



## MODULE SPECIFICATION

**Code:** UMKCYM-60-M      **Title:** Dissertation (Events and Tourism)      **Version:** 1

**Level:** M      **UWE credit rating:** 60      **ECTS credit rating:** 30

**Module type:** Dissertation

**Owning Faculty:** FBL      **Field:** Marketing

**Faculty Committee approval:** QMAC      **Date:**

**Valid from:** 1 September 2011      **Discontinued from:**

**Contributes towards:** MSc International Tourism Management; MSc Events Management; MSc Events Management (Sports); MSc Events Management (Conferences and Exhibitions); MSc Events Management (Arts and Cultural Events)

**Pre-requisites:** Research for Policy and Management UMKCYL-15-M

**Co-requisites:** None

**Excluded combinations:**

### **Aim of module**

This module will enable students to practice and demonstrate the skills and knowledge that they have acquired in the taught modules of this Masters degree. The module provides the opportunity for students to further develop their evaluative and critical enquiry skills through analysis and synthesis of complex material. It also enables students to develop skills in planning and managing a substantial analytical investigation in a topic area of their choice or through undertaking an agreed work-based project.

The module provides students with the opportunity to undertake a substantial empirical enquiry into, and evaluation of, an Events or Tourism topic of their choice. Students may choose to:

- research an issue of academic, management or policy relevance in the subject fields of Events or Tourism,
- or to undertake a significant work-based project or intervention, whether in their own or another organisation(s).

In each case, students will be able to apply knowledge gained during their studies and to answer questions that have emerged from the preceding modules. They will also develop, explore and synthesise these in a major piece of independent enquiry which may be organisation-based. The enquiry and evaluation will be reported through the submission of a dissertation or report equivalent to 15,000 – 18,000 words.

### **Learning outcomes**

On successful completion of this module students will be able to:

- demonstrate in-depth knowledge and understanding of their chosen Events or Tourism subject matter, or the complex work-based context, that is the focus of their dissertation/report
- demonstrate appreciation of research philosophies, strategies and methodologies in relation to investigation of their chosen topic or work-based project
- critically evaluate academic literature, sources, arguments and interpretations, assessing their relevance to the issue in question and forming judgements on the basis of evidence collected
- appreciate relevant ethical issues in social scientific and organisational enquiry, including those

influencing the design of their research/project and the dissemination and implementation of the findings from their enquiry

- design an appropriate research strategy and approach to the gathering and interpretation of data for the investigation of a relevant academic topic or aspect of workplace practice in Events or Tourism
- synthesise information from a variety of relevant sources to draw informed and well-supported conclusions
- make use of academic perspectives, as well as primary research findings, to make recommendations that may have practical application in a workplace where relevant
- make discriminating use of a range of information sources, identifying and acknowledging appropriate material that can be used to inform their own research or work-based project;
- Communicate ideas, information and arguments in a clear, organised, and well presented dissertation/project report

***All of the above will be assessed.*** In addition, the educational experience may explore, develop, and practise, but not formally discretely assess, the following:

- Oral presentation, communications and negotiation skills through a supervision process;
- Time management skills;
- Effectiveness at working independently with the minimum of guidance;
- Reflection on own learning;
- Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information.

### **Syllabus outline**

The focus of the module is on the design, process and outcomes of investigation. The independent study undertaken for this module builds on the knowledge and skills acquired during the Research for Policy and Management module.

**Where a student chooses to undertake an academic dissertation, the following procedures should be followed:**

1 preparation of a dissertation proposal identifying: aims; research questions; indicative sources; proposed research strategy; and setting out a programme of work including timescale.

This will not be formally assessed, but the proposal must be approved by the relevant programme Dissertation Coordinator and students will be provided with formative feedback. Students must have their proposals approved before embarking on their research.

2 following approval of the proposal, students must provide their supervisors with an ethical audit and health and safety checklist.

3 students should develop and carry out their investigation in regular consultation with their allocated supervisor.

4 submission of a 15,000 -18,000 word dissertation.

**Where a student chooses to undertake a substantial work-based project, the following procedures should be followed:**

1 preparation of a learning contract agreed between the learner, host organisation(s) and academic supervisor which sets out the parameters of the work-placed project or intervention that is to be investigated and the timetable and resources required for the investigation. The learning contract should also formally consider ethical and health and safety issues.

2 the student will use their learning contract to explore and further enquire into their chosen work-based project/intervention in regular consultation with their organisational mentor and their academic supervisor.

3 submission of a 15,000-18,000 word (or word equivalent) project report.

Students will be expected to develop their own learning and skills by independently using resources within the University Library. Appropriate reading will be highlighted in discussion with the dissertation supervisor.

### **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's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely.

Students will be directed towards the FBL study skills website as appropriate. Students will be encouraged to use Blackboard resources referred to in the module handbook. Students are not expected to purchase a core text for this module.

The following list is provided for validation panels/accrediting bodies as an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, current advice on what to read will be available via other, more frequently updated mechanisms.

### **Indicative reading**

Alasuutari, P., Bickman, L. and Brannen, J. (eds) (2008) *The SAGE Handbook of Social Research Methods* London: Sage

Becker, S, and Bryman, A. (2004) *Understanding research for social policy and practice*, London: Policy Press

Becker, S, and Bryman, A. (2004) *Understanding Research for Social Policy and Practice*, London: Policy Press

Bryman, A. and Bell, E. (2007) *Business Research Methods*, Oxford: Oxford University Press

Eriksson, P. and Kovalainen (2008) *Qualitative Methods in Business Research*. London: Sage

Long, J. (2007) *Researching Leisure, Sport and Tourism: The Essential Guide*. London: Sage Publications.

Phillimore, J. and Goodson, L. (2004) (eds) *Qualitative Research in Tourism: Epistemologies, Ontologies and Methodologies*. London: Routledge.

Reason, P. and Bradbury, H., eds (2006) *Handbook of Action Research*. Concise Paperback edition. London: Sage.

Ritchie, B., Burns, P. and Palmer, C, (2005) *Tourism Research Methods: Integrating Theory with Practice*, Oxford, CAB International,

Saunders, M., Lewis, P. and Thornhill, A. (2009) *Research Methods for Business Students*. 5<sup>th</sup> ed. Harlow: Financial Times, Prentice Hall

The University has also prepared some on-line learning material on research methods: **The Research Observatory**. Students can access the Research Observatory via the UWE home page- click on Learning and Teaching.

**Assessment**

Assessment will be by means of a single dissertation/report. This dissertation/report will involve either researching an issue of academic, management or policy relevance in the subject fields of Events or Tourism or a work-based project or intervention covering planning, implementation, findings and recommendations. Students will draw on the skills and knowledge developed on taught modules in the Masters degree and will apply appropriate models, methodologies and enquiry methods as appropriate.

**ATTEMPT 1**

**First Assessment Opportunity**

**Component A**

**Description of each element**

Element weighting

1 Dissertation/report 15,000-18,000 words

100%

**Second Assessment Opportunity** (further attendance at taught classes is not required)

**Component A**

**Description of each element**

Element weighting

1 Dissertation/report 15,000-18,000 words

100%

**Specification confirmed by** .....**Date** .....  
**(Associate Dean/Programme Director)**