

GEOG2056 Tourism and the Shrinking World (6 credits)

Course Teacher: Dr Y P Li

Objectives

The material covered is intended to offer students knowledge of the tourism system, enable them to apply basic tourism concepts to various projects and problems, and help them to develop a career in the tourism industry.

Course Synopsis

This course provides a comprehensive introduction to the global tourism system in the social cultural and economic contexts. With a balanced coverage of the whole range of components within the tourism industry, it explores all aspects of both the private and public businesses related to tourism, such as theories, planning, environmental concerns, operations, and the interrelationships among the many tourism businesses. The material covered is intended to offer students knowledge of the tourism system, enable them to apply basic tourism concepts to various projects and problems, and help them to develop a career in the tourism industry.

Lecture Topics

- Geography and tourism studies
- Tourism guests and hosts
- Planning and development
- Transportation: Modes of travel
- Tourism marketing
- Sustainable tourism

Assessment

Coursework 100% (consists of essay and quiz).

Learning Outcomes

Knowledge:

- Understanding of the global tourism system
- Examination of the host and guest relationship

Skills:

- Practical application of basic concepts and theories
- Analytical capability in respect of a case study

Recommended Reading List

1. Cook, R. A., Hsu, C. H., & Marqua, J. J. (2014). *Tourism: the Business of Hospitality and Travel*, 5th edition. USA: Pearson.