

MODULE DESCRIPTOR

MODULE TITLE	TOURISM & EVENTS: SOCIETY, CULTURE AND THE VISITOR EXPERIENCE		
MODULE CODE	TL 3140 (L6)	CREDIT VALUE	20 CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

The objective of this module is to allow the student an opportunity to critically examine key sociological, anthropological & psychological underpinnings of tourism studies.

Thus, the aim is for the student to better understand tourism experiences and motivations which will deepen their understanding of the Tourist/Visitor market. Particularly, the module adopts a multidisciplinary approach and critically explores tourism and leisure interrelationships with the cultural condition of society.

MODULE CONTENT

The module content will draw upon current thinking and research, and will incorporate up-to-date industry trends and examples. As an *indicative guide* the list below provides for suggested topic areas:

- Event Tourism and Contemporary Society: Influences & Relationships
- Sport Mega Events in the Growth of Global Culture
- Travel & Tourism in Post Modern Times – mobility & globalization
- Versions of heritage
- Tourism, Pilgrimage, Liminality & Spirituality
- Culture, Image, Identity & Tourism
- Issues of Place, Space & Leisure Tourism
- Inventing places, creating paradise & selling stereotypes
- Sensing place and the visitor experience
- The “Psychologization” of leisure and tourism
- Motives in leisure, tourism and events
- The social psychology of leisure and tourism
- Tourist identities and personality
- Flow and the psychology of happiness.
- Leisure/tourism benefits and the quality of life

Mass tourism and wellness.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Critically assess the motives of leisure tourists in relation to place(s) & sense of place.
2.	Critically evaluate the multi phasic nature of the visitor experience

TEACHING METHODS

- The module will be delivered on-campus
- The student will attend a weekly workshop, typically consisting of a lecture & seminar activities
- Lectures will be research informed
- 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
- Some seminars will be set aside for briefings & workshops related to assignments
- A range of supplementary learning materials will be available on E-Learn
- Assessment one (in the form of an individual essay) will encourage students to reflect on what part place takes in the motives and experiences of the contemporary tourist. Assessment two will (in the form of an in-class examination) will encourage students to critically evaluate the implications of the multi phasic properties of the tourist experience.

ASSESSMENT METHODS

This module is assessed through a Critical Review (40%) and an in-class Test (60%).