MODULE DESCRIPTOR

TITLE	Tourist Behaviour
SI MODULE CODE	44-4517-00L
CREDITS	20
LEVEL	4
JACS CODE	N800
SUBJECT GROUP	Tourism
DEPARTMENT	Service Sector Management
MODULE LEADER	Gill Pomfret

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	**Placement (if applicable)**	**Independent Guided Study**	**Total Number of Study Hours**
36		**164**	**200**

MODULE AIM

- to acquire foundation level knowledge of tourist behaviour and global tourist demand;
- to develop an understanding of key issues regarding tourist behaviour;
- to develop basic research methods and data analysis skills;
- to work with others to compare tourist behaviour theory to practice.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student 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.

INDICATIVE CONTENT

- Researching tourist behaviour
- Tourist motivations
- Personal and external determinants in tourism
- Tourist purchase decision making process
- Tourist typologies
- Tourism demand
- Niche forms of tourism - e.g. adventure, dark, volunteer and cultural tourism

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

This module is taught through a mixture of keynote lectures, interactive seminars, practical exercises, discussion activities and case studies. Tutors provide students with detailed guidance on the coursework assignment and the examination.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Individual Report	CW	50	2,000	Y
2	Examination	EX	50	2 hours (plus reading time)	N

ASSESSMENT TASK

Task 1 - Individual Report (50%)
Students are required to write a 2,000 word individual report to show their knowledge and understanding of tourist motives, and personal and external determinants which influence tourist behaviour. The title of the report is:

Provide a detailed overview of the key tourist motives, and the personal and external determinants which influence tourist behaviour.

Task 2 - Examination (50%)
The examination will test students' knowledge and understanding of some of the key themes that have been examined in lectures and seminars throughout both semesters one and two. It will last for two hours (excluding 10 minutes reading time) and will include essay type questions. Students will be expected to answer 4 questions from a choice of 8.

FEEDBACK
Students will receive feedback on their performance in the following ways

- Students will receive feedback on their non assessed report plan during seminar sessions in semester one.
- They will receive feedback and the mark for their assessed individual report at the start of semester two.
- There will be opportunities every week during the semester 1 seminars for students to ask their tutor questions about the report.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts

Cooper, C., Fletcher, J., Gilbert, D. and Wanhill, S. (2008) **Tourism: principles and practice.** 4th edition. Harlow: Pearson.

Decrop, A. (2006) **Vacation decision-making.** Wallingford: CABI. *This book is also available electronically.*

Goeldner, C.R. (2006) **Tourism principles, practices and philosophies.** Wiley.

Holloway, J.C. (2009) **The business of tourism.** 8th edition. Harlow: Financial Times Prentice Hall.

Lennon, J.J. (Ed.) (2003) **Tourism statistics: international perspectives and current issues.** London: Continuum.

March, R. and Woodside, A.G. (eds.) (2005) **Tourism behaviour: travellers' decisions and actions.** Wallingford: CABI.

McIntosh, R.W., Goeldner, C.R. and Brent-Ritchie, J.R. (2000) **Tourism: principles, practices, philosophies.** Eighth edition. Wiley, Chichester.

Page, S.J. (2007) **Tourism management: managing for change.** 2nd edition. Oxford: Butterworth-Heinemann.

Page, S.J., Brunt, P., Bushby, G. and Connell, J. (2009) **Tourism: a modern synthesis.** 3rd edition. London: Cengage Learning.

Pearce, P. L. (2005) **Tourist behaviour: themes and conceptual schemes.** Clevedon: Channel View.

Sharpley, R. (2008) **Tourism, tourists and society.** 4th edition. Huntingdon ELM Publications.

Swarbrooke, J. and Horner, S. (2007) **Consumer behaviour in tourism.** 2nd edition. Butterworth-Heinemann. *This book is also available electronically.*

Periodicals – The following journals are indicative only.

- Annals of Tourism Research
- Current Issues in Tourism
- International Journal of Tourism Research
- Journal of Travel and Tourism Marketing
- Journal of Travel Research
- Tourism Management

SECTION 2   MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	Y
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	**09/2013**

MODULE DELIVERY PATTERN - *Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.*

	Module Begins	Module Ends
Course Intake 1	September 2013	May 2014
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module <u>cannot</u> include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information 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 Information Grid in Section 1 of the Descriptor)	Task No. 2 (exam)

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%. **NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.**	