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MODULE DESCRIPTOR

Module Title

Adventure And Activity Tourism

Reference	CB1242	Version	1
Created	January 2020	SCQF Level	SCQF 7
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

Aims of Module

To provide the student with an understanding of adventure and activity based tourism; encompassing knowledge of the growth of the Adventure and Special Interest (ASI) tourism niche market and the benefits offered to individuals undertaking these activities.

Learning Outcomes for Module

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

- 1 Explain the theoretical concepts and the philosophy of adventure and activity tourism.
- 2 Describe the issues and factors that affect the supply of, and demand for, adventure and activity based tourism.
- 3 Apply the theories of group dynamics in an adventure and activity tourism situation.
- 4 Explain the growth and importance of the niche ASI market

Indicative Module Content

The historical development of special interest and activity tourism; demand and supply of adventure and activity tourism; value of outward bound exercises in relation to personal development; practical applications of team building and group dynamics.

Module Delivery

Fundamental concepts are introduced and illustrated through lectures. The understanding of students is tested and further enhanced through student centred learning exercises and interactive tutorial sessions. The application of theory to practice is facilitated through an adventure and activity based field study.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	60	60
Non-Contact Hours	90	90
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

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
Description: Group Presentation

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
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.

ADDITIONAL NOTES

Students may be expected to contribute to the costs of the field trip.

INDICATIVE BIBLIOGRAPHY

- 1 BUCKLEY, R., 2007. Adventure tourism products: price, duration, size, skill, remoteness. *Tourism Management*, 28(6), pp.1428-1433.
- 2 POMFRET, G., 2013. Conceptualising family adventure tourist motives, experiences and benefits. *Journal of outdoor recreation and tourism*, 28, pp.1-8.
- 3 AVENTURE TRAVEL TRADE ASOCIATION., 2023. *Adventure Travel Industry Snapshot: June 2023*. [online] Monroe: Adventure Travel Trade Association. Available from:
<https://learn.adventuretravel.biz/research/2023-adventure-travel-industry-snapshot> [Accessed 13 February 2024],
- 4 BEAMES, S., MACKIE C. and ATENCIO, M., 2019. *Conceptualizing Adventure*. In: *Adventure and Society*. Palgrave Macmillan: Cham.
- 5 SWARBROOKE, J. et al., 2001. *Adventure tourism: the new frontier*. London: Butterworth Heinemann. ebook
- 6 VISIT SCOTLAND, 2021. *Insight Innovation: Adaptable Adventures* [online] Edinburgh: Visit Scotland. Available from:
<https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/policies/adaptable-adventures.pdf> [Accessed 13 February 2024].
- 7 FIEGER, P., PRAYAG, G. and BRUWER, J. 2017 ?Pull? motivation: an activity-based typology of international visitors to New Zealand, *Current Issues in Tourism*, pp.1-30