

Summary Information

Module Code	6514DGABW
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dong A University

Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	20

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	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	
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	MLO1, MLO2
Report	Case Study Report 2	70	0	MLO1, MLO2

Module Contacts