

Liverpool John Moores University

Title: TOURISM FIELDWORK PROJECT
Status: Definitive
Code: **4557BECTEF** (118894)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Beckett College London

Team	Leader
Dan Knox	Y

Academic Level: FHEQ4
Credit Value: 24
Total Delivered Hours: 132
Total Learning Hours: 240
Private Study: 108

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	36
Off Site	48
Seminar	12
Tutorial	12
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Risk Assessment	25	
Presentation	AS2	Group Presentation	25	
Report	AS3	Project Report	50	

Aims

To introduce students to the principles of conducting research projects in tourism studies

To prepare students for the centrality of research to later stages of the programme

To develop an understanding of the importance of risk assessment to field studies

To enhance student study skills including information retrieval, note-taking, report and essay writing, research methods and fieldwork

To introduce personal development planning

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate the ability to plan and execute an empirical research project in tourism studies
- 2 Develop the academic and study skills necessary for tourism and leisure management
- 3 Understand the importance of risk assessment to fieldwork

Learning Outcomes of Assessments

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

Risk Assessment	3	
Group Presentation	2	
Project Report	1	2

Outline Syllabus

Research methodologies; health and safety in the field; urban, cultural and heritage tourisms; festivals, events and city image; destination marketing and image; the principles of fieldwork; academic study and communication skills; personal development planning

Learning Activities

Lectures, Workshops, Fieldwork, Tutorials, Seminars, Self-directed study

Notes

This module introduces students to the practices and procedures of tourism and leisure fieldwork and research. It is intended to help equip students with the study skills required for successful study at university level by introducing ideas about professional practice in tourism and leisure. The module trains students in field

techniques, research methodologies, study skills, personal development planning and continuous professional development. The module takes an integrated approach to the learning of study skills by spending significant periods of time on case-studies and approaching the same issue from a variety of different perspectives. At the same time as developing the skills needed to do research, students will also be able to increase their potential to achieve in higher education. Evidence from this module may contribute to WoW certification.