Subject Name: Urban Tourism  
Subject Code: HTM4009  
No. of Credits: 3 credits  
Total Contact Hours: 42 hours  
Prerequisite: None

Subject Description
This subject will cover the emerging phenomenon of urban tourism manifested in the vast majority of tourism activity which occurs in multi-faceted, multi-product and multiple-market oriented urban destinations. The process and development of urban tourism and pertinent and contemporary issues relating to the management and marketing of these destinations will be analysed and discussed. In addition, the principles of planning and managing urban destinations and identification of ethical issues which impact on the community and industry in the course of developing urban tourism will be covered.

Programme Learning Outcomes
See separate file for BSc programme outcomes.

Subject Outcomes
Students will be able to explain the emerging phenomenon of urban tourism and discuss the vast majority of tourism activity that occurs in multi-faceted, multi-product and multiple-market oriented urban destinations.

Students will be able to examine the process and development of urban tourism and analyze and evaluate the pertinent and contemporary issues relating to the management and marketing of urban tourist destinations.

Students will be able to critically assess and apply the principles of planning and managing urban destinations and explore ethical issues which impact on the community and industry in the course of developing urban tourism.

Students will be able to interpret and use data related to urban planning, marketing and management issues and communicate major issues in urban tourism development to stakeholders in the hospitality and tourism industry.

Assessment Weighting
Continuous Assessment: 60%  
Examination: 40%
Key topics to be addressed in this subject (Subject to regular update)

1. Cities as tourist attractions
2. Tourism as a catalyst for change in urban areas
3. Multi-faceted roles cities play in tourism
4. Multi-functionality of urban destinations
5. Multiple markets attracted to cities
6. Assessing the tourism potential of urban destinations
7. Impacts of urban tourism
8. Planning urban tourism
9. Managing urban tourism
10. Marketing of cities
11. Organisation, structure and role of tourism development and promotion agencies
12. Special issues in urban tourism: conferences and exhibitions; sports and special events
13. Future Challenges in urban tourism