

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	<b>THE TOURIST: BEHAVIOUR &amp; CULTURE</b>		
<b>MODULE CODE</b>	TL 2123 (L5)	<b>CREDIT VALUE</b>	20 CREDITS / 10 ECTS
<b>SCHOOL</b>	SCHOOL OF BUSINESS AND MANAGEMENT		

### MODULE AIMS

This module aims to introduce students to:

- The modern-day tourist's motivation and behaviour from a sociological, anthropological & psychological perspective.
- Socio-cultural issues / challenges associated with the changing demands and trends within 21<sup>st</sup> century leisure tourism.

### MODULE CONTENT

Tourist motivation & behaviour – identity, nostalgia, the spiritual tourist, the search for authenticity, hedonism, holiday risk, the visual consumption of tourism, tourism as experience and the environmental bubble.

Trends within the tourism industry and the future of tourism- the diversification of tourism, the evolution of new markets, ethical & environmental movements within tourism, the future of heritage, film tourism, slum tourism, wellness tourism, pilgrimage and niche tourism.

The socio-cultural implications of tourism – the tourist-host relationship, post-colonialism, tourism & the preservation of culture/heritage, staged authenticity, tourism and stereotypes, tourism and exploitation and commodification.

Management implications – socio-cultural sustainability, codes of conduct, managing authenticity in a heritage attractions & film tourism settings, managing religious sites as tourist attractions, identifying new trends, the importance of image and the visual in the tourism industry and understanding destination image & branding.

### INTENDED LEARNING OUTCOMES

<b>On successful completion of this module a student will be able to:</b>	
<b>1.</b>	Assess and offer valid arguments for contemporary touristic motivation & behaviour
<b>2.</b>	Analyse the tourism market(s) and the socio-cultural forces that shape it, from a sociological / anthropological perspective

### TEACHING METHODS

- The module will be delivered on-campus (Preston & Cyprus)
- The student will attend a weekly workshop, typically consisting of a lecture & seminar activity
- Lectures will be research informed where possible & make use of guest speakers as appropriate
- Each lecture will be available on-line & will direct students towards recommended reading
- Seminars will primarily consist of exercises and discussions that underpin and supplement knowledge acquired in the lectures
- As far as possible seminars will be student focussed & flexible enough to respond to student needs

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- The students will conduct their presentations within seminars & their peers will be expected/encouraged to question & discuss the content of these presentations
  - Some seminars will be set aside for briefings & workshops related to assignments
  - A range of supplementary learning materials will be available on E-Learn
  - Students will be taken on a one day field-study.

Assessment for TL2123 takes the form of a traditional essay (#1) and a presentation with visual aid (#2). An essay is perhaps the best way for students to develop and offer an argument or series of arguments. For this reason, it was considered an appropriate assessment method for research objective one. Essay writing is an essential skill which is continued in the final year and specifically in TL3140, which follows on from TL2123. Therefore, an essay provides a continuity of assessment throughout this pathway. However, it is also important to give a range of assessment methods which engage a wider variety of learning styles. Hence assessment two comprises of an individual presentation of a visual aid. According to various scholars, perhaps most famously John Urry (1990), the visual is at the heart of the tourist experience and indeed contemporary Western society. Furthermore, the tourist industry is about selling imagery of place to consumers. A visual aid engages with and reflects such theory and allows students to demonstrate a critical understanding through considering motivation, experience, perception and so on. In addition, it is vital that students have individual presentations to develop a skillset that is vital in the modern workplace that they are likely to encounter.

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## **ASSESSMENT METHODS**

This module is assessed through an essay (50%) and a Presentation (50%).