

**Summary Information**

Module Code	6011SSLN
Formal Module Title	Tourism, Heritage and Culture
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

**Teaching Responsibility**

LJMU Schools involved in Delivery
Business and Management

**Learning Methods**

Learning Method Type	Hours
Lecture	20
Seminar	20

**Module Offering(s)**

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

**Aims and Outcomes**

Aims	To provide students with a critical understanding and knowledge of the relationship between tourism, heritage and culture
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**After completing the module the student should be able to:**

## Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate an analytical awareness and critical understanding of key theories underpinning cultural and heritage tourism
MLO2	2	Analyse roles of culture and heritage in tourism development and operations

## Module Content

Outline Syllabus	Defining Heritage, Policy Framework, Marketing through heritage and culture, Spatial transformation, Authenticity and Commodification, Interpretation, Identity. Environmental awareness and changing patterns of demand.
Module Overview	This module provides you with a critical understanding and knowledge of the relationship between tourism, heritage and culture. Through lectures and seminars you will look at topics such as heritage; policy framework; marketing through heritage and culture; spatial transformation; authenticity and commodification; interpretation; identity; environmental awareness and changing patterns of demand.
Additional Information	To provide students with a critical understanding and knowledge of the relationship between tourism, heritage and culture

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Case Study Report 1	30	0	MLO2, MLO1
Report	Case Study Report 2	70	0	MLO2, MLO1

## 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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