

## Module Descriptor Definitive Document

<b>Module Code</b>	HTMH07
<b>Version</b>	(completed by QASU)
<b>Module Title</b>	Tourism, Culture and Society
<b>Credits</b>	20
<b>Valid From</b>	(completed by QASU)
<b>Status</b>	Proposed
<b>Subject Board</b>	(completed by QASU)
<b>HECoS Code</b>	100101
<b>Academic Level (FHEQ)</b>	6
<b>Study Period</b>	1
<b>Prerequisites and co-requisites</b>	None
<b>Not available to students taking/having taken</b>	N/A

### Content (Indicative)

- Heritage and developing places of significance; definitions of heritage, analysis of its importance and interest.
- Aspects of heritage including landscape, coastlines, national parks, forests, woodlands, wildlife, other habitats.
- Impact of the tourism industry on the conservation and sustainability of such site.
- Signs and symbols of tourism.
- Nature – beyond ecotourism; access versus conservation, erosion, impact of visitors on sites and their immediate environments, presentation of heritage and culture to visitors, planning and land use, brown field sites versus green field sites, conservation threats imposed by further growth, potential role and impact of new technologies e.g. virtual reality and interactive software, access to the new technologies e.g. capital costs and revenue generation, training and up-skilling of staff, management of change.
- Ownership and responsibilities, public and commercial ownership, mission and values, objectives and income generation, role in education, training and conservation, management roles and responsibilities.

## Teaching and Learning Experience

Lectures  
Seminars  
1-2-1 tutorials  
Guided Independent Study.

Students will be able to access on-line materials through the College virtual learning environment.

## Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Appraise the integral social and cultural issues in society and their impact on enterprises in the hospitality, international tourism and events management sector.
2. Discuss the role of heritage and cultural attractions within the tourism industry and the management of them.
3. Critically review the cultural implications of dealing with tourists and residents from a tourism management perspective.
4. Assess national and international industry examples in relation to theoretical perspectives.

## Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Coursework	50%	1, 2
Group Project	50%	3, 4

## Indicative reading (APA 7th edition referenced)

### Core texts:

Prof Chris Holloway, Claire Humphreys, *The Business of Tourism*, Sage, 2022.  
Richard Sharpley, *Tourism, Tourists and Society*, Routledge, 2018.  
Stephen Williams, *Tourism: Critical Concepts in the Social Sciences*, Routledge, 2003.  
Gareth Shaw, *Critical Issues in Tourism: A Geographical Perspective*, Wiley-Blackwell, 2001.  
Rebecca Hawkins, Victor T.C. Middleton, *Sustainable Tourism: A Marketing Perspective*, Routledge, 2016.

### Supplementary reading:

E. Wanda George, Heather Mair, Donald G. Reid, *Rural Tourism Development: Localism and Cultural Change (Tourism and Cultural Change)*, Channel View Publications, 2009.  
Jian Ming Luo and Chi Fung Lam, *Arts, Entertainments and Tourism*, Routledge, 2017.