

## MODULE DESCRIPTOR

### Module Title

The Tourism Product: Local and Global

Reference	CB3042	Version	2
Created	January 2020	SCQF Level	SCQF 8
Approved	May 2019	SCQF Points	15
Amended	May 2020	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 Critically appraise the overall Aberdeenshire tourism product
- 2 Critically 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

	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
<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: Individual Written Assessment

**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:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	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.