

ÉCOLE
SUPÉRIEURE
D'HÔTELLERIE

PARIS



**London
South Bank
University**

MODULE STATEMENTS

BA (Hons) International Tourism and hospitality Management

**Division of Urban, Environment and Leisure Studies
School of Law and Social Sciences**

Contents

Level 4

Management and Leadership.....	3
Studying for Sustainability.....	6
Professional Development.....	9
Geographies of Tourism.....	12
Leisure and Consumption.....	15
Fundamentals of Hospitality.....	17

Level 5

Marketing Strategy and Communications	20
Research for Management.....	23
Business Development.....	25
Hospitality Operations.....	28
Hospitality Design	31
Destination Management.....	34

Level 6

Management Challenge.....	38
Extended Essay.....	41
Human Resource Management.....	43
International Hospitality Operations.....	46
Major and Mega Events.....	49
Heritage Management.....	52

LEVEL 4 MODULES

Module Title	MANAGEMENT & LEADERSHIP
Programme(s)/Course	BA (Hons) Tourism and Hospitality Management
Level	4
Semester	1
Ref No:	
Credit Value	20 CAT points
Student Study Hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality Management
JACS Code	
Description	The module provides an introduction to a range of aspects of the academic analysis of the operation of organisations and their management. The module is designed for students who will be working in T&H and E&E organisations and therefore will have focus on Human Resource Management and the development of managerial skills. The residential fieldtrip will allow the participants the opportunity to develop team working and leadership techniques through the use of management exercises, essential in both studying and in the work place.
Aims	This module aims to introduce students to the nature and scope of academic thinking about organisations and their management. The module will use this broad introductory approach to theory to set the context for the understanding by the student of organisations and their personal role within them. The module will develop the students` practical skills in organisational analysis by using workshop learning methods which enable students to apply theory to their own organisation.
Module Outcomes	Learning
	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> • Demonstrate an appreciation at an introductory level of the characteristics of different organisations and the issues facing their managers. • Illustrate the link between organisational behaviour and the tourism & hospitality industries by reviewing case studies of organisations. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of key theoretical concepts of organisational analysis. • Articulate basic concepts involved in the management of organisational behaviour. <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> • Work effectively as a member of a team.
Course Outcomes Mapping	Learning
	<p>Subject Knowledge and Understanding:</p> <p>A1: Analyse and evaluate the structures, concepts and characteristics of the T&H and E&E industries from a multi-disciplinary perspective including the fields of politics, social science and management studies.</p> <p>A4: Evaluate the impacts of changes in the political, social environmental technological environment on the T&H and E&E sectors.</p> <p>Intellectual and Research Skills:</p> <p>B4: Use of interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems.</p>

	<p>B5: Evaluate and apply theories and concepts from generic management areas to the operation and planning of the T&H and E&E industries.</p> <p>Transferable Skills and Personal Attributes:</p> <p>C2: Access, select and synthesise data from library and internet sources to achieve a given purpose.</p> <p>C5: Demonstrate personal, practical, intellectual skills and knowledge required to perform effectively in the workplace.</p>
Employability	<p>Students will learn about motivation and management techniques relevant to the tourism and hospitality industry, as well as have experience of working with others in delivering workshops and presentations. T&H and E&E organisations will require suitably trained and aware staff. This module prepares students for working effectively within their chosen profession.</p>
Teaching and learning pattern	<p>The module will be taught by a series of lectures and workshops. Lectures will identify the key themes of organisational analysis and behaviour. The workshops are designed as practical sessions for students to apply some of the key concepts developed in lectures and derived from students reading. Some of the workshops will involve students working in groups to develop material for group presentations.</p> <p>Teaching pattern will be a 1 hour lecture followed by 2 hour seminar / workshop</p>
Indicative content	<p>The programme will cover the following topics:</p> <ul style="list-style-type: none"> • Introduction to the study of organisations • Management issues for T&H and E&E professionals • Motivation • Leadership • Power and influence • The operation of groups • Cultures and structures of organisations • Organisational design • Communications in organisations • Systems of organisations and Information Technology
Assessment Elements & weightings	<p>Formative Assessment:</p> <p>Feedback on Group presentations based on reviewing workforce issues in T&H and E&E.</p> <p>Summative Assessment:</p> <p>This module is assessed through 1 element worth 100% of the module.</p> <p>Coursework 1</p> <p>A 3000 word report reviewing the management of the T&H and E&E workforce.</p>
Indicative Reading	<p>Core Reading</p> <p>Brooks, I. (2008) <i>Organisational Behaviour: individuals, groups and organisation</i>. 4th ed. Harlow: Financial Times Prentice Hall.</p> <p>Lashley, C and Lee Ross, D (2005) <i>Organisation Behaviour for Leisure</i>. Oxford. Butterworth Heinemann.</p> <p>Mullins, L. J. (2008) <i>Essentials of Organisational Behaviour</i>. Harlow: Financial Times Prentice Hall.</p> <p>Owen, J. (2014) <i>The Leadership Skills Handbook, 50 Essential Skills You Need to be a Leader</i>. 3rd ed. London: Kogan Page Ltd</p> <p>Rees, W. D. and Porter, C. (2015) <i>Skills of Management and Leadership, Managing People in Organisations</i>. London: Palgrave Macmillan.</p>

