

## Liverpool John Moores University

Title: TOURISM PLANNING AND POLICY FIELDWORK  
Status: Definitive  
Code: **5070TEF** (103833)  
Version Start Date: 01-08-2018

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

Team	Leader
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**Academic Level:** FHEQ5      **Credit Value:** 24      **Total Delivered Hours:** 122  
**Total Learning Hours:** 240      **Private Study:** 118

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Off Site	48
Seminar	24
Tutorial	2
Workshop	24

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Project Proposal (2000 words)	50	
Presentation	AS2	Presentation	50	

### Aims

*To encourage greater engagement with issues relating to planning, undertaking and analysing field research in tourism and leisure studies*

*To investigate the nature and impacts of economic and cultural strategies on the tourism environment*

*To explore the importance of tourism to the economy and programmes of regeneration in the north of England*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Develop and apply primary and secondary research skills before, during and after fieldwork
- 2 Understand the role of the public and private sectors in the processes of tourism planning and development
- 3 Understand the policy environment within which tourism and leisure takes place

## **Learning Outcomes of Assessments**

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

Project Proposal	1	2
Presentation	3	

## **Outline Syllabus**

*Tourism and development; planning tourism development; cultural policy and the creative industries; economic policies and regeneration; Cultural Capital and Cultural Capitals; fieldwork and research methods; social policy and social exclusion; live case-studies from the local region*

## **Learning Activities**

Lectures, seminars, fieldwork, studyir visits, tutorials, self-directed study

## **Notes**

The module builds upon fieldwork experiences at Level 1 to introduce students to a more focused study of the issues of planning and policy. The module will be built around a series of case-studies of tourism development, management and issues relating to social, cultural, economic and environmental factors. Students will work in groups to identify project opportunities and to arrange fieldwork in consultation with the module leader. The focus on planning and policy is further realised through a series of preparatory lectures which help students to generate research proposals, project designs and informed evaluations. Evidence from this module may contribute to WoW certification.