University of the West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Tourism and Events in Context				
Module Code	UMKDDD-15-1	Level	1	Version	1
Owning Faculty	FBL	Field	Marketing		
Contributes towards	BA (Hons) Tourism Management, BA (Hons) Business and Events Management				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites			Co- requisites		
Excluded Combinations			Module Entry requirements		
Valid From	September 2013		Valid to		

CAP Approval Date	6 February 2013

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: 1. Contrast different approaches to defining tourism and/or events. (Components A & B) 2. Understand the origins and development of tourism and/or events. (Component A) 3. Apply systems thinking to tourism and/or events. (Component B) 4. Apply discipline-based knowledge that is relevant to understanding the production, consumption and regulation of tourism and/or events. (Components A & B) 5. Apply economic and legal concepts of relevance to tourism and/or events. (Component A) 6. Understand issues of sustainability, ethics and ethical decision-making in a tourism and/or events context. (Components A & B)
Syllabus Outline	• Definitions of tourism and events. • History of tourism and events (pre-modern, early modern and contemporary eras, and beyond). • Economics of tourism and events (household consumption and other determinants of demand, travel propensity, price elasticity, multipliers and leakages, cost-benefit analysis, Tourism Satellite Accounts, etc). • Tourism, events and the law. • Sociology and psychology of tourism and events (social benefits for individuals

	and communities, liminality, barriers to participation, motivations, etc).
	• Environmental studies, tourism and events (consequences for the built and natural environments, climate change, etc). • Sustainable and responsible development in/through tourism and events. • PEST factors (regulatory frameworks, new technologies, etc).
Contact Hours	Module delivery will be based on 3 contact hours per week, over 12 weeks. In any given fortnight, 3 hours will be allocated to lectures and 3 hours to workshops (alternating between 2+1 and 1+2 so as to be timetabled alongside other business and management modules).
Teaching and Learning Methods	The teaching and learning strategy associated with this module is based around a series of lecture and workshop sessions. Lectures are used to develop a body of knowledge and to signpost further reading and knowledge development in the field(s). Workshops offer the opportunity to apply knowledge accrued in both lectures and private study, primarily through the use of case studies accompanied by in-class exercises and discussion questions. One workshop per fortnight will be given over to assignment preparation. The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value, and will be spent on a variety of different tasks and activities: **Scheduled learning** includes lectures (18 hours) and workshops (18 hours). **Independent learning** includes hours engaged with essential reading, directed learning, assignment preparation and completion, etc (114 hours).
Key Information Sets Information	Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement of HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast programmes they are interested in applying for.

Key Information Set - Module data

Number of credits for this module				15	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	36	114	0	150	✅

The table below indicates as a percentage the total assessment of the module which constitutes a:

• **Written Exam**: Unseen written exam, open book written exam, in-class test
• **Coursework**: Written assignment or essay, report, dissertation, portfolio, project
• **Practical Exam**: Oral assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

	Total assessment of the module:				
	Written exam assessment percentage			50%	
	Coursework assessment percentage			50%	
	Practical exam assessment percentage			0%	
				100%	

Reading Strategy	All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Many of these resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively. **Essential reading** Bowdin, G., Allen, J., O'Toole, W., Harris, R. and McDonnell, I. (2011) *Events Management*, 3rd edn, Oxford: Butterworth-Heinemann. (For BA (Hons) Business and Events Management students.) Cooper, C. (2012) *Essentials of Tourism*, Harlow: FT Prentice Hall. (For BA (Hons) Tourism Management students.)
Indicative Reading List	Andrews, H. and Leopold, T. (2013) *Events and the Social Sciences*, Abingdon: Routledge. Getz, D. (2012) *Event Studies: Theory, Research and Policy for Planned Events* (2nd edn), Oxford: Butterworth-Heinemann. Holloway, J. C., Humphreys, C. and Davidson, R. (2009) *The Business of Tourism*, 8th edn, Harlow: FT Prentice Hall. Page, S. J. (2011) *Tourism Management: An Introduction*, 4th edn, Oxford: Butterworth-Heinemann. Sharpley, R. (2008) *Tourism, Tourists and Society*, 4th edn, Huntingdon: ELM Publications. Wall, G. and Mathieson, A. (2006) *Tourism: Changes, Impacts and Opportunities*, Harlow: Pearson.

Part 3: Assessment

Assessment Strategy	The assessment for this module takes the form of a written assignment and an end-of-module examination. The former (Component B) requires students to discuss a destination or planned event of their choice and its relationship to the wider environment, using an appropriate framework (e.g. Leiper's 'tourism system', Getz's framework for understanding events). The latter (Component A) tests knowledge of the nature and organisation of tourism and events, and disciplinary contributions to these subject fields. The exam will be structured in such a way as to ensure that all of the learning outcomes are summatively assessed. Opportunities for formative feedback will be designed into the teaching and learning programme.

Identify final assessment component and element	**Component A**	
	A:	**B:**
% weighting between components A and B (Standard modules only)	**50%**	**50%**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Exam (2 hours)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Written assignment (1,500 words)	100%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Exam (2 hours)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Written assignment (1,500 words)	100%
If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.	