

UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business
Ysgol Busnes

Sensing Place **SBMA7058**

Semester 1

SBMA7058 – Sensing Place

AIMS

This module aims:

- To engender a critical understanding of the concepts of place, heritage and sustainability;
- To enable students to apply concepts within their own practical contexts.

LEARNING OUTCOMES

By the end of this module, students should be able to:

1. critically appraise the concepts of 'place' and 'sense of place,' understanding the social construction of places in both historical and contemporary contexts;
2. critically evaluate the complex nature of the concepts of 'heritage' and 'sustainability', demonstrating a detailed understanding of the inter-relationships between the human and physical environments in an historical context;
3. demonstrate a critical understanding of the role that heritage and place play in sustainable tourism, and articulate practical solutions within their own contexts.

Week	Topic	Notes
1 1/10/12	Induction	
2 8/10/12	Block 1: Conceptualising Place Place and Placelessness	
3 15/10/12	Social Construction of Place	
4 22/10/12	Community, Place and Identity	
5 29/10/12	Assessment Week	Assessment 1 due 12 noon Monday 5 th November
6 5/11/12	Block 2: Negotiating Heritage The Nature of Heritage Tourism	
7 12/11/12	Heritage, Community and Identity Nostalgia	
8 19/11/12	Cultural Landscapes Contested Heritage Authenticity and Bias	
9 26/11/12	Assessment Week	Assessment 2 due 12 noon Monday 3rd December
10 3/12/12	Block 3: Understanding Sustainability Origins of the Sustainability Concept	
11 10/12/12	Sustainable Tourism, Community Tourism	
12 7/1/13	Heritage and Sustainable Places	
13 14/1/13	Assessment Week	Assessment 3 due 12 noon Monday 21 st January

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Reading and Resources

Reading will be provided on Moodle as part of your module, however, you are also strongly encouraged to undertake additional reading relevant to your context. You may use local resources or search for suitable articles by using the online resources provided by the University of Wales Trinity Saint David Library – you will need your Athens password to access materials.

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ASSESSMENT

There are three elements of assessment for this module, as detailed below. Please note the assessment submission times – all work should be submitted via Moodle. Please ensure that you read the sections in the programme of study handbook on plagiarism and referencing. To pass this module you will need to get an average mark of at least 40%, attaining at least 30% in each module.

You are advised to read all assessment briefs at the start of your module and some build on work that you will do in module activities.

Assessment 1: Interview Report 1750 words 20%

Due by online submission no later than 12 noon Monday 5th November 2012

Conduct an interview with a member of your community to learn about their sense of place. You should use the interview to reflect on how the experience of the person you have interviewed reflects concepts and issues discussed in Block 1: Conceptualising Place. For the assignment, you should submit, as a single Word document:

1. A summary of the context and content of the interview i.e. community, person and their sense of place. (750 words)
2. A reflection on the interview context and content in terms of the reading themes and forum discussions in Block 1 (1000 words)
3. Your interview questions and bibliography (excluded from word count)

Assessment Criteria	Learning Outcomes	%
Your summary of the context of the interview: characterisation of the community member you selected and what made you decide to interview her/him	1	20
Your summary of the content of the interview: the main points made by the interviewee	1	40
Your reflection on the interview context and content in terms of the themes or discussions in Block 1. This should include mention of what you gained from relevant readings or resources that helped you interpret the interview. You should include the references to those readings and resources – but they are excluded from the word count	1	40

Assessment 2: Reflective Essay 3500 words 40%**Due by online submission no later than 12 noon Monday 3rd December 2012**

“the past is integral to our sense of identity – the sureness of ‘I was’ is a necessary component of the sureness of ‘I am’” (Lowenthal, 1985, p41)

How important are issues of authenticity and bias in engendering a sense of identity or a sense of place?

Assessment Criteria	Learning Outcomes	%
Your demonstration of understanding of the concepts of place and sense of place	1	40
Your discussion and critical evaluation of the nature of heritage and the concepts of bias and authenticity	1,2	40
Your critical use of academic and case study material to develop your argument	1,2	20

Assessment 3: Online Discussion 3500 words 40%**Due by online submission no later than 12 noon Monday 21st January 2013**

For this assignment you are required to select ten forum postings you have submitted in response to module activities. The postings should be drawn from all three blocks of the module. The overall word count of all ten messages should not exceed 2000 words.

In addition you should write a reflection of 1500 illustrating how your postings, and those of your fellow students have contributed to an understanding for you of how the concepts of heritage and sense of place have the potential to contribute to sustainable, community focused tourism. You should also draw from academic material and your own context within your reflection.

Please put all the messages plus your reflective overview into one Word document, which should not exceed 3500 words.

Please note: in order to effectively complete Assessment 3, you will need to

(a) contribute to the forums and

(b) seek permission from other students to use their contributions in time for the assignment. If possible, permission in the form of email confirmation or a forum posting of consent to use a forum post should be fine.

Assessment Criteria	Learning Outcomes	%
The extent to which your posting addresses the demands of the particular activity	1,2,3	20
The way in which you comment on other students' messages	1,2,3	20
Your critical discussion of how the concepts of heritage and sense of place have the potential to contribute to sustainable, community focused tourism	2,3	40
Your critical use of academic material and your own context to develop your argument	1,2,3	20