

## Welsh Tourism

### Module Information

2022.01, Approved

#### Summary Information

Module Code	4505LBSCC
Formal Module Title	Welsh 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
Coleg Cambria

#### Learning Methods

Learning Method Type	Hours
Lecture	22
Off Site	22

#### Module Offering(s)

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

## Aims and Outcomes

Aims	To explore what makes a successful international tourism destination using North Wales and its region.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Understand what makes North Wales and its region a successful international tourism destination.
MLO2	2	Apply relevant tourism theories studied in semester 1 to North Wales and its region.
MLO3	3	Discuss how tourism organisations in North Wales 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 North Wales region. Topics include art, events, festivals, 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 North Wales 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)	Module Learning Outcome Mapping
Presentation	Group Presentation	40	0	MLO1, MLO2, MLO3
Report	Industry Report	60	0	MLO1, MLO2, MLO3

## Module Contacts