

## HTM6706 Theories and Concepts in Tourism

<b>Subject Name</b>	Theories and Concepts in Tourism
<b>Subject Code</b>	HTM6706
<b>No. of Credits</b>	3 credits
<b>Total Contact Hours</b>	30 hours
<b>Prerequisite</b>	None

### **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.

### **Subject Outcomes**

Upon completion of the subject, students will be able to:

1. Critically analyse the key concepts that have driven the development of our understanding of tourism as an academic field of study;
2. Apply theories of tourism to test their validity in contemporary tourism contexts. They will be able to critically review published material and other tourism related research;
3. Develop a deep understanding of the critical theories that drive tourism studies required to undertake further study and explore a number of issues that explain what tourism is, how it works and what internal and external factors influence successful tourism operations;
4. Apply theories of tourism by adopting a multi-disciplinary perspective that allows them to identify the factors that determine the nature of the tourism industry and its success;
5. 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;
6. Analyze different perspectives and ideas about tourism and apply their creative thinking and analysis skills to tourism industry issues and problems.

### **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