Module specification

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Module code	BUS5A15
Module title	Managing Sustainable Planning & Development for Hospitality, Tourism and Events
Level	5
Credit value	20
Faculty	SLS
Module Leader	Marcus Hansen
HECoS Code	100100
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) International Tourism & Hospitality Management	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	**30** hrs
Placement / work based learning	0 hrs
Guided independent study	170 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	
Version number	1

Module aims

This module aims to examine the contribution of hospitality, tourism and events to development goals, to introduce students to the components of sustainable planning and to critically assess the contribution of hospitality, tourism and events to broader sustainable development objectives.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Explain the role of stakeholders in sustainable planning and development of hospitality, tourism and events
2	Understand the concept of sustainable development
3	Evaluate the extent to which responsible tourism can be achieved
4	Evaluate the critical challenges of developing hospitality, tourism and events products in a sustainable manner

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1 (2000 words)

Discuss the concept of sustainable development within either hospitality, tourism or events.

Assessment 2 (2000 words)

Discuss the extent that responsible tourism can be a reality. Your answer should focus on a specific destination, visitor site or attraction, and critically assess whether tourist behaviour could be considered responsible. Your answer should consider responsible consumption, and also the management strategies of the destination/site/attraction.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	2,4	Written Assignment	50%
2	1,3	Written Assignment	50%

Derogations

None

Learning and Teaching Strategies

Students are to be taught 3 hours weekly for one semester, in a combination of lectures and seminars. Learning will be achieved through this environment as well as independent study time outside the classroom by the student and two assessments in the form of essays. Learning will also be achieved through one site visit, which will enable students to explore first-hand how sustainable planning and development takes place in North Wales. Guest lecturers are also likely to take place.

Indicative Syllabus Outline

1. Introduction to planning and development
2. Planning and development within a global context
3. Sustainable and responsible tourism
4. Destination Management
5. Tourism impacts
6. The planning context within HTE
7. The planning process within HTE
8. Developing consensus
9. Carrying capacity
10. Beyond Growth
11. The future of planning and development within HTE

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Mason, P. (2020), *Tourism Impacts, Planning and Management*. 4th ed. London: Routledge.

Other indicative reading

Textbooks:

Cooper, C. and Hall, C.M. (2019), *Contemporary Tourism: An International Approach*. 4th ed. London: Goodfellow.

Dodds, R. and Butler, R. (2019), *Overtourism: Issues, Realities and Solutions (Vol. 1)*. Berlin: De Gruyter Oldenbourg.

Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S. (2017), *Tourism: Principles and Practice*. Harlow: Pearson.

Getz. D. (2018), *Event Evaluation: Theory and Methods for Event Management and Tourism*. Oxford: Goodfellow Publishers.

Inkson, C. and Minnaert, L. (2018), *Tourism Management: An Introduction*. London: Sage.

Jauhari, V. (ed.). (2014), *Managing Sustainability in the Hospitality and Tourism Industry*: *Paradigms and Directions for the Future*. Toronto: Apple Academic Press.

Liburd, J., Carlsen, J. and Edwards, D. (eds.). (2013), *Networks for Innovation in Sustainable Tourism: Case Studies and Cross-Analysis*. Prahran, Vic: Tilde Publishing.

Moutinho, L. and Vargas-Sanchez, A. (eds.). (2018), *Strategic Management in Tourism*. 3rd ed. Wallingford : CABI.

Page, S. and Connell, J. (2006), *Tourism: A Modern Synthesis*. Australia: Cengage Learning.

Saarinen, J., Rogerson, C.M. and Hall, C.M. (eds.). (2019), *Tourism Planning and Development: Contemporary Cases and Emerging Issues.* London: Routledge.

Sloan, P., Legrand, W. and Chen, J.S. (2013), *Sustainability in the Hospitality Industry.* 2nd ed. London: Routledge.

Sharpley, R. (2018), *Tourism, Tourists and Society*. 5th ed. Routledge

Journals

Tourism Management
Tourism Planning & Development
Journal of Destination Marketing & Management
Annals of Tourism Research

As examples, please see:

Getz, D. (2009). '*Policy for Sustainable and Responsible Festivals and Events: Institutionalization of a new paradigm'*. Journal of Policy Research in Tourism, Leisure and Events, 1(1), 61-78.

Hayes G., & Horne, J. (2011). '*Sustainable Development, Shock and Awe? London 2012 and civil society'*. Sociology, 45(5), 749-764.

Jones, P., Hillier, D., & Comfort, D. (2017). '*The Sustainable Development Goals and the Tourism and Hospitality Industry'*. Athens Journal of Tourism, 4(1), 7-17

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Creative
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Organisation
Critical Thinking
Communication