

Tourism and transport



SCHOOL

Faculty of Culture, Tourism and Hospitality (Esthvia)



CAMPUS

Saint-Serge



LEVEL

3rd year Bachelor's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Spring (S2)

> **Degree course:** Tourism and Leisure

> **Teaching unit:** UE3 Tourism Studies

> **Course language:** English

> **Duration (hours):** 12

> **ECTS:** 9

> **Teacher(s):** Edward LEES

> Assessment:

Continuous assessment

Final exam

> Teaching methods:

Lecture course 12 hours

Tutorial course hours

Practical work hours

Case study

Project

COURSE DESCRIPTION

Understanding the relationship between tourism and transport is a fundamental requirement for those wishing to work in the industry. Has the growth and evolution of the transport sector contributed to the range of tourism options now available? Or have the needs of the tourism industry inspired innovation in the transport sector?

With a few exceptions, transport is an intrinsic element of any tourism offer, whether it be on the road, on the rails, on the water or by air. Sometimes the transport is simply the means of getting to your final destination and is overlooked by the consumer as part of a complex system. Other times it is the destination itself, albeit one which moves around on a daily basis. And often it represents one of the reasons why a destination becomes popular.

This module will study how transport has developed over the centuries and enabled tourists (from religious pilgrims in the middle-ages to today's cruise-lovers) to see the world and why it needs to continually innovate to remain competitive.

We will look at a broad range of transport options and the role they play today, considering also whether the post-covid tourism industry will result in changing consumer priorities.

Outline:

The module will cover the following aspect of tourism in relation to transport:

- Types of transport (past and present).
- Which transport option is most appropriate for various tourism offers?
- How has transport evolved since the middle-ages and can we identify geographic/regional differences?
- "The Grand Tour".
- The impacts of the industrial revolution and global conflicts on the evolution of transport.
- Water-based tourism (rivers, lakes, and oceans) and the technology used today to entice passengers onto cruises.
- The difference between ferries and cruise-ferries, including the role played by gambling and duty-free shopping.
- Rail-based tourism (long-distance and day-tripping) and whether it has a future.
- The aviation sector and the challenges it faces.
- Vintage transport as part of the tourism offer (railway museums, preserved ships, balloon rides etc).
- How transport is used to promote tourism in the students' own countries and whether its safety reputation has an impact on the consumer's decision-making

OBJECTIVES

By the end of this course, students will:

- Be able to explain how tourism has exploited the transport sector to offer new destinations and services.
- Appreciate the role of transport across the tourism industry and the added value it can bring to a struggling destination.
- Understand the importance of innovation, and preservation of tradition, within the rail, shipping, and aviation sectors.

PREREQUISITES

Each course is included in a Unit (called UE). Students must attend all courses of a unit. ECTS are delivered once the entire unit is validated.

SELECTIVE BIBLIOGRAPHY

Information, statistics, and examples will be drawn from a variety of sources.

The ever-changing nature of the industry means that the course requires updating on a yearly basis as, for example, new cruise-ships are launched and new air-links established.

Due to the covid crisis, current statistics are an unreliable indicator of the overall health of the industry and therefore 2019 is the current benchmark.

Web-based resources used in the preparation of this course include:

- <https://ec.europa.eu/eurostat>
- https://commission.europa.eu/statistics_en
- <https://www.cruisecritic.com>
- <https://uic.org/passenger/tourism-opportunities-for-railways>
- <https://www.marinetraffic.com>
- Various online brochures covering the rail and cruising sectors.
- Youtube channels, both sponsored and unsponsored, which provide a better impression of the customer experience than classic written trip reports and the role they (and other social media platforms) play in influencing consumer behaviour.

OTHER INFORMATION

This course is included in the teaching unit UE3 Tourism Studies. Students must attend all courses of the unit.

9 ECTS are delivered once the unit is validated.