

**CDA4 Programme Design Template  
Module specification (with KIS)**



University of the  
West of England

**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

<b>Part 1: Basic Data</b>					
Module Title	The Business of Tourism and Events				
Module Code	UMKDEW-15-2	Level	2	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		

<b>CAP Approval Date</b>	6 February 2012
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<b>Part 2: Learning and Teaching</b>	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand tourism and/or events industry structures and sector dynamics. (Components A &amp; B)</li> <li>2. Understand the particularities of tourism and/or events products and services, and the challenges of meeting customer needs in different service contexts. (Components A &amp; B)</li> <li>3. Analyse the financial, environmental and social performance of tourism and/or events businesses and organisations, measured against their own track record and targets, and industry 'norms'. (Component B)</li> <li>4. Understand how public policy affects tourism and/or events, and the contribution of the industry/ies to broader policies and agendas. (Component A)</li> <li>5. Understand risk management issues in the context of tourism and/or events operations. (Component A)</li> <li>6. Demonstrate skills in independent learning, discussion and debate. (Component B)</li> </ol>
Syllabus Outline	<ul style="list-style-type: none"> <li>• Characteristics of travel, hospitality and events services.</li> <li>• Visitor/participant roles, needs and preferences.</li> <li>• Accommodation, catering and the licensed trade.</li> <li>• Surface and air transport (deregulation and liberalisation, low cost carriers, the cruise industry, etc).</li> <li>• Visitor attractions (interpretation provision, site design, etc).</li> </ul>

	<ul style="list-style-type: none"> <li>Planned events (cultural, business, arts and entertainment, etc).</li> <li>Intermediaries (tour operating, the role of the travel agent, e-distribution, etc).</li> <li>Role of the state and non-governmental organisations in tourism and events.</li> <li>Risk assessment and crisis management in tourism and events.</li> <li>Analysis of the 'macro' and 'micro' environments for tourism and events businesses and organisations.</li> </ul>																									
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	<p>The teaching and learning strategy associated with this module is based around a series of lectures and student-led seminars. Lectures are used to develop a body of knowledge and to signpost further reading and knowledge development in the field(s). Seminars provide a forum for discussion and, by incorporating presentations that are assessed, an opportunity for students to learn from their peers.</p> <p>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:</p> <p><b>Scheduled learning</b> includes lectures (18 hours) and seminars (18 hours).</p> <p><b>Independent learning</b> includes hours engaged with essential reading, directed learning, assignment preparation and completion, etc (114 hours).</p>																									
Key Information Sets Information	<p>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.</p> <table border="1" data-bbox="459 1176 1369 1570"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a:</p> <ul style="list-style-type: none"> <li><b>Written Exam:</b> Unseen written exam, open book written exam, in-class test</li> <li><b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project</li> <li><b>Practical Exam:</b> Oral assessment and/or presentation, practical skills assessment, practical exam</li> </ul> <p>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:</p>	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
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Reading Strategy	<p>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.</p> <p>For this module there is no essential reading. Instead, lists of relevant reading will be provided in the module handbook and indicated on the module Blackboard course. Students are actively encouraged to read journal articles for this module, as these will provide up-to-date theories and examples.</p>																				
Indicative Reading List	<p>Allen, J. (2011) <i>Festival and Special Event Management</i> (5th edn), Milton, Qld.: John Wiley.</p> <p>Bowdin, G., Allen, J., O'Toole, W., Harris, R. and McDonnell, I. (2011) <i>Events Management</i>, 3rd edn, Oxford: Butterworth-Heinemann.</p> <p>Buhalis, D. and Costa, C. (eds) (2006) <i>Tourism Business Frontiers: Consumers, Products and Industry</i>. London: Elsevier.</p> <p>Buhalis, D. and Costa, C. (eds) (2006) <i>Tourism Management Dynamics: Trends, Management and Tools</i>. London: Elsevier.</p> <p>Coles, T. and Hall, C. M. (eds) (2008) <i>International Business and Tourism: Global Issues, Contemporary Interactions</i>. Abingdon: Routledge.</p> <p>Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S. (2008) <i>Tourism: Principles and Practice</i>, 4th edn. Harlow: Pearson Education.</p> <p>Foley, M., McGillivray, D. and McPherson, G. (2012) <i>Event Policy: From Theory to Strategy</i>. Abingdon: Routledge.</p> <p>Goldblatt, J. J. (2011) <i>Special Events: A New Generation and the Next Frontier</i>. Chichester: Wiley.</p> <p>Holloway, J. C., Humphreys, C. and Davidson, R. (2009) <i>The Business of Tourism</i>, 8th edn. Harlow: Pearson/Prentice Hall.</p> <p>Horner, S. and Swarbrooke, J. (2003) <i>International Cases in Tourism Management</i>. Oxford: Butterworth-Heinemann.</p> <p>Swarbrooke, J. and Horner, S. (2007) <i>Consumer Behaviour in Tourism</i>, 2nd edn. Oxford: Butterworth-Heinemann.</p>																				

### Part 3: Assessment

Assessment Strategy	<p>The assessment for this module comprises a group presentation and an end-of-module examination. For the presentation (Component B), which takes place in-class, students will be allocated a journal article that pertains to a specific aspect of the topic addressed in the previous week's lecture. They will précis the article, drawing lessons from it and applying these to a named business or organisation. The examination will assess knowledge of sector dynamics and management challenges (Component A). Formative assessment will take the form of a mock question that students can attempt under exam conditions and submit for feedback.</p>
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Identify final assessment component and element	<b>Component A</b>
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% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>50%</b>	<b>50%</b>

<b>First Sit</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Exam (2 hours)	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Group presentation (20-30 minutes)	100%

<b>Resit (further attendance at taught classes is not required)</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Exam (2 hours)	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)
1. Individual presentation (10-15 minutes)	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.