



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Managing Tourism Experiences		
Module Code	UMKDR9-15-3	Level	3
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	BA (Hons) Marketing; BA (Hons) Marketing Communications; BA (Hons) Business and Events Management; BA (Hons) Business Management with Marketing		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description	
<p>This module explores the production and consumption of tourism experiences in both domestic and international settings. Tourism is an experience industry that is driven by often intangible interactions with places, cultures and people. Holidays are aspirational and symbolic purchases that represent significant financial and emotional investment, and which are designed and delivered by multiple organisations providing transport, accommodation, sightseeing, attractions and other components. The module considers the complex relationships between destinations, attractions, businesses and organisations, and government and international policies. Lectures will introduce core concepts relating to the motivations for the consumption of tourism products and services, the identity of the tourist and the commodification of cultures. Throughout, there will be a focus on the challenges and opportunities that tourism creates and how best these can be managed for the benefit of stakeholders.</p> <p>Key topics of focus include:</p> <p><b>The global tourism industry;</b> emerging markets and changing international patterns; package holidays, independent travel and niche markets.</p> <p><b>Destination management and marketing;</b> image and marketing; place-making; government policy; impacts and stakeholder management.</p> <p><b>The application of technology in the tourism sector;</b> augmented reality and virtual reality; online bookings and reservation systems; travel apps and guides.</p> <p><b>Tourism markets;</b> cultural, heritage and creative tourism; sustainability, ecotourism and responsible tourism; urban tourism and city breaks; special interest breaks.</p>	

<p><b>Industry structures and sectors;</b> attractions, ancillary services and intermediaries; hospitality markets, the rise of peer-to-peer accommodation providers; the development of transportation; tour operators and travel agencies.</p> <p><b>Theoretical approaches to understanding tourist motivations and consumption;</b> tourist typologies; commodification and authenticity; serious leisure and cultural capital.</p> <p>Lectures will provide theoretical and conceptual overviews of aspects of tourism which will be developed during workshops using extended case-studies and applying theory to real-world tourism contexts. Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week over 12 weeks as well as 2 days of local fieldwork.</p>						
<b>Part 3: Assessment</b>						
<p>Component A is a 20-minute group presentation evaluating a tourism experience and based upon a field visit to a local destination and/or attractions.</p> <p>Component B is a 2000-word individual essay discussing an aspect of tourism production and consumption in relation to any destination and associated attractions. Essay titles to be circulated with assessment brief.</p> <p>Formative assessment and feedback will be provided in weekly workshop sessions during which students will develop their ideas for both Components A and B. Students will also be required to submit individual reflections relating to group working experiences and contributions.</p>						
Identify final timetabled piece of assessment (component and element)		Component B				
% weighting between components A and B (Standard modules only)		<table border="1" style="width: 100%;"> <tr> <td style="text-align: center;"><b>A:</b></td> <td style="text-align: center;"><b>B:</b></td> </tr> <tr> <td style="text-align: center;"><b>50%</b></td> <td style="text-align: center;"><b>50%</b></td> </tr> </table>	<b>A:</b>	<b>B:</b>	<b>50%</b>	<b>50%</b>
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<b>50%</b>	<b>50%</b>					
<b>First Sit</b>						
<b>Component A</b> (controlled conditions) <b>Description of each element</b>		<b>Element weighting</b> (as % of component)				
1. Group Presentation (20 minutes)		100%				
<b>Component B</b> <b>Description of each element</b>		<b>Element weighting</b> (as % of component)				
1. Individual Essay (2000 words)		100%				
<b>Resit (further attendance at taught classes is not required)</b>						
<b>Component A</b> (controlled conditions) <b>Description of each element</b>		<b>Element weighting</b> (as % of component)				
1. Individual Presentation (10 minutes)		100%				
<b>Component B</b> <b>Description of each element</b>		<b>Element weighting</b> (as % of component)				
1. Individual Essay (2000 words)		100%				
<b>Part 4: Learning Outcomes &amp; KIS Data</b>						
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Apply theories and concepts relating to tourism experiences in a destination or attraction context. (Components A and B)</li> <li>• Make a formal presentation to a professional audience (Component A)</li> <li>• Discuss tourism motivations and consumer behaviour (Components A and B)</li> <li>• Evaluate and explain tourism production, consumption and development in</li> </ul>					

	<ul style="list-style-type: none"> <li>destinations and their attractions (Components A and B)</li> <li>• Demonstrate knowledge of tourism policy, planning and management at the destination level. (Component B)</li> <li>• Make appropriate business and interpretative recommendations based upon published literature in tourism and related fields (Component B)</li> </ul>																									
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="text-align: center;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Fieldwork study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">104</td> <td style="text-align: center;">10</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Fieldwork study hours	Allocated Hours	150	36	104	10	150
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Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">50%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	50%	Practical exam assessment percentage	50%		100%															
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Reading List	<a href="https://rl.talis.com/3/uwe/lists/9FDA470D-9C3F-2B52-E756-32A7C840ED3B.html">https://rl.talis.com/3/uwe/lists/9FDA470D-9C3F-2B52-E756-32A7C840ED3B.html</a>																									

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First Approval Date (and panel type)	06 March 2019 <a href="#">link to RIA</a>			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	2	