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MODULE DESCRIPTOR

Module Title

Tourism Destination Development

Reference	CB2148	Version	1
Created	January 2020	SCQF Level	SCQF 8
Approved	June 2018	SCQF Points	15
Amended	June 2017	ECTS Points	7.5

Aims of Module

To provide the student with an ability to appraise the theories and related processes associated with the development of tourism destinations.

Learning Outcomes for Module

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

- 1 Explain the theoretical concepts related to tourism destination development.
- 2 Explain the rationale for developing tourism to a particular receiving destination.
- 3 Discuss the difficulties associated with attracting both national and international tourists.
- 4 Identify trends for the future development of tourism destinations.

Indicative Module Content

The rationale for tourism developments from local, national and international perspectives. The role of regional, national and European organisations. The economic benefits associated with tourism development and the social and environmental drawbacks associated with these developments. Difficulties and problems associated with identifying future trends and the forecasting of possible future destinations.

Module Delivery

This module focuses on the development of tourism destinations by integrating theory, case studies and field work. Theories and core concepts will be delivered with keynote lectures supported by tutorials, student centred sessions and case studies. The relationship between theory and practice will be highlighted with the use of field trips and case studies and students will practise and apply skills learned.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	24	24
Non-Contact Hours	126	126
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 will be expected to contribute to the cost of any field visit.

INDICATIVE BIBLIOGRAPHY

- 1 BOWEN, D., ZUBAIR, S. and ALTINAY, L., 2016. Politics and tourism destination development: the evolution of power. *Journal of Travel Research*
- 2 LIAO, X.Y., SO, S.I. and LAM, D., 2016. Residents' perceptions of the role of leisure satisfaction and quality of life in overall tourism development: case of a fast-growing tourism destination - Macao. *Asia Pacific Journal of Tourism Research*, 21(10), pp.1100-1113.
- 3 THEOBALD, W.F., ed. 2005. *Global tourism*. 3rd ed. Burlington, MA: Elsevier.
- 4 VIKEN, A. and GRANAS, B., 2016. *Tourism destination development: turns and tactics*. London: Routledge.
- 5 CHEER, J., MILANO, C. AND NOVELLI, M. 2019. Afterword: Over overtourism or just the beginning? In: C. MILANO, J. CHEER and M. NOVELLI, eds *Overtourism: excesses, discontents and measures in travel and tourism*, Oxfordshire: CABI, pp. 227-232.
- 6 WTTC and JLL, 2022. Destination 2030: Global Cities? Readiness for Tourism Growth. [online]. WTTC. Available from: <https://research.wttc.org/destination-2030-jll-wttc-report> [Accessed 14 Feb 2024].