



Module Specification

Managing Tourism Experiences

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Part 1: Information

Module title: Managing Tourism Experiences

Module code: UMKDR9-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field:

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: Key topics of focus include:

The global tourism industry; emerging markets and changing international patterns; package holidays, independent travel and niche markets.

Destination management and marketing; image and marketing; place-making; government policy; impacts and stakeholder management.

The application of technology in the tourism sector; augmented reality and virtual reality; online bookings and reservation systems; travel apps and guides.

Tourism markets; cultural, heritage and creative tourism; sustainability, ecotourism and responsible tourism; urban tourism and city breaks; special interest breaks.

Industry structures and sectors; attractions, ancillary services and intermediaries; hospitality markets, the rise of peer-to-peer accommodation providers; the development of transportation; tour operators and travel agencies.

Theoretical approaches to understanding tourist motivations and consumption; tourist typologies; commodification and authenticity; serious leisure and cultural capital.

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Apply theories and concepts relating to tourism experiences in a destination or attraction context

MO2 Make a formal presentation to a professional audience

MO3 Discuss tourism motivations and consumer behaviour

MO4 Evaluate and explain tourism production, consumption and development in destinations and their attractions

MO5 Demonstrate knowledge of tourism policy, planning and management at the destination level

MO6 Make appropriate business and interpretative recommendations based upon published literature in tourism and related fields

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 104 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Task A is a 20-minute group presentation evaluating a tourism experience and based upon a field visit to a local destination and/or

attractions.

Task 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.

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.

Assessment tasks:

Presentation (First Sit)

Description: Group Presentation (20 minutes)

Weighting: 50 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (First Sit)

Description: Individual Essay (2000 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5, MO6

Presentation (Resit)

Description: Group Presentation (20 minutes). Groups of one permitted where necessary

Weighting: 50 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: Individual Essay (2000 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management with Marketing {Top-Up} [Frenchay] BA (Hons) 2023-24

Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons)
2021-22

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons)
2021-22

Business Management with Marketing [Sep][FT][Frenchay][3yrs] - Withdrawn BA
(Hons) 2021-22

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2020-21

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons)
2020-21

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons)
2020-21

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-
21

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2019-20

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2019-20