	<p>Watson, G. and Reissner, S. (2014) <i>Developing Skills for Business Leadership</i>. 2nd ed. London: Chartered Institute of Personnel & Development.</p> <p>Optional Reading</p> <p>Handy, C. B. (1995) <i>Beyond Certainty: the changing worlds of organisations</i>. London: Hutchinson.</p> <p>Handy, C. B. (2002) <i>The Elephant and the Flea: New thinking for a new world</i>. London: Arrow, 2002.</p> <p>Locke, E. A. (2009) <i>Handbook of Principles of Organizational Behavior</i>. New York: John Wiley & Sons Ltd.</p> <p>McKenna, E. F. (2006) <i>Business Psychology and Organisational Behaviour: a student's handbook</i>. London: Routledge</p> <p>McShane, S.L. (2008) <i>Organizational Behavior</i>. London: McGraw-Hill Education – Europe.</p> <p>Mullins, L. J. (2001) <i>Hospitality Management and Organisational Behaviour</i>. London: Pearson Education.</p> <p>Penny D. and Ellis, S. (2005) <i>Introduction to Organisational Behaviour</i>. London: McGraw-Hill Education – Europe.</p> <p>Pettinger, R. (2000) <i>Mastering Organisational Behaviour</i>. Basingstoke: Palgrave Macmillan.</p> <p>Rollinson, D. (2008) <i>Organisational Behaviour and Analysis: An integrated Approach</i>. Harlow: Financial Times Prentice Hall.</p>
Other Learning Resources	VLE

Module Title	STUDYING FOR SUSTAINABILITY
Programme(s)/Course	BA (Hons) Tourism and Hospitality Management
Level	4
Semester	1
Ref No:	
Credit Value	
Student Study Hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality Management
JACS Code	
Description	The module introduces the concept of sustainability early on in the degree as this, along with its underlying constructs of ethics and social and environmental justice, is the philosophy that underlies all modern thought on tourism and hospitality development and operations. The contested nature of sustainability lends itself to developing a range of academic skills including researching, critical reading, narrative construction, stakeholder analysis, graphical and presentation skills thus providing a grounding in basic academic skills that will hold the students in good stead for the rest of their degrees.
Aims	To develop appropriate study skills useful to first year students, that will be helpful in sustaining academic progress and development. To enable students to recognise their existing strengths and how best to develop new ones. To develop tools for self-organisation and optimum learning To develop students with the concept of sustainability
Module Learning Outcomes	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> Analyse and evaluate the structures, concepts and characteristics of the tourism, events and hospitality industries from a social science and management studies perspectives <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> Use a range of interpretive methods for the analysis and understanding of social, environmental and business environments. Use of interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to the complex issues surrounding the concepts and implementation of sustainability. Identify and respond appropriately to diverse and conflicting interests within the tourism, events and hospitality sector applying the principles of sustainability, and ethics <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> Communicate effectively in written, graphic, and oral forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright. Access, select and synthesise data from library and internet sources to analyse the concept of sustainability and the complexities of realising it in real life situations.
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding:</p> <p>A1: Analyse and evaluate the structures, concepts and characteristics of the tourism, events and hospitality industries from a multi-disciplinary perspective including the fields of politics, social science and management studies.</p> <p>Intellectual and Research Skills:</p>

	<p>B3: Use a range of quantitative and qualitative survey techniques and interpretive methods for the analysis and understanding of social, environmental and business environments.</p> <p>B4: Use of interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems.</p> <p>B6: Identify and respond appropriately to diverse and conflicting interests within the tourism, events and hospitality sector applying the principles of sustainability, ethics and good business practice.</p> <p>Transferable Skills and Personal Attributes:</p> <p>C1: Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright.</p> <p>C2: Access, select and synthesise data from library and internet sources to achieve a given purpose.</p>
Employability	The skills and knowledge gained will be beneficial to those students who are seeking part time work experience, either in the industry, or any other work environment. For example time management and self-organisation.
Teaching and learning pattern	<p>The module will be taught by a series of lectures and workshops. Lectures will identify the key themes around a topic of sustainability. The workshops are designed as practical sessions for students to apply some of the key concepts developed in lectures and derived from students reading. Some of the workshops will involve students working in groups to develop material for group presentations.</p> <p>Teaching pattern will be a 1 hour lecture followed by 2 hour seminar / workshop</p>
Indicative content	<p>The programme will cover the following topics:</p> <ul style="list-style-type: none"> • Introduction to the concept of sustainability identifying key principles and conflicting arguments in the sustainable development discourse. • Strategies for developing learning skills including: writing skills; introduction to the library and online research, introduction to literature analysis, basic statistics, communication. • Residential Field trip: develop knowledge and experience of a number of T&H and E&E products (city based events, historic towns and villages and entertainment districts). Develop team building skills and group cohesion through outward bound style activities and exercises. • Post field trip debrief and reflective evaluation of the field trip experience, including analysis of tourism and hospitality products.
Assessment Elements & weightings	<p>Formative Assessment:</p> <p>Post field trip in class presentations of initial analysis of sustainability issues encountered in Newcastle and its environs.</p> <p>Summative Assessment:</p> <p>This module is assessed through 1 element, Coursework 1 is worth 100% of the module.</p> <p>The module is assessed by the following:</p> <p>A 3000 word report reflecting and reviewing the residential fieldtrip experience whereby an assessment of sustainable issues is investigated and analysed. Due Week 13 (after the Christmas Vacation).</p>
Indicative Reading	<p>Core Reading</p> <p>Blowfield, M. (2012) <i>Business and Sustainability</i>. Oxford: Oxford University</p> <p>Burns, T. and Sinfield, S. (2008) <i>Essential Study Skills, The Complete Guide to Success at University</i>. 2nd ed. London: Sage Publications Ltd.</p>

