

Liverpool John Moores University

Title: TOURISM, HERITAGE AND CULTURE
Status: Definitive
Code: **6079TEF** (119332)
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: FHEQ6
Credit Value: 24
Total Delivered Hours: 40
Total Learning Hours: 240
Private Study: 200

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Seminar	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Case Study (3500 Words)	100	

Aims

To provide students with a critical understanding and knowledge of the development and role of heritage and culture within tourist destinations. To provide a critical analysis of how the reconstruction of the past, and the promotion of the culture industries impacts upon localities.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate a critical awareness of the practices of developing a locality as a focus for cultural, heritage and tourist activities.
- 2 Analyse the role of industrialisation and de-industrialisation as social and economic forces impacting on localities.
- 3 Demonstrate a critical understanding of the impacts of tourism, culture and heritage on the economic, environmental and socio-cultural development of localities.

Learning Outcomes of Assessments

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

Case Study (3500 Words) 1 2 3

Outline Syllabus

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

Learning Activities

Lectures, guest speakers and seminars will be the main form of student learning activities. Seminars will be student centred 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 cultural and heritage tourism and the role that heritage and the cultural industries play in economic development. Students will gain a critical understanding of the relationship between leisure and tourism and de-industrialization, economic development and regeneration. Additionally students will be exposed to a number of differing perspectives on heritage, and the representation and performance of the past. Evidence from this module may contribute to WoW certification.