ROBERT GORDON UNIVERSITY ABERDEEN

This Version is No Longer Current
The latest version of this module is available here

MODULE DESCRIPTOR

Module Title

The Tourism Product: Local and Global

Reference	CB2006	Version	1
Created	April 2018	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	15
Amended		ECTS Points	7.5

Aims of Module

To provide the student with an understanding of key elements of the local tourism product and how these compare with similar tourism offerings globally.

Learning Outcomes for Module

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

1	Appraise the overall Aberdeenshire tourism product
2	Evaluate Aberdeenshire tourism product in context of other global destinations
3	Describe the motivations and requirements of tourists visiting Aberdeenshire
4	Explain the role and importance of collaboration within the tourism industry

Indicative Module Content

Tourism product; Aberdeenshire; global tourism provision; collaboration within tourism industry; tourist requirements; tourist experiences; tourist markets; connection & disconnection; tourist flexibility; accessibility; business events; cruise; golf; culture, heritage & events; food & drink; touring and great outdoors

Module Delivery

Core concepts will be delivered by lectures supported by tutorials and case studies. Significant input will be provided by VisitAberdeenshire and other local tourism providers.

Indicative Student Workload

Indicative Student Workload	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	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 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	INKSON, C. & MINNAERT, L., 2018. *Tourism Management: An Introduction* London: SAGE.
2	VISITABERDEENSHIRE., 2018 *Destination Aberdeen & Aberdeenshire: Our Tourism Strategy 2018-2023* Aberdeen.