	<p>Cotterell, S. (2011) <i>Critical Thinking Skills. Developing Effective Analysis and Argument</i>. 2nd ed. Basingstoke: Palgrave Macmillan.</p> <p>Cotterell, S. (2013) <i>The Study Skills Handbook</i>. 4th ed. Basingstoke: Palgrave Macmillan.</p> <p>Dresner, S. (2014) <i>The Principles of Sustainability</i>. 2nd Ed. London: Taylor and Francis Ltd</p> <p>Marcus, A. (2015) <i>Innovation in Sustainability, Fuel and Food</i>. Cambridge: Cambridge University press</p> <p>Mowforth, M. and Munt, I. (2015) <i>Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World</i>. 4th ed. London: Taylor and Francis Ltd</p> <p>Mulligan, M. (2014) <i>An Introduction to Sustainability, Environmental Social and Personal Perspectives</i>. London: Taylor and Francis Ltd</p> <p>Optional Reading</p> <p>Altinay, L. Paraskevas, A. and Jang, S. (2015) <i>Planning Research in Hospitality & Tourism</i>. 2nd ed. London: Taylor & Francis Ltd</p> <p>Cotterell, S. (2003) <i>Skills for Success, The Personal Development Planning and Handbook</i>. Basingstoke: Palgrave Macmillan.</p> <p>Drew, S. and Bingham, R. (2010) <i>The Guide to Learning and Study Skills</i>. London: Gower Publishing Ltd</p> <p>Maier, P. Ramsay, P. and Price, G. (2010) <i>Study Skills for Business and Management Students</i>. London: Pearson Education Limited</p> <p>Moore, S. Neville, C. Murphy, M. and Connolly, C. (2010) <i>The Ultimate Study Skills Handbook</i>. London: Open University Press</p> <p>Weyers, J. and McMillan, K. (2012) <i>The Study Skills Handbook</i>. 3rd ed. London: Pearson Education Limited</p>
Other Learning Resources	VLE

Module Title	PROFESSIONAL DEVELOPMENT
Programme(s)/Course	BA (Hons) Tourism and Hospitality Management
Level	4
Semester	2
Ref No:	
Credit Value	20 CAT Points
Student Study hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality Management
JACS Code	
Description [100 words max]	This module will equip students with the skills necessary to find a summer placement and to evaluate the development of their skills, knowledge and competences.
Aims	This module aims to promote an understanding of the skills, knowledge and competences required by different jobs in the T&H and E&E industries, to encourage students to self-reflect on their own development and to practice key application techniques such as writing a CV/covering letter and job interviews/assessment centres.
Module Learning Outcomes	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> Analyse and evaluate the interaction between tourism/events/hospitality markets, suppliers, clients, resources and other stakeholders in the global economy. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> To become critical and reflective learners drawing on their academic and employability experiences and using these to develop their career pathways. <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to securing a placement or job in tourism/events/hospitality Access, select and synthesise data from library and internet sources to research an organisation before making an application or going to an interview or assessment centre. Demonstrate personal, practical, intellectual skills and knowledge required to perform effectively in the workplace. Demonstrate interpersonal and employability skills of listening, negotiating, persuasion and presentation.
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding: A2: Analyse and evaluate the interaction between tourism/events/hospitality markets, suppliers, clients, resources and other stakeholders in the global economy.</p> <p>Intellectual and Research Skills: B1: To become critical and reflective learners drawing on their academic and employability experiences and using these to develop their career pathways.</p> <p>Transferable Skills and Personal Attributes: C1: Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright.</p>

	<p>C2: Access, select and synthesise data from library and internet sources to achieve a given purpose.</p> <p>C5: Demonstrate personal, practical, intellectual skills and knowledge required to perform effectively in the workplace.</p> <p>C6: Demonstrate interpersonal and employability skills of listening, negotiating, persuasion and presentation.</p>
Employability	The module will enable students to identify the skills, knowledge and competences required to work in the industry and to develop an awareness of their own development needs.
Teaching & Learning Pattern	A combination of lectures and workshops and interview/assessment centre practice sessions. There will also be presentations given by employers and providers of voluntary experience.
Indicative content	The scope of the industry, the size and ownership of organisations; job possibilities in the industry; frameworks to analyse skills, knowledge and competences; evaluation of the student's current skills and future professional goals; writing the covering letter and CV; preparing for and handling the competency-based interview; getting and using feedback from job interviews; industry speakers
ASSESSMENT METHOD (Please give details – of components, weightings, sequence of components, final component)	<p>Formative assessment: This will involve feedback via small group meetings on a self-reflection questionnaire based on knowledge, skills and competences for the workplace.</p> <p>Summative Assessment: Coursework 1 (50% weighting) An assignment designed to help you reflect on your development and to sell yourself at job interviews and assessment centres. You are required to submit a 5 minute video which provides:</p> <ul style="list-style-type: none"> - a short resume of your background and career goals, - an overview of your strengths, - an overview of your weaknesses and how you intend to overcome them. <p>Coursework 2 (50% weighting) You are required to write an overall reflection of the skills, competences and knowledge that you have developed since starting the course and which will be of benefit to you in future jobs. In your answer you may refer to your studies, voluntary activities and paid work experience.</p> <p>In addition provide STAR (i.e. situation, task, action, result) examples of three specific competences which will be of benefit to you in future jobs in the sector. These three examples should be drawn from your work, voluntary activities and/or studies.</p> <p>You should write 2000 words not including appendices.</p>
Indicative Reading	<p>Core Reading Neugebauer, J. & J. Evans-Brain. (2009) <i>Making the most of your placement</i>. London, Sage.</p> <p>Optional Reading Currie, D. & D. Golding. (1999) <i>Thinking about management: A Reflective Practice Approach</i>. Abingdon, Oxon, Routledge.</p> <p>Fanthome, C. (2004). <i>Work Placements: A Survival Guide for Students</i>. Basingstoke, Palgrave Macmillan</p> <p>Gorham, G. & S. Rice. (2007). <i>Travel Perspectives, a Guide to becoming a Travel Professional</i>. Clifton Park, NY, Delmar Learning.</p>

