

Module code: MOD007237	Version: 1 Date Amended: 14/Feb/2020
------------------------	---

1. Module Title
Heritage, Cultural and Gastronomy Tourism

2a. Module Leader
Sudipta Sarkar

2b. School
School of Management at Anglia Ruskin University

2c. Faculty
Faculty of Business and Law

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

How lucky we are to have beautiful and historic Cambridge as our classroom! This module takes full advantage of our campus base to learn about tourism in different contexts: from heritage and visitor experiences, cultural hot spots such as Europe's first eco-mosque for 1,000 worshippers in Mill Road, and food and drink tourism from pop-ups to festivals. With field trips to put your learning in practice. From a visitors perspective you'll look at different heritage and cultural tourism sectors, flows, and clusters on both a local and global scale, elaborating on how notions of culture and heritage are made, interpreted, managed, and used. Key concepts such as culture, heritage (in its various forms: tangible and intangible; cultural; natural; personal; etc.), cosmopolitanism, interpretation, identity and dissonance, are defined, illustrated and discussed, through relevant case studies, examples, and field trips. Food and drink tourism represents a form of special interest tourism that throws light on how culinary artefacts and their history link with a place, identity and culture. Dark tourism and slum tourism are more controversially discussed new forms of cultural tourism given their focus on human tragedy, and disasters as main attractions and will be examined in terms of the form they take and the concerns raised by ethical issues. Case studies will be drawn from research in urban and non-urban contexts; however, particular attention will be paid to cultural and heritage tourism in cities. Destinations have increasingly given attention to the role of food and drinks as part of their local intangible heritage. These have been integrated into an original and innovative destination marketing strategy that focuses on trails and festivals to respond to a desire for 'local' authentic (food) experiences. Therefore, we'll place special emphasis on food and drink tourism which has been recognised as a powerful vehicle for behavioural and attitudinal change, specifically with regard to sustaining rural businesses and communities. Finally, you'll also consider a demand-related perspective on heritage tourism by presenting different forms of heritage interpretation and the use of new technologies in interpreting cultural heritage in attempt for audience development, visitor involvement, and the stimulation of visits. The module will be interactive and will draw on a wide and illuminating variety of illustrative case studies from around the world. Supported by research and critical theory, you'll combine a research-informed approach with real-life case studies and field trips to reveal the broad range of cultural and heritage tourism.

6b. Outline Content

Best practice in managing the various forms of built and intangible cultural heritage internationally through examining case studies;

Knowledge and understanding of heritage in terms of the role tourism and leisure play in towns and cities;

The concepts of 'tourist bubble', flows, nodes and clusters of cities and urban tourism within this broader context;

The value of different regeneration options and how tourism and leisure can be, and are being, integrated in such programmes in different towns and cities;

Trends in cultural and heritage tourism such as dark tourism and slum tourism, what forms this takes and what concerns are raised by this;

New destination strategies using food and drink as a rising trend in terms of an intangible form of cultural tourism in an attempt to enable an 'authentic' tourism experience that would support local and rural businesses/communities and a sustainable development;

Knowledge and understanding of heritage interpretation, audience development and visitor management supported by new technologies.

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources
Field trips

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Discuss the role tourism and leisure play in revitalising towns and cities;
2	Knowledge and Understanding	Analyse trends such as dark tourism and slum tourism and ethical concerns raised by these forms of cultural tourism;
3	Intellectual, practical, affective and transferrable skills	Acquire first-hand experience in conducting field research that involves the development of skills in the systematic recording of field observations, data and drawing critical insights into tourism in a given location;
4	Intellectual, practical, affective and transferrable skills	Create destination strategies to support urban/rural communities sustainably.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2024/5	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	11	1-2 & 4	Lectures x 11 1hr
Other teacher managed learning	24	1-4	Field Trips x 24 hr (either block of 3 days, 3 separate days, or a mix) Seminars x 12 1hr
Student managed learning	115	1-4	Canvas activities, wider reading, field trip notes, assessment work, etc
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)
Field Work Portfolio (equivalent to 3,000 words)					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above
- (b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]