

MODULE DESCRIPTOR

Module Title

The Tourism Product: Local and Global

Reference	CB3042	Version	4
Created	March 2024	SCQF Level	SCQF 8
Approved	May 2019	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

Aims of Module

To provide the student with an understanding of key elements of the tourism product and related concepts, examined through the local tourism product of Aberdeen City and Shire, and applied to the global tourism product

Learning Outcomes for Module

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

- 1 Appraise the tourism product of Aberdeen City and Shire
- 2 Appraise elements of the global tourism product
- 3 Understand the tourist typologies and motivations of consumers of the tourism product
- 4 Understand factors affecting tourism product locally and globally

Indicative Module Content

Local tourism product, global tourism product, Aberdeen City and Shire, Oceania, Asia, Middle East, Africa, The Americas, Europe, urban tourism, tourism typologies and motivations, business events, culture and heritage tourism, festivals and events, natural environment, outdoor activities, net zero economy, innovation and diversification, cost of living, collaborations, consumer trends, digital transformation, people and skills, travel connectivity, inclusive tourism. This module aligns with UN SDG 12: Responsible Consumption and Production, where relationships between tourists and consumers of the tourism product are explored, and sustainability factors of production, such as net-zero transition, and inclusive tourism are discussed. The module also contributes to SDG 17: Partnership for the goals, by including a discussion on collaborative approaches for tourism product development locally and globally. It also engages students with UNESCO's Education for Sustainable Development Systems Thinking and Future Thinking competencies by recognising and understanding relationships between tourists as consumers and tourism product, evaluating consumer trends and factors that impact tourism product development now and in the future

Module Delivery

Core concepts will be delivered by lectures supported by tutorials and case studies.

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:
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.

INDICATIVE BIBLIOGRAPHY

- 1 INKSON, C. & MINNAERT, L., 2018. *Tourism Management: An Introduction* London: SAGE.
- 2 VISITABERDEENSHIRE., 2023 *Framework for Growth, Aberdeen*.