	<p>Griffith, S. (2009). <i>Work Your Way around the World: A Fresh and Fully-Up-To-Date Guide for the Modern Working Traveller</i>. Richmond (Surrey), Crimson Publishing.</p> <p>Maun, R. (2010). <i>Job hunting 3.0: Secrets and Skills to Sell Yourself Effectively in the Modern Age</i>. London, Marshall Cavendish International.</p> <p>Moon, J.A. (2006). <i>Learning Journals: A Handbook for Reflective Practice and Professional Development</i>. Abingdon, Oxon, Routledge.</p> <p>Opute, J. (2011). <i>Professional and interpersonal Skills and Learning for Work</i>. Harlow, Pearson Education.</p> <p>Trought, F. (2011). <i>Brilliant Employability Skills</i>. Harlow, Prentice-Hall.</p>
<p>Other Learning Resources</p>	<p>VLE Computers equipped with video recording software</p>

Module Title	GEOGRAPHIES OF TOURISM
Programme(s)/Course	BA (Hons) Tourism and Hospitality Management
Level	4
Semester	2
Ref No:	
Credit Value	20 CAT Points
Student Study hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality Management
JACS Code	
Description [100 words max]	This module introduces students to the fields of geography and human geography through the lens of tourism. It introduces a range of frameworks and theories from the fields of geography and tourism and will encourage students to assess important overarching debates and issues. It seeks to promote within students a critical, holistic and responsible approach to the development and management of tourism.
Aims	This module aims to: - introduce students to the study of tourism geography and to equip them with important theoretical foundations for the further study of either tourism or human geography - promote a range of different tools which students can use to explore, explain and evaluate issues in the field of tourism geography - encourage a critical and evaluative approach to their studies
Module Learning Outcomes	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> Analyse and evaluate the interaction between tourism markets, suppliers, clients, resources and other stakeholders in the global economy. Understand the practical contribution of tourism concepts, techniques and understanding to forging more socially just and environmentally sustainable futures. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> Identify and respond appropriately to diverse and conflicting interests within the tourism sector applying the principles of sustainability, ethics and good business practice. <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to a range of tourism stakeholders and which respect intellectual property and copyright. Work autonomously and manage one's own time, behaviour, motivation and initiative. Demonstrate interpersonal and employability skills of listening, negotiating, persuasion and presentation.
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding:</p> <p>A2: Analyse and evaluate the interaction between tourism/events/hospitality markets, suppliers, clients, resources and other stakeholders in the global economy.</p> <p>A5: Understand the practical contribution of tourism and hospitality concepts, techniques and understanding to forging more socially just and environmentally sustainable futures.</p>

	<p>Intellectual and Research Skills: B6: Identify and respond appropriately to diverse and conflicting interests within the tourism, events and hospitality sector applying the principles of sustainability, ethics and good business practice.</p> <p>Transferable Skills and Personal Attributes: C1: Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright.</p> <p>C4: Work autonomously and manage one’s own time, behaviour, motivation and initiative.</p> <p>C6: Demonstrate interpersonal and employability skills of listening, negotiating, persuasion and presentation.</p>
Employability	<p>The module will help students to understand the diverse and complex issues facing decision-makers in a range of tourist organisations in the voluntary/community, public and private sectors. It seeks to promote a holistic and critical perspective on decision-making in tourism and other fields of work. The module will equip students with a range of tools to assist in decision-making on issues concerning physical and human geography. An understanding of these tools will also enable students to assist experienced researchers in research and consultancy projects in the field of human geography.</p>
Teaching & Learning Pattern	<p>11 weeks of classroom-based teaching (1 hour lecture followed a 2 hour seminar, some of these seminars will run as directed coursework help workshops)</p>
Indicative content	<p>Introduction to tourism, geography, human geography and tourism geography; the phases of evolution in the geographical study of tourism; conceptual thinking in geography currently shaping tourism (from spatial analysis to the study of diversity and complexity)</p> <p>Global and local population trends, the evolution of tourist/migration flows; forms of tourism; why people travel; influences on personal mobility; the development of tourist facilities</p> <p>Physical geography for tourism: familiarisation with the location, distances between and accessibility of places around the world; landforms, weather and climate; natural resources, tourism and sustainability; interrelationships between societies and natural environments from the tourism perspective Making use of maps, photographs, GIS and other technologies to organise and present evidence; making video presentations</p> <p>Settlement patterns, the growth of towns and cities, the evolution of rural and water-based spaces and their relationship with tourism</p> <p>The tourism industry from a systems perspective: generating, transit and receiving areas: introduction to the destination, transport and intermediary sub-systems; the voluntary, community, public and private sectors</p> <p>Agriculture and other industries and their relationship with tourism</p> <p>Cultures and heritage from the perspective of tourists and the host region</p> <p>Comparison of tourism demand, supply and host-guest interactions in the developing and developed world; supply and demand scenarios for the future (including virtual tourism)</p>

