Module Proforma

Approved, 2022.02

Summary Information

Module Code	6509DCT
Formal Module Title	Tourism, Heritage and Culture
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Aggelos Panayiotopoulos	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings

Partner Module Team

Contact Name	Applies to all offerings	Offerings

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dubai Tourism College LLC

Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	20

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	September	12 Weeks
SEP_NS-PAR	PAR	September (Non-standard start date)	12 Weeks

Aims and Outcomes

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:

Code	Description
MLO1	Demonstrate an analytical awareness and critical understanding of key theories underpinning cultural and heritage tourism
MLO2	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

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)	Learning Outcome Mapping
Report	Case Study Report 1	30	0	MLO2, MLO1
Report	Case Study Report 2	70	0	MLO2, MLO1