

Liverpool John Moores University

Title: Applied International Tourism
Status: Definitive
Code: **5014SSLN** (122760)
Version Start Date: 01-08-2020

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Valerie O'Gorman	Y
Thomas Fletcher	

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Practical	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Poster presentation	50	
Report	AS2	Report (2,000 words)	50	

Aims

This module aims to equip students with the skills and knowledge needed to manage aspects of tourism operations.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse appropriate theories for designing and managing tourism products.
- 2 Apply management techniques to evaluate the effectiveness of tourism products.

Learning Outcomes of Assessments

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

Poster presentation	1	2
Report	1	2

Outline Syllabus

Planning, managing and promoting tourism operations; introductory event planning; tourism product evaluation.

Learning Activities

Activities will be student centred and facilitate group and individual work. They will include: lectures; seminars; tutorials; and practical exercises.

Notes

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