

Destination London

Module Code	4TOUR008X
Module Level	4
Length	Session One, Three Weeks
Site	Central London
Host Course	London International Summer School
Pre-Requisite	None
Assessment	70% Individual Report, 30% Team Work

Summary of module content

This programme provides an in-depth exploration of London as one of the world's leading tourism and event destinations. The module focuses on the development of London as a destination, its resources for tourism and events, the type of tourism and events that London attracts, their impacts and how they are managed. The module combines learning sessions with visits to relevant sites and talks from industry practitioners, giving students a detailed and holistic understanding of London as a tourism destination.

Module aims

The module aims to provide students with detailed understanding of the development of London as a successful tourism and event destination, the impacts of tourism and events on the city and how they are managed.

Learning outcomes

By the end of the module, students will be able to:

1. Describe the key resources for tourism and events in a destination and their prevalence in London
2. Explain London's development as a tourism and event destination
3. Identify the main impacts of tourism and events in destinations and evaluate their impacts in London
4. Explain how the impacts of tourism and events can be managed and the methods that are used in London
5. Collaborate effectively to present research findings

Course outcomes the module contributes to:

L4.1 Draw from a range of disciplinary approaches to describe principles of tourism and events management

L4.3 Describe the characteristics of events and tourism exploring its range of structures and professional roles

Indicative syllabus content

1. Understanding destinations - the 4As, destination development models, types of tourism and events, the characteristics of urban destinations
2. The economic, environmental and socio-cultural impacts of tourism on destinations and common management techniques
3. London as a visitor destination – history/trends/issues/components
4. Transport modes in the destination - air, rail, road and water modes of visitor transportation
5. Cultural attractions in the city - museums and heritage attractions, parks and markets
6. Cultural events in the city – venues
7. Off-the-beaten-track tourism in the city - developing new areas for tourism.- a study of Hackney
8. Business tourism in the city – conferences, meetings and exhibitions
9. The accommodation sector – hotels, B&Bs and peer-to-peer accommodation
10. The Olympic legacy – harnessing the value of a mega-event
11. Marketing the city destination – the role of destination marketing

Site visits to explore the destination including visits (to include a Museum, Olympic Park, an accommodation provider, Southbank attractions and a Royal Park)

Teaching and learning methods

Activity type	Category	Student learning and teaching hours*
Lecture	Scheduled	18
Seminar	Scheduled	6
Tutorial	Scheduled	
Project supervisor	Scheduled	
Demonstration	Scheduled	
Practical Classes and workshops	Scheduled	12
Supervised time in studio/workshop	Scheduled	
Fieldwork	Scheduled	12
External visits	Scheduled	
Work based learning	Scheduled	
Total Scheduled		48

Placement	Placement	
Independent study	Independent	152
Total student learning and teaching hours		200

*the hours per activity type are indicative and subject to change.

Assessment rationale

The module is assessed in two ways – a team presentation and an individual report. The team presentation presents the findings of a collaborative task researching the impacts of tourism and events in London, addressing learning outcomes 3 and 5. The individual report develops from the team presentation and requires students to explain how the impacts of tourism are managed, addressing learning outcomes 1, 2 and 4.

Assessment criteria:

1. Relevant to the question, logically structured and clearly argued.
2. Understanding of concepts and practice related to tourism and event impacts in London
3. Use of relevant academic literature, supported by accurate referencing
4. Standard of presentation. Information and arguments presented in a clear, accurate and interesting manner.
5. Effective collaboration in a team (coursework 1)

Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	Assessment type (e.g. essay, presentation, open exam or closed exam)
<i>Team Work</i>	30	30%		<i>Team presentation</i>
<i>Individual Report</i>	70	30%		<i>Report</i>

Sources

Davidson, R. Maitland, R. (1997) *Tourism Destinations*, Hodder and Stoughton, London

Hall, C.M. Lew, A. (2009) *Understanding and Managing Tourism Impacts* Routledge, Abingdon

Inkson, C. and Minnaert, L. (2012) *Tourism Management An Introduction* London, Sage Chapters 7, 8, 9, 10, 11 and 12

Mason, P. (2015) *Tourism Impacts, Planning and Management* Routledge, Abingdon

Morrison, A. (2013) *Marketing and Managing Tourism Destinations* Routledge, Abingdon

Essential reading list

Boniface, B.G. Cooper, C. (2004) *Worldwide destinations: the geography of travel and tourism*, Butterworth Heinemann

Buhalis, D. (2000) Marketing the Competitive Destination of the Future *Tourism Management Vol. 21 pp97-116*

Butler, R. (a) (ed) (2006) *The Tourism Area Life Cycle vol. 1*, Channel View Publications

Butler, R. (b) (ed) (2006) *The Tourism Area Life Cycle vol. 2*, Channel View Publications

Dwyer, L. Kim, C. (2003) Destination Competitiveness: Determinants & Indicators, *Current Issues in Tourism*, Vol. 6, No. 5. pp369-414.

Faulkner, B. Moscardo, G. Laws, E. (eds) (2000) *Tourism in the 21st Century – Lessons from Experience*, Continuum, London

Kolb, B. (2006) *Tourism Marketing for Cities and Towns: Using Branding and Events to Attract Tourism* Oxford, Butterworth-Heinemann

Kozak, M. (2011) *Managing and Marketing Tourist Destinations – Strategies to Gain a Competitive Edge* London, Routledge

Morgan, N. Pritchard, A. Pride, R. (2002) *Destination Branding – Creating the Unique Destination Proposition* Elsevier, Oxford

Papatheodorou, A. (2006) *Managing Tourism Destinations* Northampton MA, Edward Elgar

Pearce, D. (1989) *Tourist Development* Longman, Harlow

Ritchie, J.R.B. Crouch, G.I. (2003) *The competitive Destination: A sustainable tourism perspective* CABI Oxford