	<p>The role of governments in tourism systems, policies and interventions (entrepreneur/operator; regulator; facilitator; stimulator; co-ordinator); the economic, physical and socio-cultural perspectives</p>
<p>ASSESSMENT METHOD (Please give details – of components, weightings, sequence of components, final component)</p>	<p>Formative assessment: This will involve a practise exercise requiring students to gather non text-based evidence and a 1 minute oral presentation. Feedback will be provided on both tasks in relation to the formal assessments.</p> <p>Summative Assessment: 100% Coursework (10 minute video presentation and evidence booklet)</p> <p>Geographical analysis of tourism in a locality in the UK which should answer the question:</p> <p>Analyse the way in which tourism has shaped and is shaped by the local, natural and social environment of your chosen destination?</p> <p>Students are free to choose their own locality. The location can be urban or rural.</p> <p>In their evidence booklet students are initially required to provide a summary of the physical and cultural characteristics of the locality. Students are then expected to assess the impact of tourism on the host society, the economy and the physical environment. Evidence should be presented in a non-text based format in an evidence booklet which should be A3 in size and comprise no more than 20 sides of evidence. The evidence used may be photographs, drawings, maps, bar charts and lines graphs and/or other displays.</p> <p>The 10 minute video should briefly outline the physical and cultural characteristics of the student's chosen locality and then assess the extent to which the impacts of tourism are positive. In the video students should make reference to displays in their evidence booklet. No other visual aids are permitted.</p>
<p>Indicative Reading</p>	<p>Core Reading: Williams, S. (2009) <i>Tourism geography, a new synthesis</i>. Routledge: New York.</p> <p>Optional Reading: Hall, C. M. & S. J. Page. (2014) <i>The geography of tourism and recreation; Environment, place and space</i>. Routledge: London.</p> <p>Jones, A. (2012) <i>Human geography, the basics</i>. Routledge: Abingdon, Oxon.</p> <p>Mancini, M. (2008) <i>Selling destinations: Geography for the travel professional</i>. Delmar: Clifton Park NY.</p> <p>Matthews, J. A. & D. T. Herbert. (2008). <i>Geography, a very short introduction</i>. Oxford University Press: Oxford.</p> <p>Page, S. J. & J. Connell. (2014). <i>Tourism, a modern synthesis</i>. Cengage Learning: Andover, Hampshire.</p> <p>Yeoman I (2012) <i>2050: Tomorrows Tourism</i>. Channel View Publications: Bristol</p>
<p>Other Learning Resources</p>	<p>VLE (Virtual Learning Environment, including the moodle site) Computers equipped with video recording software</p>

Module Title	LEISURE AND CONSUMPTION
Programme(s)/Course	BA (Hons) Tourism and Hospitality Management
Level	4
Semester	1
Ref No.	
Credit Value	20
Student Study Hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality Management
JACS Code	
Description	Introduces the leisure and events industries' structure, essential character and governance framework. Investigates the role of leisure and events in modern society as consumption, experience, economic driver and identity reinforcing agent. Identifies the range of skills and knowledge required to be a successful manager in these industries
Aims	To introduce students to the complexity of the leisure and events sectors by use of models and frameworks of understanding. It seeks to stimulate the students into contemplating the roles that these industries play in the modern society and economy. It will aim to start students' self – analysis of their own skills and knowledge in relation to their future careers and management aspirations.
Module Learning Outcomes	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> Analyse and evaluate the structures, concepts and characteristics of the leisure industries from a multi-disciplinary perspective including the fields of politics, social science and management studies. Analyse and evaluate the interaction between leisure markets, suppliers, clients, resources and other stakeholders in the global economy. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> Evaluate and apply theories and concepts from generic management areas to the operation and planning of the leisure industries. <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to leisure industry managers and which respect intellectual property and copyright. Access, select and synthesise data from library and internet sources to research leisure and consumption. Demonstrate interpersonal and employability skills of listening, negotiating, persuasion and presentation.
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding</p> <p>A1: Analyse and evaluate the structures, concepts and characteristics of the tourism, events and hospitality industries from a multi-disciplinary perspective including the fields of politics, social science and management studies.</p> <p>A2: Analyse and evaluate the interaction between tourism/events/hospitality markets, suppliers, clients, resources and other stakeholders in the global economy.</p> <p>Intellectual and Research Skills</p> <p>B5: Evaluate and apply theories and concepts from generic management areas to the operation and planning of the tourism, events and hospitality industries.</p>

	<p>Transferable Skills and Personal Attributes</p> <p>C1: Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright.</p> <p>C2: Access, select and synthesise data from library and internet sources to achieve a given purpose.</p> <p>C6: Demonstrate interpersonal and employability skills of listening, negotiating, persuasion and presentation</p>
Employability	Identifies skills and knowledge required to work in the sector and so starts students' awareness of their own development needs. Feeds into Employment and Practice 1.
Teaching and learning pattern	1 hour lecture per week plus 2 hours workshop, case study session, or local field visits.
Indicative content	<ul style="list-style-type: none"> • The structure of the leisure industry and its segments; • Key issues in defining leisure; • The role of Leisure in modern society; • Key stakeholders and their issues in managing leisure.
Assessment Elements & weightings	<p>Formative assessment: This will involve feedback on practise article assessments in seminars and mini presentations.</p> <p>Summative Assessment: 100% Coursework Coursework 1 – 50% Assess ability to understand written articles and analyse contents against theory or model (1000 words). Coursework 2 – 50% Verbal presentation on the structure of a given segment of the leisure or events industry and its contribution to society and skills required of managers in that segment.</p>
Indicative Reading	<p>Core Reading Blackshaw, T. (2015) <i>Routledge Handbook of Leisure Studies</i>. London: Taylor & Francis Ltd Routledge</p> <p>Borsay, P. (2006) <i>A History of Leisure. The British Experience Since 1500</i>. Basingstoke: Palgrave MacMillan</p> <p>Stebbins, R. A. (2009) <i>Leisure and Consumption</i>. Basingstoke: Palgrave Macmillan</p> <p>Tribe, J. (2015) <i>The Economics of Recreation, Leisure and Tourism</i>. 5th ed. London: Taylor & Francis Ltd Routledge</p> <p>Optional Reading Broadbent, R. (2001) <i>Managing Environments for Leisure and Recreation</i>. London: Taylor & Francis Ltd Routledge</p> <p>Roberts, K. (2004) <i>The Leisure Industries</i>. Basingstoke. Palgrave MacMillan</p> <p>Roberts, K. (2006) <i>Leisure in Contemporary Society</i>. Wallingford: CABI Publications</p> <p>Page, S. and Connell, J. (2010) <i>Leisure: An Introduction</i>. Harlow: Pearson</p>
Other Learning Resources	VLE

