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| **TOU 2213 Tourism Systems Analysis** | **Course Title:** | |
| **Course Description:**  The course explains the different sectors that compose the tourism industry and the other sectors that tourism relates with. Students are able to analysis the interrelationship among the sectors of the economy and tourism and examine how this influences tourism development | | |
| **Course objectives**   * Appreciate the dependence of tourism on other sectors of the economy for its product success and satisfaction. * Understand the interrelationships among the sectors of the economy and tourism, in order to manage tourism business organizations * Demonstrate the interrelatedness between the different sectors of the tourism | | |
| **Course Outline**   * The interrelationship between demand and supply of tourism products: Matching supply with the market * The tourism chain of distribution: the network of sectors in the tourism industry. * Travel market studies: household/traveller surveys - origin, number of travellers, interests * location survey: exit surveys, entry surveys, highway counts * Tourism business survey: types of businesses, sources of travellers, extent of visits, selecting a site for business development. * Traveller research and measurement of tourism economics * Travel market segmentation: purpose of travel, demography, choice of product, lifestyle and trends, geographic segmentation, use frequency (seasonality segmentation) * The tourism functioning system: Attractions, transport, information, promotion, services * The functioning tourism system: labour, entrepreneurship, community, competition, governmental policies, natural resources, cultural resources, organizational leadership, finance | | |
| **Learning Outcomes:**   * Appreciate the interdependence between tourism and other sectors * Knowledge and skills to demonstrate the interrelatedness between tourism and other sectors of an economy. * Skills to analyze the tourism chain of distribution * Skills to identify the different interrelatedness between the different actors in tourism. | | |
| **Method of Teaching/Delivery:**  Lecture Hours – 45  Tutorial Hours – 30 | | **Mode of Assessment:**   * Course Work * Final written Exam |
| **Reading/Reference Materials:**   * Smith Stephen L.J (1995): *Tourism Analysis.* Longman Group Ltd. * Gunn Clare A. (1994): *Tourism Planning; Basics, concepts, cases.* 3rd edition. Taylor & Francis Publishers. * Pearce Douglas (1995): Tourism Today: A Geographical analysis. Adison Wesley Longman Limited. * Uganda Bureau of Statistics (UBOS): *Key Economic Indicators. 50th Issue: fourth Quarter 2002/03* | | |