

Liverpool John Moores University

Title: Tourism and Hospitality Fieldwork
Status: Definitive
Code: **7106TEFMA** (118410)
Version Start Date: 01-08-2016

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

Team	Leader
Dan Knox	Y

Academic Level: FHEQ7 **Credit Value:** 20 **Total Delivered Hours:** 80
Total Learning Hours: 200 **Private Study:** 120

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20
Off Site	48
Seminar	2
Tutorial	10

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Risk Assessment	25	
Report	AS3	Project Report	50	
Presentation	AS2	Group Presentation	25	

Aims

To develop student abilities in designing and conducting research projects in tourism and hospitality studies.

To introduce students to the importance of research to operations and strategic

management within the tourism and hospitality industries.

To develop an understanding of the importance of risk assessment to field studies.

To enhance student study skills including information retrieval, note-taking, report and essay writing, research methods and fieldwork.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate the ability to plan and execute an empirical research project in tourism studies.
- 2 Apply theory to real-world tourism and hospitality scenarios.
- 3 Understand the importance of risk assessment to fieldwork practice.

Learning Outcomes of Assessments

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

Risk Assessment	3
Project Report	2
Group Presentation	1 2

Outline Syllabus

Research methodologies; health and safety in the field; urban, cultural and heritage tourisms; festivals, events and city image; destination marketing and image; the principles of fieldwork; the relationship between theory and practice; the relations between academic studies and industry practice.

Learning Activities

Lectures, Workshops, Fieldwork, Tutorials, Seminars, Self-directed study.

Notes

This module introduces students to the importance, the practices and the procedures of tourism and hospitality fieldwork and research. It is intended to help equip students with the study skills required for successful study at Masters level by examining ideas about professional practice in tourism and leisure. The module trains students in field techniques, research methodologies, study skill and continuous professional development. At the same time as developing the skills needed to do research, students will also be able to increase their potential to

achieve in higher education and in management positions within the tourism and hospitality industries.