

### MODULE SPECIFICATION FORM

Module Title: Introduction to the Hospitality, Tourism and Event Industry	Level: 4	Credit Value: 20
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Module code: BUS431	Cost Centre: GAMG	JACS2 code: N211
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Trimester(s) in which to be offered: Trimester 1 and Semester 1 for all routes	With effect from: September 2014
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<b>Office use only:</b> To be completed by AQSU:	Date approved: September 2014 Date revised: June 2017 Version no: 2
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Existing/New: New	Title of module being replaced (if any):
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Originating School: Social and Life Sciences	Module leader: Jacqueline Hughes-Lundy
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Module duration (total hours): 200	Status: Core core/option/elective (identify programme where appropriate):
Scheduled learning & teaching hours: 30	
Independent study hours: 170	
Placement hours: 0	

Programme(s) in which to be offered: BA (Hons) Hospitality Tourism and Event Management BSc (Hons) Sports Management BA (Hons) Business, Marketing and Consumer Behaviour	Pre-requisites per programme (between levels): None
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**Module Aims:**

1. To provide an introduction to the Hospitality, Tourism and Events sector
2. To understand the role and importance of stakeholders and management of risk
3. To understand what is required for creating, marketing & delivering services within the sector
4. To experience event planning through practical application within the hospitality sector

**Expected Learning Outcomes:**

At the end of this module, students should be able to:

**Knowledge and understanding**

1. Discuss the context and importance of Hospitality, Tourism and Events within the business environment (KS1)
2. Define the roles and expectations of different stakeholders and the impacts each group have in the sector (KS5)
3. Identify marketing methods used to promote the sector (KS5)
4. Analyse the process of creating and delivering an event (KS3)

*Key skills for employability*

1. *Written, oral and media communication skills*
2. *Leadership, team working and networking skills*
3. *Opportunity, creativity and problem solving skills*
4. *Information technology skills and digital literacy*
5. *Information management skills*
6. *Research skills*
7. *Intercultural and sustainability skills*
8. *Career management skills*
9. *Learning to learn (managing personal and professional development, self management)*
10. *Numeracy*

**Assessment:**

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
1	1, 2	Coursework	60%	N/A	2,500 – 3,000
2	3, 4	Presentation	40%	20 mins	N/A

**Indicative Assessment One:**

Will require students to research the sector and analyse a singular or annual event that promotes tourism. They will need to show an understanding of why and how the event was planned, the stakeholders involved and critique the outcome, suggesting ways in which a future event could be improved. An understanding of the impact of the event on the local economy should also be shown,

**Indicative Assessment Two:**

As a group, students will create and plan an event that would be open to a particular demographic segment, such as the local student population or a cross-section of the general public. They will need to understand and gain the skills required to work as part of a team as well as create a financially viable event. They will need to demonstrate they have undertaken a skills audit as part of the feasibility study prior to planning the event. Students will then be assessed through a 20 minute presentation to the cohort.

In addition, students will be required to complete an individual reflective statement of 500 words maximum that describes their contribution to the assignment and the value they have gained from it. The statement will form part of the overall mark given to each student.

**Learning and Teaching Strategies:**

Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.

The module is embedded within the values and practices espoused in Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

In tutorials, students will be encouraged to contribute their own examples and identify elements of theory to develop and strengthen their own learning through interpretation and exposure to guest speakers from the sector.

**Syllabus outline:**

1. Introduction to Hospitality, Tourism and Events
2. The financial and social impact of Hospitality, Tourism and Events
3. The role and impact of stakeholders
4. The importance and role of marketing and sponsorship
5. Strategic planning of events
6. Financial management
7. Managing risk in planning and staging events
8. Evaluation of events and developing future planning strategies

## **Bibliography:**

### **Essential reading**

Raj, R Walters, P and Rashid T (2008) *Events Management*. Sage London

### **Background Reading**

Allen, J et al (2008) – *Festival and Special Events Management*. Wiley Chichester

Bowden, G et al (2006) – *Events Management*. 2<sup>nd</sup> edition Oxford: Elsevier Butterworth-Heinemann

Getz, D (2007) *Event Studies: Theory, research and policy for planned events*. Oxford: Elsevier Butterworth-Heinemann

Harrin E (2006) *Project Management in the Real World* BCS Swindon

### **Websites**

[www.visitbritain.org](http://www.visitbritain.org)

[www.visitwales.org](http://www.visitwales.org)

[www.visitengland.org](http://www.visitengland.org)

[www.visitmanchester.com](http://www.visitmanchester.com)

[www.visitchester.com](http://www.visitchester.com)

[www.wrexham.gov.uk/tourism](http://www.wrexham.gov.uk/tourism)

[www.wreccsam.com](http://www.wreccsam.com)

[www.discoverhospitality.com](http://www.discoverhospitality.com)

[www.hospitalityandcateringnews.com](http://www.hospitalityandcateringnews.com)

[www.hospitalitynet.org](http://www.hospitalitynet.org)

[www.bighospitality.com](http://www.bighospitality.com)

[www.instituteofhospitality.org](http://www.instituteofhospitality.org)

[www.conferenceandhospitalityshow.co.uk](http://www.conferenceandhospitalityshow.co.uk)