid holiday entitlements

4.4 Appreciate faster and longer distance transport technology – railways, motor cars, air travel
4.5 Appreciate reduced costs in transport
4.6 Appreciate enhanced transport infrastructure – better roads, town by-passes, airports
4.7 Appreciate psychological impact on spatial interpretations of travel – distances are perceived to be less

5. Analyse the determinants of demand and the propensity to travel

5.1 Define demand in TTH
5.2 Identify key influences on demand in TTH – economic, social, cultural, political, technological
5.3 Identify key deterrents to travel – safety, health, discomfort
5.4 Identify examples of key events that impact on propensity to travel – positive and negative (major events, political change, health scares, terrorism, economic change)

6. Analyse the determinants of supply and understand the interaction between supply and demand in travel, tourism and hospitality

6.1 Define the TTH supply-side – all sub-sectors to include accommodation, transport, attractions and heritage, facilitation, facilities
6.2 Recognise dual use of TTH supply-side by tourists and local/non-tourist consumers (shops, local transport, restaurants)
6.3 Identify the main influences on the development of new TTH products and facilities – actual demand, anticipated demand, government policy and incentives
6.4 Understand the theoretical links between demand and supply from economic and marketing perspectives
6.5 Recognise why the demand-supply link in TTH can be more complex than theory could predict

7. Evaluate the positive and negative economic impacts of tourism

7.1 Understand key positive impact terms and concepts – employment impact, foreign exchange earnings, regional development
7.2 Understand key negative impact terms and concepts – leakages, multiplier effect, quality of employment
7.3 Understand key management issues in relation to economic impacts

8. Evaluate the positive and negative socio-cultural impacts of tourism

8.1 Understand key positive terms and concepts – facilitation of peace and understanding, preservation of heritage and culture, development of culture (fusion cuisine)

8.2 Understand key negative impact terms and concepts – imitation effect, Doxey's irritation index (Irridex)
8.3 Understand key management issues in relation to socio-cultural impacts

9. Evaluate the positive and negative environmental impacts of tourism (natural and built)

9.1 Understand key positive impact terms and concepts – financing preservation and conservation, sustainability, creation of new infrastructure
9.2 Understand key negative impact terms and concepts – demand on fragile environments, competing land and resource use
9.3 Understand key management issues in relation to environmental impacts – carrying capacity

10. Explain the interrelationships between the public and private sectors in the context of tourism

10.1 Define the role of the public sector in TTH
10.2 Identify key public sector agencies engaged in TTH, in general and country-specific context
10.3 Identify the role of the public sector in the operation of commercial TTH businesses (airlines, other transport, accommodation, Meetings, Incentives, Conventions and Events venues)
10.4 Recognise the role and scope of private sector engagement in TTH
10.5 Recognise the impact of ownership size and type on private sector engagement (micro-business; Small and Medium Enterprises; national chain; multi-national; franchise)
10.6 Recognise partnership roles for the public and private sectors in all aspects of TTH development, marketing and operations
10.7 Recognise the potential for tension and conflict in the respective roles for the public and private sectors in all aspects of TTH development, marketing and operations

11. Demonstrate knowledge of tourism planning and the concept of sustainable development

11.1 Recognise the main elements in the tourism planning process at the destination level
11.2 Apply Inskeep and other models to the planning process in TTH
(a) Define goals and objectives
(b) Identify the tourism system in terms of resources, organisations and markets
(c) Generate alternatives
(d) Evaluate alternatives
(e) Select and implement
(f) Monitor and evaluate

11.3 Define sustainable development in the context of TTH (Brundtland, UNESCO, UNWTO)
11.4 Apply sustainable development principles in the context of planning in TTH

12. Explore current and future trends in international tourism from the perspective of all major stakeholders – consumers, the industry, government and the wider community

12.1 Recognise the extent and constant of change within TTH at a national and international level and provide current examples
12.2 Explore the impact of change on consumers
12.3 Explore the impact of change on the TTH industry
12.4 Explore the impact of change on government's role in TTH
12.5 Explore the impact of change in TTH on the wider community
12.6 Identify current key issues in TTH
12.7 Identify possible future key developments in TTH

Assessment Criteria:

- Assessment method: written examination
- Length of examination: three hours
- Candidates should answer four questions from a choice of eight, each question carrying equal marks

Recommended Reading

Sharpley R, *The Tourism Business: an Introduction* (2002), British Education Publishers Limited, Sunderland,
ISBN: 1901888231

Page S, Connell J, *Tourism: a modern synthesis* (2006) Thomson
ISBN: 1844801985