

BHOS110 Introduction to Travel, Tourism and Hospitality

ECTS Value: 6 ECTS

Overall Objectives and Outcomes

The aim of this module is to allow the students to understand the hospitality, travel and tourism industries and the core principles by which these sectors operate. In this Unit, learners will explore different types of tourism and different purposes of travel. The learners will be introduced to the main principles of sustainable tourism. The importance of tourism to the Maltese economy and the dynamic nature of industries within the travel and tourism sector will also be highlighted. Issues related to tourism and hospitality in relation to physical and non-physical development shall also be discussed. Learners will also gain an understanding of the hospitality industry on varying levels, therefore gaining an insight of the size of the industry at an international level. Furthermore, students will be able to distinguish between different types of businesses operating in the hospitality industry. Learners will have the opportunity to explore the job roles available in the industry. In addition, this module will equip learners with the necessary knowledge about pedagogical techniques required to teach topics related to Travel, Tourism and Hospitality to students by using adequate resources and relevant syllabus provided by the local education authority.

By the end of this module, the learner will be able to:

Competences

- a. critically evaluate information on the latest trends in Travel, Tourism and Hospitality;
- b. critically assess of the state-of-play of the various travel, tourism and hospitality products while tracing their development in the last 25 years;
- c. demonstrate a comprehensive understanding on the core issues that have a direct and indirect impact on the Travel and Tourism sector;
- d. critically analyse the contribution of the Travel, Tourism and Hospitality industry toward the Maltese economy;
- e. critically assess the core principles of travel and tourism and how specific historical events, particularly those taking place during the past, shaped the industry as we know it today;
- f. critically review the current tourism products which are made available by this sector, such as various niche tourism products and explain how these can contribute toward quality and a more sustainable tourism locally and abroad.

Knowledge

- a. critically review the role of the Travel, Tourism and Hospitality industry in the local and international economy and develop a comprehensive understanding of the various tourism products available nowadays;

Indicative content:

- i. theoretical information on the main components of travel, tourism and hospitality industries;
 - ii. practical knowledge on a number of tourism products;
 - iii. the contribution of the travel, tourism and hospitality industries towards the local and international economies;
- b. analyse the effects that good marketing strategies have on the promotion of travel and tourism, particularly on the niche tourism products, and how these can cater for different audiences having different interests;

Indicative content:

- i. marketing and promotion of travel and tourism products;
 - ii. the reasons for the different types of travel;
 - iii. basic information on sustainable tourism and its benefits to society;
 - iv. the issues that have an impact on the development of the tourism sector;
- c. critically assess the contribution that the Travel Tourism and Hospitality sector provides toward local and international employment and the Gross Domestic Product;

Indicative content:

- i. the different types of hospitality businesses in Malta;
 - ii. the contribution and effects of tourism to the Maltese economy;
 - iii. different job roles in the hospitality industry;
- d. critically review the historical events which shaped the local and international Tourism industry, and its products, as we know it today and identify the main activities which may contribute toward an increase in quality and sustainable tourism;

Indicative content:

- i. historical information on the main components of travel and tourism industry;
- ii. practical knowledge on the historical developments of tourism products (e.g. pilgrimage, sport, antiquity etc.).

Skills

- a. explain how the travel, tourism and Hospitality industry operates within a global context by analysing broad theoretical, practical and technical information about the core component of this industry;
- b. identify the core principles of sustainable tourism and its benefits to society particularly in view of the different types of hospitality businesses in Malta;
- c. critically discuss how the travel and tourism industry developed through a number of historical events within a global context while analysing broad historical information about the core component of these industries;
- d. identify the different job roles within the hospitality industry and explain how these can contribute towards the economy of a country;

- e. generate his/her own ideas on current issues pertaining to the travel, tourism and hospitality industries;
- f. critically reviews key arguments related to the operations and sustainability of this industry and produce down-to-earth discussions and interaction on the subject matter;
- g. evaluate the issues that have an impact on the development of the tourism sector;
- h. evaluate the importance of the development of the tourism sector;
- i. communicate correct information on latest tourism and hospitality products available locally and abroad. This information shall be based on the practical data and theory taken-up during this module;
- j. carry out a discussion about travel, tourism and hospitality with peers and the general public;
- k. convey adequate information about travel, tourism and hospitality to students;
- l. use IT equipment to exchange information with peers and/or other individuals who are either directly or indirectly learning subjects related to travel, tourism and hospitality;
- m. use programs intended to deliver presentations or write documents, such as PowerPoint, word processor and spread sheets.

Assessment Methods

This module will be assessed through: written assignment and presentation.

Suggested Readings

Core Reading List:

1. Boissevain, J. ed. 1996. *Coping with tourists: European reactions to mass tourism* (Vol. 1). Berghahn Books: Oxford.
2. Sharpley, R. 2006. *Travel and tourism*. Sage: California.
3. Gmelch, S.B. and Kaul, A., 2018. *Tourists and tourism: A reader*. Waveland Press: Illinois, USA.
4. Graham, A. and Dennis, N. 2010. The impact of low cost airline operations to Malta. *Journal of Air Transport Management*, 16(3), pp.127-136.
5. Blanke, J. and Chiesa, T. 2013. The travel & tourism competitiveness report 2013. In *The World Economic Forum*.