Research Design

Module Information

2022.02, Approved

Summary Information

Module Code	4004LBSITM
Formal Module Title	Managing Experience in the Visitor Economy
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	The aim of this unit is to provide students with the background knowledge of customer experience management in the visitor economy.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Explain the visitor economy's market segments' demands and expectations.
MLO2	2	Develop an understanding of the influence of digital technology in managing customer experience.
MLO3	3	Investigate the customer experience map in order to identify and optimise their touch points.

Module Content

Outline Syllabus	Understand customers profile and characteristics Explain the needs and expectations of market segments in the service industry Models of service quality and customer satisfaction Defining the customer journey experience map Customer touch points and bottlenecks Service quality and customer satisfaction in the visitor economy Customer relationship management Customer collaboration strategy Managing customer experiences online Comparison standards for assessing customer satisfaction
Module Overview	
Additional Information	

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	AS1	30	0	MLO2, MLO1
Report	AS2	70	0	MLO3, MLO2, MLO1

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Marcus Hansen	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings