

MODULE DESCRIPTOR

MODULE TITLE	THE TOURIST: BEHAVIOUR & CULTURE		
MODULE CODE	TL2123 (L5)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	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 21st century leisure tourism.

MODULE CONTENT

Indicative syllabus 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

On successful completion of this module a student will be able to:

1. Assess and offer valid arguments for contemporary touristic motivation & behaviour.
2. 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 activities
- 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
- 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 METHODS

This module is assessed through one Essay – fully referenced and one Presentation & Visual Aid.