

Liverpool John Moores University

Title: Tourism, Heritage and Culture
Status: Definitive
Code: **6509DCT** (128860)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Dubai Tourism College LLC

Team	Leader
Takamitsu Jimura	Y

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: S1, S2 and NS2 (S2 for Jan)

Component	Contact Hours
Lecture	20
Seminar	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Case Study Report (1,500 words)	30	
Report	AS2	Case Study Report (3000 words)	70	

Aims

To provide students with a critical understanding and knowledge of the relationship between tourism, heritage and culture

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an analytical awareness and critical understanding of key theories underpinning cultural and heritage tourism
- 2 Analyse roles of culture and heritage in tourism development and operations

Learning Outcomes of Assessments

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

Case Study Report	1	2
Case Study Report	1	2

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.

Learning Activities

Delivered by lectures and seminars

Notes

To provide students with a critical understanding and knowledge of the relationship between tourism, heritage and culture