

MODULE DESCRIPTOR

MODULE TITLE	International Tourism: Cross-cultural aspects				
MODULE CODE	EB3138 (L6)	HECOS CODE	100891	CREDIT VALUE	20 credits
DATE OF APPROVAL	March 2023			VERSION NUMBER	1
SCHOOL	Psychology & Humanities		PARTNER INSTITUTION	SUIBE, SCOPE	

RELATIONSHIP WITH OTHER MODULES

Co-requisites		Pre-requisites		Excluded Combinations	
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MODULE AIMS

<ul style="list-style-type: none"> • To provide learners with a critical grounding in classic and current theories relating to cultural issues in tourism • To enable students to apply and theories to case studies focussing on cross-cultural communication • To enhance students' team work, research and analytical skills • To increase students' employability skills in the sector • To enhance students' awareness of the importance of sustainable tourism.
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MODULE CONTENT

The module explores classic theories in Tourism and focuses on the stages of tourism destination development as well as on the impacts of tourism from the perspectives of hosts and guests. The module also considers issues current in tourism covering issues such as cross-cultural issues around communication, sustainable tourism, the role of image and different types of tourism such as business tourism.
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INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Critically review classic and current theories in Tourism from the perspectives of tourist-generating and receiving destinations and their cultures;
2.	Critically examine issues in Tourism from different cross-cultural perspectives;
3.	Analyse and evaluate issues in Tourism based on relevant case studies.

ASSESSMENT METHODS

	Form of Assessment		Size of Assessment/ Duration/ Wordcount	Category of assessment	Conducted within central examination period	Learning Outcomes being assessed
1	Group presentation	40%	Group presentation 5 minutes per person	Practical Assessment	N	2,3
1	Essay	60%	2,000 words	Coursework	N	1,2,3

MODULE PASS REQUIREMENTS

To pass this module you must achieve a mark of 40% or above, aggregated across all the assessments.

APPENDIX

MODULE CODE: EB3138 (L6)

MODULE TITLE: INTERNATIONAL TOURISM: CROSS-CULTURAL ASPECTS

LOCATION OF STUDY: UNIVERSITY MAIN CAMPUS (PRESTON)

MODULE TUTOR(S)	Imren Walker
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MODULE DELIVERY - DURATION		Semester 1	X	Semester 2	X	Semester 3	
		Semester 1 & 2		Semester 2 & 3			
		Semester 1, 2, & 3					
	Other (please indicate pattern of delivery)						

MODULE LEARNING PLAN

LEARNING, TEACHING AND ASSESSMENT STRATEGY	
<p>Teaching and learning will involve a broad range of activities, including: lecture and video input; tutor led seminars based on assigned reading, internet research, and case study analysis; e-learning sessions, activities and discussions; and student led seminars based on research projects and independent learning based on materials from sources such as newspapers and journals.</p> <p>Formative assessment takes the form of draft submissions or mock assessments, on which students receive comments and advice on improvement strategies. Summative assessment is supported by in-class briefings and followed by feedback and feed forward as relevant.</p>	
SCHEDULED LEARNING AND TEACHING ACTIVITY	
<p>There will be 36 hours of Scheduled Learning and Teaching Activity for this module.</p> <p>Teaching and learning will take place in a weekly lecture and scheduled classroom-based seminars and online lectures; tutor-led seminars; and online guided projects, workshops and activities.</p> <p>All skills are transferable and allow students are to develop communication skills; problem solving; personal development; subject skills as well as tourism related terminology; research skills; team working; presentation skills; social and cultural awareness; project planning and evaluation; innovation; sector and business skills; personal development and reflection.</p>	
TOTAL SCHEDULED LEARNING HOURS	36
GUIDED INDEPENDENT STUDY	
<p>Additional to lecture and seminar preparation as per the above hours, students will be required to engage in Guided Independent study throughout the duration of the module. This work serves to continue and enhance that undertaken during the module's Scheduled Learning and Teaching Activity and allows students to able to develop both subject-specific and other transferable skills such as those related to employability</p> <p>The type of study undertaken includes</p> <ul style="list-style-type: none"> • Lecture and seminar preparation; directed reading; supplementary reading; independent library work. • Reading for the lecture/seminar • Building the expected knowledge base to be able to apply theoretical content; learning to read critically; research skills; project planning. • Collecting data for assignments 	

<ul style="list-style-type: none"> • Practical data collection and analysis of concepts relating to Tourism; problem solving; project planning; evaluation; subject skills; innovation; reflection. • Writing, editing and revising of assignments • Basic editing and proofreading skills; communication skills; subject skills; reflection. • Reading for the assignments 	
TOTAL GUIDED INDEPENDENT STUDY HOURS	164
PLACEMENT/YEAR ABROAD/WORK-BASED LEARNING	
TOTAL PLACEMENT/YEAR ABROAD/WORK-BASED LEARNING HOURS	
TOTAL STUDENT LEARNING HOURS	200

BIBLIOGRAPHY AND LEARNING SUPPORT MATERIAL

The bibliography for this module is available via the on-line reading list – click on the link below:
www.uclan.ac.uk/readinglists