

## Liverpool John Moores University

Title: Special Interest Tourism  
Status: Definitive  
Code: **4504SSLNLC** (122655)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: City of Liverpool College

Team	Leader
Peter Scott	Y

**Academic Level:** FHEQ4      **Credit Value:** 20      **Total Delivered Hours:** 40  
**Total Learning Hours:** 200      **Private Study:** 160

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	26
Seminar	14

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay (4,500 words)	100	

### Aims

*The aim of this module is to give students the opportunity to analyse the development of specialist tourism and its provision, focusing on future growth. The module will also draw attention to the particular effects on indigenous people and destinations.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the relationship between special interests and tourism
- 2 Interpret statistical data appropriately in evaluating patterns and future trends

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Essay	1	2
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### **Outline Syllabus**

*This unit will identify the development of the relationship between special interests and tourism and how this has adapted and changed over a number of years. A range of areas within specialist tourism will be analysed, namely; food tourism, wine tourism, sex tourism, adventure tourism and religious tourism. Attention will be given to an assortment of visitor attractions and learners will look into reasons behind the rise and decline of traditional destinations and patterns of demand. Consideration will be made regarding tourist types and visitor needs and expectations and as a result, a range of marketing strategies and market segmentation for specialist tourism will be created. Finally motivators and determinants and patterns of consumption will be identified and host reactions, trends and future potential of such patterns will be evaluated.*

### **Learning Activities**

Lectures, seminars, case studies, site visits and external speakers

### **Notes**

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