University of the
West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Contemporary Issues in Tourism and Events					
Module Code	UMKD77-30-3		Level	3	Version	2
Owning Faculty	FBL		Field	Marketing		
Contributes towards	BA (Hons) Tourism Management, BA (Hons) Business and Events Management					
UWE Credit Rating	30	ECTS Credit Rating	15	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. Understand key concepts in, and aspects of, tourism and/or events studies, and apply them in a practical context. (Components A, B1 & B2) 2. Critically analyse a broad range of contemporary issues in tourism and/or events, with reference to leading edge research and current practice. (Components A & B1) 3. Understand the knowledge, skills and values required for management careers in the tourism and/or events industry, and proactively manage career plans. (Component B1) 4. Anticipate and manage change, as individuals and for tourism and/or events businesses and organisations. (Component B1) 5. Exercise critical judgement, creative thinking, an ability to reflect on and learn from practice, and evaluative and analytical skills. (Components A, B1 & B2) 6. Communicate effectively to different audiences, in speech as well as writing. (Components A, B1 & B2)

Syllabus Outline	• Conceptual developments in the tourism and events fields (e.g. critical 'turn').
	 • Personal identities/mobilities (reflexivity).
	 • Contemporary issues in tourism and events, for example:
	     o 'New' spaces, places and experiences (e.g. urban beaches and virtual worlds).
	     o Social media and tourism/events management.
	     o Health and safety, and risk and fear.

	o Inequalities in access and barriers to participation (e.g. poverty, disability), including programmes and interventions to address these.
	      o Backpacking and backpackers (as a rite of passage, generational theory, ideology and practice, etc).
	      o Intercultural communication for international tourism and events managers.
	      o 'Parasitic effects' (crime, prostitution, etc).
	      o Creativity and the creative industries.
	
	• Selected niche and special interest markets (e.g. food and wine, sports, slow movements, serious leisure).
	• Futurology, tourism and events (techniques, predictions, trends, etc).
	• 'The Tourism and Events Professional' – preparing for related careers.
	• Managing complexity and change in tourism and events organisations.

Contact Hours/Scheduled Hours	Module delivery will be based on 5 contact hours per week, over 12 weeks. These will be supplemented by an external visit(s), breaking down as follows: • A one hour lecture for the delivery of core syllabus concepts. • A two hour lectorial for the exploration and application of core syllabus concepts to case study material (incorporating assessed presentations). • A one hour coursework surgery session (online). • A one hour career development workshop. • Up to 12 hours off-site, to experience a particular environment, event or exhibition of relevance.
Teaching and Learning Methods	Students will be exposed to a variety of learning and teaching activities that may include keynotes, guest lectures, case study analysis, interactive games and field trips (not residential). 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 (12 hours), lectorials (24 hours), online surgeries (12 hours), workshops (12 hours) and external visits (12 hours). **Independent learning** includes hours engaged with essential reading, directed learning, assignment preparation and completion, etc (approx. 230 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				30	
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
300	72	228	0	300	✅

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		40%
Coursework assessment percentage		36%
Practical exam assessment percentage		24%
		100%

Reading Strategy	Due to the contemporary nature of the subject matter, there is no set textbook for this module. Instead, students will be provided with a Reader containing readings specific to each issue addressed in the learning and teaching programme. 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.
Indicative Reading List	Andrews, H. and Leopold, T. (2013) *Events and the Social Sciences*, Abingdon: Routledge. Bowen, D. and Clarke, J. (2009) *Contemporary Tourist Behaviour: Yourself and Others as Tourists*. Wallingford: CABI Publishing. Cole, S. and Morgan, N. (eds.) (2010) *Tourism and Inequality: Problems and Prospects*. Wallingford: CAB International. Coles, T. and Hall, C. M. (eds.) (2008) *International Business and Tourism: Global Issues, Contemporary Interactions*. Abingdon, Routledge. Getz, D. (2012) *Event Studies: Theory, Research and Policy for Planned Events* (2nd edn), Oxford: Butterworth-Heinemann. Hall, C. M. and Sharples, L. (2008) *Food and Wine Festivals and Events Around the World*. Oxford: Butterworth-Heinemann. Hannam, K. and Knox, D. (2010) *Understanding Tourism: A Critical Introduction*. London: Sage. Jandt, F. E. (2010) *An Introduction to Intercultural Communication: Identities in a Global Community*, 6th edn. London: Sage. Moeran, B. and Strandgaard Pedersen, J. (2012) *Negotiating Values in the Creative Industries: Fairs, Festivals and Competitive Events*. Cambridge: Cambridge University Press. Mowforth, M. and Munt, M. (2009) *Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World*, 3rd edn. Abingdon: Routledge. Novelli, M. (ed.) (2005) *Niche Tourism: Contemporary Issues, Trends and Cases*. Oxford: Elsevier. Quinn, B. (2013) *Key Concepts in Event Management*. London: Sage. Urry, J. and Larsen, J. (2011) *The Tourist Gaze 3.0*. London: Sage.

Part 3: Assessment	
Assessment Strategy	Students will be required to produce a portfolio of work compiled using blogs, wikis and other collaborative technologies, in response to a series of directed learning activities (Component B1). Depending on their programme of study, they will also give a presentation at a degree conference (Tourism), or stage a live event (Events). This involves them applying learning from modules across the programme (including this module), and will be evaluated by tutors in attendance (Component B2). Students referred in Component B of the assessment will resubmit their portfolio and write a synoptic report, in lieu of the presentation/event. Assessment under controlled conditions will comprise a 3 hour examination on completion of the module (Component A). Opportunities for formative feedback are built into module delivery.

Identify final assessment component and element	Component A	
	A:	**B**:
% weighting between components A and B (Standard modules only)	**40%**	**60%**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Exam (3 hours)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio (3,000 words)	60%
2. Group conference presentation or live event	40%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Exam (3 hours)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio (3,000 words)	60%
2. Individual report (1,500 words)	40%
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.	