



## **Module Specification**

### **Marketing Events and Tourism Destinations**

Version: 2021-22, v2.0, 15 Sep 2021

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## Part 1: Information

**Module title:** Marketing Events and Tourism Destinations

**Module code:** UMKDP8-15-M

**Level:** Level 7

**For implementation from:** 2021-22

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Delivery locations:** Frenchay Campus

**Field:** Marketing

**Module type:** Standard

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** This module explores the relationships between events and destination marketing, management and image. The module introduces the domain of event tourism and key theories in relation to tourism motivation and consumption.

The teaching sessions will raise a range of issues with regards to the social, cultural, economic and environmental implications of using events to develop business and cultural tourism markets in destinations, and incorporates a programme of five full days of field study in a destination. Students are given the opportunity to develop group projects in relation to destination and event experiences, branding and marketing, and consumption in an urban location.

**Outline syllabus:** Key topics of focus include:

Elements of event tourism destinations (viz. available packages, accessibility, attractions, amenities, activities and ancillary services)

Destination image and marketing

Services marketing and the service encounter

Destination branding – city branding and nation branding

Developing marketing strategies

Theoretical approaches to understanding event tourism motivations and consumption

Urban tourism, festivals and economic development

Event tourism stakeholders (the state, the events industry, the tourism industry,

Destination Management Organisations, the host community, tourists etc.)

Events marketing communications

Event tourism policy and planning

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Lectures will provide theoretical and conceptual overviews of aspects of event tourism which will be developed during workshops through the use of extended case-studies and the application of theory to real-world marketing practices. Module delivery will be based on 2 hours of scheduled learning and teaching activities per teaching week over 12 weeks as well as 5 full days of fieldwork in destinations.

**Module Learning outcomes:**

**MO1** Apply marketing and branding concepts and theories in an event tourism destination context

**MO2** Make a formal presentation to a professional audience

**MO3** Discuss event tourism motivations and consumer behaviour

**MO4** Evaluate and explain the factors that influence event tourism development in destinations

**MO5** Demonstrate knowledge of event tourism policy contexts, and event tourism planning and management at the destination level

**MO6** Design a marketing or branding campaign for a destination

**MO7** Evaluate the performance of self and others within a team

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 86 hours

Face-to-face learning = 24 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkdp8-15-m.html) via the following link <https://uwe.rl.talis.com/modules/umkdp8-15-m.html>

## **Part 4: Assessment**

**Assessment strategy:** Students will be expected to identify a specific project focus within the field of event tourism, and to relate this to existing scholarship in event and tourism studies as well as to industry case-studies, strategies and reports.

Component A (50%) is a 20-minute group presentation incorporating a recorded advertisement for an event tourism destination.

Component B (50%) Element 1 (80%) is a 3500-word group report on a marketing

strategy concerning the same destination. Component B Element 2 (20%) is a group self- and peer assessment.

Formative assessment and feedback will be provided in weekly workshop sessions during which students will develop their ideas for both Components A and B.

**Assessment components:**

**Presentation - Component A (First Sit)**

Description: Group presentation (20 minutes)

Weighting: 50 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

**Report - Component B (First Sit)**

Description: Group report (3500 words)

Weighting: 40 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO5, MO6

**Group work - Component B (First Sit)**

Description: Self- and Peer Assessment

Weighting: 10 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO7

**Presentation - Component A (Resit)**

Description: Individual presentation (10 minutes)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested:

**Report - Component B (Resit)**

Description: Individual report (2000 words)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

**Group work - Component B (Resit)**

Description: Self and peer assessment

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO7

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Events Management [Sep][PT][Frenchay][3yrs] MSc 2020-21