

SYLLABUS

OTHM Tourism Geography & Tour Management Certificate

This module introduces students to international context of the tourism industry from both an industry and a consumer perspective. The module outlines the structure of the tourism industry and provides an explanation of the role of the public and private sectors in the delivery and development of the tourism product.

The module also discusses the types and characteristics of tourists and provides an examination of the positive and negative impacts of tourist activities on destinations. Finally it examines the role of tour operators in the development of tourist movements and demonstrates how tour operations businesses design and deliver their products.

Aims and Objectives

The course aims to provide participants with:

- An understanding of different cultures, regions and main tourist attractions worldwide
- A knowledge of the governing bodies in the industry and the Political and economic environment of various markets
- An awareness of the role and responsibilities of Tour operators in the supply chain
- An understanding of the impact of tourism on various destinations
- An explanation of travel trends and factors affecting demand for the different markets and products
- A working knowledge of the tools of tour operations and successful planning for the tourist visitor

Learning Outcomes

At the end of the course, students will be able to:

- Explain the context and scope of tourism
- Understand the global nature of the tourism industry
- Explain the role of the public, private and voluntary sectors involved in the tourism industry
- Assess the impacts of tourism and evaluate the management of tourism at a destination level

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Knowledge and Skill Requirements

By the end of the module students should be able to:

An Introduction to the geography of travel & tourism

- Understand the nature of tourist destinations
- Understand the scale and scope of tourism in different countries

Stakeholders involved in travel & tourism

- Understand and identify different types of stakeholders
- Understand the power and influence of different stakeholders

Tourist typologies: satisfying their expectations

- Understand different types of tourists
- Understand their expectations
- Understand travel requirements in relation to typologies

The roles and responsibilities of a tour operator (Inbound & Outbound)

- Define tour operations
- Identify valuable market segments
- Assess the impacts of eCommerce on tour operations

Characteristics of Travel Businesses

- Identify the different types of businesses in the travel sector
- Identify services that are required at the destination

Tourism Impacts

- Understand environmental impacts of tourism
- Understand financial impacts of tourism
- Understand socio-cultural impacts of tourism

Tourism products and market trends

- Identify changing trends in travel
- Understand the issues that these trends highlight or create

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Travel & tourism demand

- Understand the nature of supply and demand
- Understand demand for travel
- Understand Governments role in tourism
- Understand the supply of services at destinations

Tour planning for individuals and groups

- Have knowledge of a guided tour with all its requirements and problems.
- Understand the expectations of the tour company and the expectations of the client

Arranging an itinerary

- Investigate logistics
- Arrange Itineraries
- Acquire appropriate accommodation, meals and stops.
- Understand the role of the tour manager and their responsibilities

Assessment 1 – 100%

Written examination