Module Title	FUNDAMENTALS OF HOSPITALITY
Programme(s)/Course	BA (Hons) Tourism and Hospitality Management
Level	4
Semester	2
Ref No:	
Credit Value	20 Credits
Student Study hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality Management
JACS Code	
Description [100 words max]	The Module will develop students understanding of the structure and organisation of the hospitality industry and will explore the different sectors that make up the industry. It will provide an introduction to the provision of accommodation food and drink operations within the Hospitality sector and will consider supply and demand, operational aspects and the products offered.
Aims	<ul style="list-style-type: none"> • To enable students to appreciate the diverse nature of the hospitality industry. • To develop an awareness of the economic and competitive environment in which the hospitality business operates. • To explore how demand and supply may differ depending on the products offered within the varying sectors. • To explore current trends that occur within the industry with respect to food provision.
Module Learning Outcomes	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> • Appreciate the structure, size and nature of the UK hospitality industry. • Evaluate the influences on the different types of customer demand. • Explore the diverse provision of food and drink within the sector and to understand the reasons for this. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> • Select and apply relevant theory to the subject area. <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> • Develop verbal communication skills.
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding:</p> <p>A1: Analyse and evaluate the structures, concepts and characteristics of the tourism, events and hospitality industries from a multi-disciplinary perspective including the fields of politics, social science and management studies.</p> <p>A6: Understand the logistics and operational processes required to manage hospitality and tourism businesses including, hotels, restaurants and tour operators.</p> <p>Intellectual and Research Skills:</p> <p>B5: Evaluate and apply theories and concepts from generic management areas to the operation and planning of the tourism, events and hospitality industries.</p> <p>B6: Identify and respond appropriately to diverse and conflicting interests within the tourism, events and hospitality sector applying the principles of sustainability, ethics and good business practice.</p> <p>Transferable Skills and Personal Attributes:</p>

	<p>C1: Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright.</p> <p>C4: Work autonomously and manage one's own time, behaviour, motivation and initiative.</p>
Employability	The module will provide students with a greater understanding of the structure of the industry and of how different organisations interrelate, thus helping students to decide which sector of the industry they are interested in working in, both for the Industrial Placement and in future employment, as they will be better informed. Improved communication and self-management skills will advantage those students who are seeking part time employment
Teaching & Learning Pattern	<p>Teaching will consist of 12 hour long lecture and 12 two-hourly seminar/ workshops and local field visits. The teaching will be supplemented by audio-visual material and use of the moodle site.</p> <p>Lectures introduce issues and debates surrounding the hospitality industry. Some seminar time will also be devoted to the development of key study and presentation skills as well as analysing academic case studies and readings</p>
Indicative content	<ul style="list-style-type: none"> • An overview of the different sectors that make up the Hospitality Industry. • Ownership and management within the Hospitality sector. • Food and beverage provision within the broad context of the Hospitality Industry. • Key trends in consumption patterns • Key legislation governing the industry. • The influence of supply and demand within the industry.
ASSESSMENT METHOD (Please give details – of components, weightings, sequence of components, final component)	<p>Formative Assessment: Feedback on individual presentations based on the topics mentioned below for the summative assessment.</p> <p>Summative Assessment: Worth 100% of the module coursework one is a 3000 word report. Students will be allowed to pick from a variety of topics including: sustainability and food, assessing the decline of the British pub industry, assessment of the impact of the green revolution on the food production industry.</p>
Indicative Reading	<p>Core Reading Ball, S. Jones, P. Kirk, D. and Lockwood, A. (2003) <i>Hospitality Operations, A Systems Approach</i>. London: Continuum.</p> <p>Blokdijk, G. (2015) <i>Hospitality Management - Simple Steps to Win, Insights and Opportunities for Maxing Out Success</i>. London: Complete Publishing</p> <p>Jones, P. (2002) <i>Introduction to Hospitality Operations</i>. 2nd ed. London: Cassell.</p> <p>Powers, T and Burrows, C. (2003) <i>An Introduction to Management in the Hospitality Industry</i>. Chichester: J. Wiley and Sons.</p> <p>Wood, C. R (2015) <i>Hospitality Management</i>. London: Sage Publications Ltd.</p> <p>Hinkin, T. R. (2005) <i>Cases in Hospitality Management</i>. 2nd ed. London: John Wiley and Sons Ltd.</p> <p>Walker, J. R. (2016) <i>Introduction to Hospitality Management</i>. 5th ed. USA: Pearson Education</p> <p>Optional Reading</p>

