

MODULE DESCRIPTOR

TITLE	Tourism Field Visit (Europe)
SI MODULE CODE	44-5967-00S
CREDITS	10
LEVEL	5
JACS CODE	N830
SUBJECT GROUP	Tourism
DEPARTMENT	Service Sector Management
MODULE LEADER	Karen Soulby

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
48		52	100

MODULE AIM

The aims of this module are to:

- ☐ help students assess the development and marketing of tourism in a tourism destination region;
- ☐ foster appreciation of approaches to tourism restructuring in the region;
- ☐ develop problem-solving capabilities in relation to tourism industry responses;
- ☐ give students the opportunity to collect and evaluate relevant information from fieldwork and other sources about tourism impacts, development and marketing.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. Explain the responses to tourism restructuring in the region;
2. Recognise key impacts of tourism in the region;
3. Understand the effects of internal and external influences on tourism development and marketing in the destination;
4. Assess how tourism organisations respond to tourism opportunities and constraints;
5. Collect and analyse relevant information from fieldwork and from other sources concerning tourism development and marketing;
6. Demonstrate professional and ethical judgement in relation to tourism promotion;

INDICATIVE CONTENT

- ☐ Impacts of tourism on the region;
- ☐ Tourism supply and tourist demand in the region;
- ☐ Tourism restructuring in the region – development and marketing;
- ☐ Effects of internal and external influences on tourism impacts, development and marketing in the destination;
- ☐ Management responses of tourism organisations in relation to the region's opportunities and constraints;
- ☐ Collecting and evaluating relevant information from fieldwork and other sources concerning tourism impacts, development and marketing.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

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

The main learning and teaching activity is an educational field visit to a tourism destination region. Associated with this field visit there will be:

- ☐ visits to tourist destinations and organisations in order to demonstrate practical issues in the field;
- ☐ group work activities to encourage you to apply fieldwork methods, undertake observational work and relate theory to practice; and
- ☐ interactive workshops to develop your knowledge and interpretation of tourism and its management in the destination;
- ☐ assessment via a field work by project.

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 presentation	PR	100	20minute	N

FEEDBACK

Students will receive feedback on their performance in the following ways

This will be verbally given after the presentation followed by written feedback via email.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts

CORE TEXT:

Foster, N., Pomfret, G., Smith, A. and Whalley, P. (2004) Barcelona and Catalonia: A Fieldwork Guide, Sheffield Hallam University, Sheffield

European Tourism University Partnership (2000) Resort Management in Europe. Case Studies and Learning Materials, Continuum, London.

Cooper, C. 2012 Essentials of Tourism Pearson, Essex.

Davidson, R., (1998), Travel and Tourism in Europe, 2nd ed. Longman Scientific and Technical, London.

Gartner, William C., (1996), Tourism Development, (st ed.) Wiley, Chichester.

Montanari, A. and Williams, A.M. (1995), European Tourism Regions, Spaces and Restructuring, Wiley, Chichester

Pompl, W. & Lavery, P. (1993), Tourism in Europe Structures and Developments, CAB International, Cambridge.

Pearce, D., (1989), Tourist Development, (2nd ed.) Longman Scientific and Technical, Harlow.

Williams, A.M. & Shaw, G. (1998), Tourism and Economic Development: European Experiences, Wiley, Chichester.

Databases

GMID Euromonitor

Mintel

Internet sources – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.

Useful Internet Addresses

<http://www.bcn.es/english/ihome.htm>

(produced by the Ajuntament de Barcelona containing general tourist information on Barcelona)

<http://www.lonelyplanet.com.au>

(Spanish Lonely Planet guide book with summarised information on Spain)

<http://travel.excite.com/>

(features all major Spanish cities and regions including Barcelona and Catalunya)

<http://www.gencat.es/>

(produced by the Generalitat de Catalunya containing general information on the region)

<http://www.virtourist.com/europe/barcelona/>

(can access virtual tours around various major cities including Barcelona)

<http://www.timeout.com/barcelona/>

(an entertainment guide to the city of Barcelona)

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	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	Sept 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	Jan 2014	April 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 cannot 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. 1
--	---------------

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.	