

## Special Interest Tourism

### Module Information

2022.01, Approved

#### Summary Information

Module Code	4504SSLNLC
Formal Module Title	Special Interest Tourism
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

#### Partner Teaching Institution

Institution Name
City of Liverpool College

#### Learning Methods

Learning Method Type	Hours
Lecture	26
Seminar	14

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

## Aims and Outcomes

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.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Analyse the relationship between special interests and tourism
MLO2	2	Interpret statistical data appropriately in evaluating patterns and future trends

## Module Content

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.
Module Overview	
Additional Information	

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay	100	0	MLO1, MLO2

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Peter Scott	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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