MODULE DESCRIPTOR

Module Title

Adventure And Activity Tourism

Reference	CB1242	Version	2
Created	April 2022	SCQF Level	SCQF 7
Approved	June 2018	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

Aims of Module

To provide the student with an understanding of adventure and activity based tourism; encompassing knowledge of the development of the Adventure and Activity tourism niche markets 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	Evaluate the UK outbound, inbound and domestic adventure and activity tourism market
2	Explain the potential benefits and risks associated with adventure and activity tourism activities
3	Describe the characteristics and motivations of the adventure/activity tourist.
4	Apply knowledge of adventure & activity tourism products and concepts to create a proposal for an adventure or activity tourism experience.

Indicative Module Content

The historical development of adventure and activity tourism; demand and supply of adventure and activity tourism; management of risk; experiences and benefits sought by adventure and activity tourists; practical application of adventure and activity concepts and product knowledge to devise new tourism products. Students will engage with UNESCO's Education for Sustainable Development Anticipatory, Collaborative, Critical Thinking, Normative and Self-awareness competencies as they consider future industry developments; engage in collaborative activities to explore tourism products and practices that embrace sustainability; reflect upon their own perspective as a future tourism professional and identify the sustainability benefits that can be delivered by niche tourism. This module will provide opportunity to engage with UNSDGs 5, 8, 12 and 13

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 case studies, independent research and an adventure and activity field trip.

Indicative Student Workload

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

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:	Individual Coursework				

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