

**Summary Information**

<b>Module Code</b>	4005LBSITM
<b>Formal Module Title</b>	Destination Liverpool
<b>Owning School</b>	Business and Management
<b>Career</b>	Undergraduate
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 4
<b>Grading Schema</b>	40

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Laura Dixon	Yes	N/A

**Module Team Member**

Contact Name	Applies to all offerings	Offerings
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**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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**Teaching Responsibility**

<b>LJMU Schools involved in Delivery</b>
Business and Management

**Learning Methods**

Learning Method Type	Hours
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Lecture	22
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## Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-MTP	MTP	January	12 Weeks

## Aims and Outcomes

<b>Aims</b>	To explore what makes a successful international tourism destination using Liverpool and its region as a living-laboratory.
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Understand what makes Liverpool and its region a successful international tourism destination.
MLO2	Apply relevant tourism theories studied in semester 1 to Liverpool and its region.
MLO3	Discuss how tourism organisations in Liverpool and its region can meet the needs of modern-day tourists.

## Module Content

Outline Syllabus
The module will discuss various aspects of tourism offerings as a whole, applying them to the Liverpool region. Topics include art, events, festivals, slum tourism, sex tourism, dark tourism, homestay tourism.

## Module Overview

Additional Information
The focus of this module will be getting students to understand how all the elements of the tourism product combine together in Liverpool and its region to make it a successful international tourism destination. Site visits and industry engagement will be a key factor in the module.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	AS1	40	0	MLO2, MLO1, MLO3
Report	AS2	60	0	MLO2, MLO1, MLO3