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MODULE DESCRIPTOR

Module Title

Marine And Wildlife Tourism

Reference	BS4226	Version	4
Created	January 2017	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

Aims of Module

To provide the student with the ability to evaluate management requirements and issues in marine and wildlife tourism operations.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Critique the relevant historical context and future development of marine and wildlife tourism both nationally and internationally.
- 2 Evaluate the social, economic and environmental value of marine and wildlife tourism.
- 3 Analyse the requirements for a holistic approach to managing marine and wildlife resources, specifically the tensions between balancing economic development and sustainable tourism practices.
- 4 Critique and evaluate the marketing issues and developments within these niche markets.
- 5 Evaluate and critique international and national case studies.

Indicative Module Content

This module extends prior learning in all management and sustainability areas by focusing on the niche markets of marine and wildlife tourism. Key areas covered: evaluating past and future developments; marketing and de-marketing issues; visitor behaviour; visitor experience; employment requirements; economic multiplier; social and economic benefits; stakeholder analysis; links with conservation and sustainability of natural resources and host communities; wildlife and marine codes of conduct; water based and marine resorts; future development of marine and wildlife tourism; national and international case studies.

Module Delivery

A programme of core lectures introduces contemporary issues related to the management of marine and wildlife tourism operations. This will be supported by tutorials, seminars and student presentations. Students will be expected to carry out student centred learning, research topics and report back to the group within the tutorial / seminar programme. A field study is undertaken on this module, and this contextualises the assignment

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	106	106
Placement/Work-Based Learning Experience [Notional] Hours	8	8
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>	8	8

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60-69%
C	50-59%
D	40-49%
E	35-39%
F	0-34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 ALBRECHT, J.N., 2010. Challenges in tourism strategy implementation in peripheral destinations: the case of Stewart Island, New Zealand. *Tourism and Hospitality Planning and Development*, 7(2), pp.91-110.
- 2 GARROD, B., and WILSON, J.C., 2004. Nature on the edge? Marine ecotourism in peripheral coastal areas. *Journal of Sustainable Tourism*, 12(2), pp.95-120.
- 3 MULLER, D.K. and JANSSON, B., 2007. *Tourism in peripheries; perspectives from the far north and south*. Wallingford: CABI.
- 4 CHRISTOU, E., 2016. Social Media in Travel, Tourism and Hospitality: Theory, Practice and Cases, Routledge. (electronic source)
- 5 WALL, G. and MATHIESON, A., 2006. *Tourism: change, impacts and opportunities*. Harlow: Pearson Prentice Hall.
- 6 WHITE, M.P., WEEKS, A., HOOPER, T., BLEAKLEY, L., CRACKNELL, D., LOVELL, R. and JEFFERSON, R.L., 2017. Marine wildlife as an important component of coastal visits: the role of perceived biodiversity and species behaviour. *Marine Policy*, 78, pp.80-89.