

Engage Liverpool

Module Information

2022.01, Approved

Summary Information

Module Code	5008LBSITM
Formal Module Title	Engage Liverpool
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11

Module Offering(s)

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

Aims and Outcomes

Aims	To provide students with practical skills and knowledge to interpret best destination management practices and apply them to the specific case of Liverpool.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Evidence and reflect on tourism destinations strengths and weaknesses, threats and opportunities.
MLO2	2	Compare and contrast Liverpool with other successful tourism destinations.
MLO3	3	Apply tourism destination management theories and frameworks to the specific case of Liverpool.

Module Content

Outline Syllabus	<p>Part of the syllabus will be co-created with students.</p> <p>Liverpool as a Destination Marketing Organization</p> <p>Conducting the fieldwork, collecting relevant data</p> <p>Accessible destinations</p> <p>Creative destinations</p> <p>Digital destinations</p> <p>Destination Helsinki* and best practices for Liverpool (co-created with students)</p> <p>Destination Lyon* and best practices for Liverpool (co-created with students)</p> <p>Destination Ljubljana* and best practices for Liverpool (co-created with students)</p> <p>Destination Malaga* and best practices for Liverpool (co-created with students)</p> <p>Destination Copenhagen* and best practices for Liverpool (co-created with students)</p> <p>Destination Porto* and best practices for Liverpool (co-created with students)</p> <p>Destination Linz* and best practices for Liverpool (co-created with students)</p> <p>Engage Liverpool award (Recap of best ideas and nomination of best project in consultation with local stakeholders).</p>
Module Overview	
Additional Information	The module will draw from the European Capital of Smart Tourism framework (https://smart-tourism-capital.ec.europa.eu/)

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	AS1	50	0	MLO1, MLO2, MLO3
Reflection	AS2	50	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Claudia Melis	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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