

Module	International Travel, Tourism and Hospitality
Course code	BAIHH-ITTH
Credits	10
Important notes	Available to students with two years academic background in Hospitality/Tourism Studies.
Allocation of marks	40% Continuous Assessment 60% Final Examination

Intended Module Learning Outcomes

On successful completion of this module, learners will be able to:

1. Examine and review relevant information on International Travel, Tourism and Hospitality (ITTH), and apply this information in discussion, when constructing reports and assignments and when analysing industry information.
2. Recognise the challenges facing ITTH including the barriers to future development and expansion at local, national and international levels
3. Analyse how society, culture and legislation are affected by increasing levels of travel and tourism.
4. Critically examine the global impact of travel, tourism and hospitality services on local and global economies
5. Determine and measure the importance of international hospitality as part of the tourism product/service
6. Evaluate and apply data when developing and planning improvements in ITTH products/services.
7. Explore the impact of technology on ITTH and assess the possible impact of future IT developments on the ITTH.

Module Objectives

The module examines the global impact of travel, tourism and hospitality services on local and global economy, society, culture and legislation. Learners examine 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. Further objectives are to examine the scale, patterns and flow of international tourism and its impact on the hospitality industry. It also affords the learner the opportunity to examine the importance of international hospitality as part of the tourism product/service. This module builds on the first year module *International Hospitality Management* and the second year module *Tourism Studies*.

Module Curriculum

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
- Current Research in the Area

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 and culture
- On political/legislation
- On the environment

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.