Module Descriptor

Title	Tourism & The Experience Economy		
Session	2026/27	**Status**	Approved
Code	TOUR07007	**SCQF Level**	7
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Sandro Carnicelli		

Summary of Module

This module examines the tourism sector and its role in the experience economy. Perspectives on tourism are explored including the inter-relationship with hospitality, recreation, leisure, events and travel. The tourism market-place is considered in terms of place, space and virtual experience, types of tourist behaviours, tourist as a consumer, demand, supply and motivation. The term 'experience economy' was first used by Pine and Gilmore (1999) and famously they said that "all work is theatre and every business a stage" but has been adopted by many business sectors as a short-hand way to understand what customers and visitors need to make their interactions with a business memorable, valuable and worth repeating. The multi-disciplinary nature of tourism experiences are considered, incorporating brand experience; service experience and consumption experience. In addition students are guided through exploring the tourism environment; the components of the industry and the touchpoints with the experience economy. Students will be supported in applying theoretical models illustrating the realms of visitor experience and reviewing current industry practice in tourism-related operations with a view to assessing the experiential offering. This module will address the following topics: Overview of the tourism industry The developing experience economy The role of experience in visitor behaviour Experiences of visitors in specific realms of entertainment; education; aesthetic and escapist The business of tourism experience evaluation and management

Module Delivery Method	**On-Campus[1]**	**Hybrid[2]**	**Online[3]**	**Work -Based Learning[4]**
	☒	☒	☒	☐

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Campuses for Module Delivery	☐ Ayr ☐ Dumfries		☐ Lanarkshire ☐ London ☒ Paisley		☒ Online / Distance Learning ☐ Other (specify)	
Terms for Module Delivery	Term 1	☐	Term 2	☒	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Evaluate and present examples of specific tourism operations serving the experience economy.
L2	Assess the role of aesthetic, escapist, entertainment and educational experiences in tourism
L3	Discuss the multi-disciplinary nature of Tourism and the Experience Economy
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 7** Demonstrate a broad knowledge of the nature and scope of tourism. Demonstrate an understanding of the multidisciplinary nature of tourism and its relationship to the experience economy.
Practice: Applied Knowledge and Understanding	**SCQF 7** Apply theoretical models of visitor/customer experience, considering which is appropriate for specific examples of industry practice
Generic Cognitive skills	**SCQF 7** Present and evaluate routine tourism related information and ideas. Use various approaches to address well defined mainstream tourism business operational challenges and issues.
Communication, ICT and Numeracy Skills	**SCQF 7** Be able to access, understand and evaluate a range of tourism and the experience economy data sources. Interpret complex primary materials and make effective use of information technology applications to present information in an appropriate format.
Autonomy, Accountability and Working with Others	**SCQF 7** Work individually and with others to prepare information associated with the analysis of the role of tourism in the experience economy. Develop awareness of individual and collective responsibility for effective performance.

Prerequisites	**Module Code**	**Module Title**

	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	24
Tutorial / Synchronous Support Activity	12
Asynchronous Class Activity	12
Independent Study	152
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Page, S. and Connell, J., (2020) Tourism: A Modern Synthesis, Fifth Edition, Routledge, New York Smith, B. and Melissen, F., (2018), Sustainable Customer Experience Design: Co-creating Experiences in Events, Tourism and Hospitality, 1st Edition, Routledge, London Dredge, D. and Gyimothy, S. (eds), (2017), Collaborative economy and tourism: Perspectives, politics, policies and prospects, Springer International Publishing Pine, B.J. and Gilmore, J.H., (2011), The Experience Economy, Harvard Business Press
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** Attending Classes and completing assessment activities

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Marketing, Innovation, Tourism & Events**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☒ **Yes** ☐ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Marketing, Innovation, Tourism & Events
Moderator	Kalyan Bhandari
External Examiner	Natale Semley
Accreditation Details	N/A
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
A Group Presentation - 40%
Assessment 2
Report - 60%
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Group Presentation	☒	☐	☐	☐	☐	40	12

Component 2

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Report	☐	☒	☒	☐	☐	60	24

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	36 hours

Change Control

What	When	Who