

Module Information

2022.01, Approved

Summary Information

Module Code	4505LBSLC
Formal Module Title	Tourism, Leisure and Hospitality in Liverpool
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	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 tourism, leisure and hospitality destination using Liverpool and its region as a living-laboratory.
------	--

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Understand what makes Liverpool and its region a successful tourism, leisure and hospitality destination.
MLO2	2	Apply relevant tourism theories studied in semester 1 to Liverpool and its region.
MLO3	3	Discuss how tourism, leisure and hospitality 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, leisure and hospitality 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	Individual Presentation	40	0	MLO1, MLO2, MLO3
Report	Industry Report	60	0	MLO1, MLO2, MLO3

Module Contacts