	<p>Brotherton, B. (2000) <i>Introduction to the UK Hospitality Business</i>. London: Butterworth Heinemann.</p> <p>Lashley, C. and Morrison, A. (2000) <i>Franchising Hospitality Services</i>. 7th ed. London: Butterworth Heinemann.</p> <p>Williams, A. (2002) <i>Understanding the Hospitality Consumer</i>. 3rd ed. London: Butterworth Heinemann</p>
<p>Other Learning Resources</p>	<p>VLE</p>

LEVEL 5 MODULES

Module Title	MARKETING STRATEGY AND COMMUNICATIONS
Programme(s)/Course	BA (Hons) Tourism and Hospitality Management
Level	5
Semester	1
Ref No:	
Credit Value	20
Student Study hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	Markets and Marketing
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality Management
JACS Code	
Description [100 words max]	This is a core management skills module that requires the students to understand and apply the concepts of marketing strategy to the T&H and E&E industries, and to be able to communicate with and identify markets using an appropriate suite of tools and techniques. It is a practical module in terms of its skills (see coursework assignment) yet embeds these firmly within theory. The relationship between theory and practice will be explored in class and tested via the coursework assignment and through the compulsory week's field trip overseas usually to Barcelona.
Aims	This module helps students to understand the key role that marketing plays in the growth of T&H and E&E businesses. Students will become familiar with the marketing planning process in public and private sector organisations and, through the practical development of a marketing plan, be able to assist in the implementation, monitoring and evaluating of these plans. They will be exposed to destination marketing in action in a major European destination, Barcelona, and to a range of facilities and operators, in the destination.
Module Learning Outcomes	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> • Develop skills in marketing planning and communications. • Effectively apply the relevant marketing theory to practical issues. • Understand the ethical issues surrounding marketing planning and communications. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> • Apply models, concepts and theory to practical, vocational situations. <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> • Develop skills in specialised report writing.
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding:</p> <p>A2: Analyse and evaluate the interaction between T&H and E&E markets, suppliers, clients, resources and other stakeholders in the global economy.</p> <p>A3: Interpretation of business and research data to the development of T&H and E&E strategies and plans. For example, business plans, destination management, hospitality, event and marketing planning.</p> <p>Intellectual and Research Skills:</p>

	<p>B3: Use a range of quantitative and qualitative survey techniques and interpretive methods for the analysis and understanding of social, environmental and business environments.</p> <p>Transferable Skills and Personal Attributes: C2: Access, select and synthesise data from library and internet sources to achieve a given purpose.</p>
Employability	<p>This module aids students to become employable in an industry where marketing is a key element in maintaining competitiveness. Students will understand and be able to contribute to the marketing planning process in public and private sector tourism organisations and assist in the implementation, monitoring and evaluating of these strategies. Students will have in depth knowledge of a leading tourism destination and how it is marketed and have worked in groups to research and investigate issues in the field.</p>
Teaching & Learning Pattern	<p>Teaching will consist of 11 one-hourly lecture slots plus seminars (33 hours) plus a one week field trip to Barcelona (40 hours).</p> <p>Themes developed in lectures will be further explored during the seminars involving group discussion and analysis of case studies. During the lectures and seminars we will prepare for the field trip, discuss and debate the issues surrounding Barcelona as a destination and discuss our learning from the trip.</p> <p>The students are also required to do 88 hours of self-managed study</p>
Indicative content	<p>This module looks at the main stages in the marketing planning process. It will cover the fundamentals of marketing strategy and situational analysis, travel purchasing and buyer behaviour, product development, pricing, distribution and promotion, including branding and positioning. The module also looks, through the field trip, at the role of NTOs, public/private partnerships and attractions and facilities in creation and delivery of the 'marketing promise'.</p>
ASSESSMENT METHOD (Please give details – of components, weightings, sequence of components, final component)	<p>Formative Assessment: In class feedback into breadth and depth of researched data gleaned from the fieldtrip.</p> <p>Summative Assessment: The module is assessed through a piece of coursework of 3500 words (100% of the mark). This is in part based on the knowledge acquired during the fieldtrip.</p>
Indicative Reading	<p>Core Reading Bowie, D. and Buttle, F. (2011) <i>Hospitality marketing: principles and practice</i>. Oxford: Butterworth Heinemann. (print and e-book)</p> <p>Hudson, S. (2008) <i>Tourism and Hospitality Marketing</i>, London: Sage Publications (There are many copies in the library. It is also available as an e-book.)</p> <p>Middleton, V. T. C., Fyall, A. and Morgan, M. (2009) <i>Marketing in Travel and Tourism</i>. London: Butterworth Heinemann. 4th ed. (This is also available as an e-book.)</p> <p>Swarbrooke, J. and Horner, S. (2007) <i>Consumer Behaviour in Tourism</i>. London: Butterworth-Heinemann. (Hard copies and ebook)</p> <p>Optional Reading Fyall, A. and Garrod, B. (2005) <i>Tourism Marketing: A Collaborative Approach (Aspects of Tourism)</i>. Clevedon: Multilingual Matters Limited (also available as an e-book).</p>

	<p>Harris, R, Jago, L. and King B. (2005) <i>Case Studies in Tourism and Hospitality Marketing</i>. Frenchs Forest, New South Wales: Pearson Education Australia.</p> <p>Kotler, P.T., Bowen, J.T. and Makens, J. (2014) <i>Marketing for Hospitality and Tourism</i>. New Jersey: Pearson Education. (Hard copies.)</p> <p>Oelkers, D. (2007) <i>Travel and Tourism Marketing</i>. Mason, Ohio: South-Western Educational Publisher. (hard copies.)</p>
<p>Other Learning Resources</p>	<p>Case studies provided for class discussion and available on Moodle</p> <p>Academic articles, industry reports and news items available on Moodle.</p> <p>Information on Barcelona and its tourism industry on Moodle.</p>

