

Module specification

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|---------------|---------------------------------|
| Module code | BUS5A12 |
| Module title | International Events Management |
| Level | 5 |
| Credit value | 20 |
| Faculty | SLS |
| Module Leader | Dr Marcus Hansen |
| HECoS Code | N820 |
| Cost Code | |

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 |

| | |
|------------------------------|----------------|
| For office use only | |
| With effect from date | September 2022 |
| Date and details of revision | |
| Version number | 1 |

Module aims

The purpose of this module is to provide students with a thorough and critical comprehension of international events management and the role of events specifically within tourism & hospitality and more broadly within contemporary society.

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

| | |
|---|---|
| 1 | Define the factors that make events relevant within contemporary society |
| 2 | Identify relevant event stakeholders and their importance in event management |
| 3 | Critically analyse the impacts and legacies of international events |
| 4 | Explain the role of international events in tourist destination management |
| 5 | Apply relevant concepts and theories toward international events management |

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 (individual presentation – 10 minutes):

A presentation on the role of events in contemporary society and more specifically tourist destination management.

Assessment 2 (Group work – 3000 words)

Choose any city and critically analyse the advantages and disadvantages of hosting the Olympic Games for this city.

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) |
|-------------------|-----------------------------|--------------------|---------------|
| 1 | 1, 4, 5 | Presentation | 30% |
| 2 | 2, 3, 5 | Group Project | 70% |

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end this level 5 module in International Events Management applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning.

Students studying International Events Management will have access to multiple learning opportunities including face to face or online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading. An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on case studies and their practice experiences in the world of business. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Indicative Syllabus Outline

1. Introduction to international events management
2. Exploring the international events industry
3. Event Tourism & Destination Management
4. Event legacy and impacts
5. Events policy and planning
6. Events risk and crisis management
7. Understanding event stakeholders: competing interests, clashes and conflicts
8. Event experience design
9. Leveraging large scale events
10. Accessible events

Indicative Bibliography:

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

Essential Reads

Bladen, C., Kennell, J., Abson, E. and Wilde, N. (2017), *Events Management: An Introduction*. 2nd ed. London: Routledge.

Other indicative reading

Beech, J., Kaider, S. and Kaspar, R. (2014), *The Business of Events Management*. Harlow: Pearson Education.

Getz, D. and Page, S. (2019), *Event Studies: Theory, Research and Policy for Planned Events*. 4th ed. London: Routledge.

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

Jackson, J. (2013), *Promoting and Marketing Events*. Oxon, UK: Routledge.

Quinn, B. (2013), *Key Concepts in Event Management*. London: Sage.

Wright, J. (2014), *How to Plan a Sustainable Event: A Guide for Creating a Waste Wise Event*. USA: Hierographic.

Yeoman, I., Robertson, M., Ali-Knight, J., Drummond, S. and McMahon-Beattie, U. (2003), *Festival and Events Management*. Oxford: Elsevier.

Websites

www.businessvisitsandeventspartnership.com

Association for Events Management Education: www.aeme.org.uk

Association of event venues: www.aev.org.uk

Event Industry News: eventindustrynews.co.uk

The Events Industry Alliance: www.eventsindustryalliance.com

The Event Services Association: www.tesa.org.uk

Journals

Tourism Management

Journal of Destination Marketing & Management

Annals of Tourism Research

Current Issues in Tourism - *This journal is outside the scope of our collection. You will be able to access abstracts for each article, but full text will require an inter-library loan.*

Journal of Sustainable Tourism - *This journal is outside the scope of our collection. You will be able to access abstracts for each article, but full text will require an inter-library loan.*

Tourism Management Perspectives

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
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication