MODULE DESCRIPTOR

MODULE TITLE	Tourist Behaviour		
Module Code	44-4517-00L		
Level	4		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	50% Coursework 50% Examination		
Pre-Requisite Modules *(if applicable)*			
Delivered according to Standard Academic Calendar YES	**Long:** **2 semesters** YES	**Short:** **1 semester** NO	**Other delivery pattern:** *Please specify*

1   MODULE AIMS

The aims of this module are to:

- facilitate acquisition of foundation-level knowledge of tourist behaviour and global tourist demand;

- develop understanding of key issues regarding tourist behaviour;

- develop basic research methods and data analysis skills;

- enable students to work with others to compare tourist behaviour theory to practice.

2   MODULE LEARNING OUTCOMES
BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Review and apply key facts, principles, concepts and theories relating to tourist behaviour;

2. Recognise key developments in tourist behaviour and global tourist demand over time;

3. Demonstrate understanding of basic research methods and data analysis skills ;

4. Work with others to discuss issues regarding tourist behaviour;

5. Appreciate the complexities involved in researching tourist behaviour.

3   INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

These may include:

- keynote lectures to provide a basic introduction to the main issues relating to tourist behaviour;
- tutorial sessions which will be student-centred and will explore issues related to tourist behaviour;
- self-study activities, facilitated by use of a Blackboard web site;
- Summative assessments in the form of a project plus a formal examination.

ASSESSMENT STRATEGY AND METHODS

Task No.	TASK DESCRIPTION	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	50%	2,000	Y
2	Exam	EX	50%	2 hours	N

4   INDICATIVE MODULE CONTENTS / TOPICS

- Historical development of tourist behaviour and global tourist demand;
- Key influences on tourist behaviour such as motives and determinants;
- Different typologies of tourists;
- Research methods used in investigations of tourist behaviour;
- Tourist markets such as adventure tourists and wildlife tourists.

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**

- **THIS INFORMATION CAN BE FOUND IN**

  the module handbook
  the module Blackboard site

- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2

MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review