Subject Name: International Tourism Studies
Subject Code: HTM4008
No. of Credits: 3 credits
Total Contact Hours: 42 hours (International field trip and study tour)
Prerequisite: a capstone subject available only to final semester BSc students

Subject Description
This subject is designed to expose graduating year students to a range of tourism issues in an international destination. As a capstone subject students will conduct a case study of a specified tourism and/or hospitality related issue at an international destination. Research for this project will include a field trip visit to that destination. The international travel component is a mandatory element of the subject.

Programme Learning Outcomes
See separate file for BSc programme outcomes.

Subject Outcomes
Students will be able to develop a global outlook and understanding of international tourism from different perspectives.

Students will be able to assess, evaluate and discuss the outcomes of a detailed study of an international destination, identifying its strengths, weaknesses and competitive advantages or disadvantages.

Students will be able to conduct a primary research project by analyzing a tourism issue at an international destination, reviewing critically published material and other tourism related research, including primary data collection, independently.

Students will also be able to develop, practice and apply cross-cultural communication skills. Students will also be able to prepare a series of formal written reports on an international tourism situation.

Assessment Weighting
Continuous Assessment 100%
Key topics to be addressed in this subject (Subject to regular update)

1 Conducting a destination analysis
   1.1. Identify key macro trends and issues affecting the destination
   1.2. Identify key micro trends and issues affecting the destination
   1.3. Identify key stakeholders
       Source and review secondary data sources regarding the destination

2 Destination briefing