

Summary Information

Module Code	5014SSLN
Formal Module Title	Applied International Tourism
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	20
Practical	20

Module Offering(s)

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

Aims and Outcomes

Aims	This module aims to equip students with the skills and knowledge needed to manage aspects of tourism operations.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse appropriate theories for designing and managing tourism products.
MLO2	2	Apply management techniques to evaluate the effectiveness of tourism products.

Module Content

Outline Syllabus	Planning, managing and promoting tourism operations; introductory event planning; tourism product evaluation.
Module Overview	This module equips you with the skills and knowledge needed to manage aspects of tourism operations. You will learn to analyse appropriate theories for designing and managing tourism products and apply management techniques to evaluate the effectiveness of tourism products.
Additional Information	

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Poster presentation	50	0	MLO1, MLO2
Report	Report	50	0	MLO1, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Andrew Lyon	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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