

## Liverpool John Moores University

Title: URBAN TOURISM, HERITAGE AND CULTURE  
Status: Definitive  
Code: **6023TEF** (103850)  
Version Start Date: 01-08-2016

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

Team	Leader
Martin Selby	Y

**Academic Level:** FHEQ6  
**Credit Value:** 12  
**Total Delivered Hours:** 20  
**Total Learning Hours:** 120  
**Private Study:** 100

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	10
Off Site	2
Tutorial	8

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Case Study 2500 words	100	

### Aims

*To provide students with a critical understanding and knowledge of the development and role of urban tourism, with particular regard to heritage and culture. To provide a critical analysis of how the reconstruction of the past, and the promotion of the culture industries impacts upon tourism.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate a critical awareness of the use of the urban location as a focus for cultural, social and tourist activities
- 2 Recognize the importance of industrialization and de-industrialization as social forces impacting on the urban environment
- 3 Demonstrate a critical understanding of the contribution of urban tourism, culture and heritage to the economic, environmental and socio-cultural development of the urban environment

### **Learning Outcomes of Assessments**

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

Case Study Report	1	2	3
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### **Outline Syllabus**

*An overview of global economic, cultural and social change, and the impact on urban tourism, heritage and culture. Industrialization and de-industrialization and their impact on the urban environment. Economic, environmental, and socio-cultural analysis of urban development in relation to urban regeneration and hospitality. Critical evaluation of postmodern theories with particular reference to issues of identity, culture, heritage, and the reconstruction and representation of the past. Analysis of urban heritage as a component of the leisure experience, with regard to museums, galleries and the development of the hospitality industry. A critical evaluation of the role of the cultural strategies in urban development. Analysis of the use of heritage and the culture industries in marketing, promoting and branding the urban environment.*

### **Learning Activities**

Lectures, guest speakers and seminars will be the main form of student learning activities. Seminars will be student centered and facilitate group work. Students will participate in small group discussions and task-orientated activities based around material presented in the lectures, case studies and prescribed reading.

### **Notes**

This module enables students to develop a critical understanding of urban tourism and the role that heritage and the culture industries play in the urban tourism process. Students will gain a critical understanding of the relationship between leisure and tourism and de-industrialization, urban development and regeneration in hospitality. Additionally students will be exposed to a number of differing perspectives on heritage, and the representation of the past. Evidence from this module may contribute to WoW certification.

