HTM6002 Theories and Concepts in Tourism

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<tr>
<th>Subject Name</th>
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<tr>
<td>Subject Code</td>
<td>HTM6002</td>
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<tr>
<td>No. of Credits</td>
<td>3 credits</td>
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<tr>
<td>Total Contact Hours</td>
<td>30 hours</td>
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<td>Prerequisite</td>
<td>None</td>
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**Subject Description**
The subject explores a number of issues that explain what tourism is, how it works and what internal and external factors influence successful tourism operations. The subject adopts a multi-disciplinary perspective that allows students to examine the meaning of tourism to the individual, the structure of tourism and its component elements and the management of tourism from the perspective of the market place.

**Programme Learning Outcomes**
See separate file for DHTM programme outcomes.

**Subject Outcomes**
Evaluate the knowledge and theories of hospitality and tourism

Analyse the structure, products, services, and interactions in tourism and hospitality

Examine the role of hospitality and tourism in communities and environments that they affect

Evaluate and implement appropriate management theories and concepts in the business research area

Communicate and respond to the diversity that prevails within the hospitality and tourism industry, and

Evaluate issues and apply professional skills and management knowledge to complex and unstructured problems in hospitality and tourism.

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

1. Theory Development in Tourism
2. What is tourism? The difference between tourism, leisure and recreation
3. Attractions and Demand Generators
4. Factors Affecting Tourist Flows - Access and spatial interactions of tourists
5. The tourist – Motives and Movements
6. Destination Lifecycle
7. Tourism as a Complex System
8. Tourism and the Individual – Sociology of Tourism
9. Sustainability and Tourism Impacts