Module Title	RESEARCH FOR MANAGEMENT
Programme(s)/Course	BA (Hons) Tourism and Hospitality Management
Level	5
Semester	2
Ref No:	
Credit Value	20 CAT Points
Student Study hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality Management
JACS Code	
Description [100 words max]	This module will prepare students for writing research proposals and for undertaking primary research within industry organisations. Students will also receive support in preparing for their second summer placement.
Aims	<ul style="list-style-type: none"> To assist students in preparing for their second summer placement To discuss the various approaches to research to enable students to make appropriate choices when doing research projects in industry
Module Learning Outcomes	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> Analyse and evaluate the structures, concepts and characteristics of the tourism, events and hospitality industries from a multi-disciplinary perspective including the fields of politics, social science and management studies. Interpretation of business and research data to the development of tourism, events and hospitality strategies and plans. For example, business plans, destination management, hospitality, event and marketing planning. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> To become critical and reflective learners drawing on their academic and employability experiences and using these to develop their career pathways. Use a range of quantitative and qualitative survey techniques and interpretive methods for the analysis and understanding of social, environmental and business environments in tourism, events and hospitality. Evaluate and apply theories and concepts from generic management areas to the operation and planning of the tourism, events and hospitality industries. <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to tourism, events and hospitality decision-makers and which respect intellectual property and copyright.
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding:</p> <p>A1: Analyse and evaluate the structures, concepts and characteristics of the tourism, events and hospitality industries from a multi-disciplinary perspective including the fields of politics, social science and management studies.</p> <p>A3: Interpretation of business and research data to the development of tourism, events and hospitality strategies and plans. For example, business plans, destination management, hospitality, event and marketing planning.</p> <p>Intellectual and Research Skills:</p> <p>B1: To become critical and reflective learners drawing on their academic and employability experiences and using these to develop their career pathways.</p>

	<p>B3: Use a range of quantitative and qualitative survey techniques and interpretive methods for the analysis and understanding of social, environmental and business environments.</p> <p>B5: Evaluate and apply theories and concepts from generic management areas to the operation and planning of the tourism, events and hospitality industries.</p> <p>Transferable Skills and Personal Attributes: C1: Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright.</p>
Employability	This module will help students to identify issues within an organisation which can be investigated by research, to assist in developing research proposals and to undertake appropriate research to explore and analyse these issues in greater depth.
Teaching & Learning Pattern	The module is taught in a concentrated block including lectures, seminars and drop-in sessions with the module co-ordinator and Jobshop to allow you to go on your placement from Easter
Indicative content	Research philosophies; developing a methodology (data collection methods, sampling techniques); data analysis; presentation of research findings in academic reports and to managers in an organisation
ASSESSMENT METHOD (Please give details – of components, weightings, sequence of components, final component)	<p>Formative assessment: This will involve seminar presentations in which students outline and justify a research project after which feedback will be provided. There will also be seminar sessions in which alternative methodologies to investigate a given research brief will be discussed.</p> <p>Summative Assessment: Two courseworks weighted at 50% each:</p> <ul style="list-style-type: none"> - 5 minute video in which the student reflects on the development of their skills, knowledge and competences - 2000 word report outlining and justifying a research project including a methodology section
Indicative Reading	<p>Core Reading Currie, D. & D. Golding. (1999) Thinking about management: A Reflective Practice Approach. Abingdon, Oxon, Routledge.</p> <p>Maun, R. (2010). Job hunting 3.0: Secrets and Skills to Sell Yourself Effectively in the Modern Age. London, Marshall Cavendish International.</p> <p>Trought, F. (2011). Brilliant Employability Skills. Harlow, Prentice-Hall.</p> <p>Veal, A. J. (2011) Research Methods for Leisure and Tourism. Harlow, Pearson</p> <p>Optional Reading Buglear, J. (2010) Stats means Business. Oxford, Butterworth-Heinemann.</p> <p>Moon, J.A. (2006). Learning Journals: A Handbook for Reflective Practice and Professional Development. Abingdon, Oxon, Routledge</p> <p>Newton, R. (2010). The Management Consultant. Harlow, Pearson Education.</p>
Other Learning Resources	VLE Computers equipped with video recording software

Module Title	BUSINESS DEVELOPMENT
Programme(s)/Course	BA (Hons) Tourism and Hospitality Management
Level	5
Semester	1
Ref No:	
Credit Value	20
Student Study hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality Management
JACS Code	
Description [100 words max]	The module integrates the learning of strategy, management and enterprise theory with the practical processes of planning the turn-around of a failing T&H or E&E business. Seminars will be based around the use of videos of declining businesses (pubs, hotels, night clubs, E&E products) which students will analyse in terms of product development, management issues, concept and business planning. They will then take one of these failing enterprises and prepare a business plan for it to the point of identifying markets, developing a business concept and a Profit and Loss account for a standard year of operation.
Aims	To engender within the student the confidence in their knowledge and ability to analyse a market and product development opportunity to the point where they can convince others of its viability. To understand and apply: <ul style="list-style-type: none"> • The drivers and nature of businesses and enterprises • The process of turning an idea into a business opportunity • The human and organisational requirements to develop and manage an opportunity • The Business Planning process • Funding regimes and basic business ratios (e.g. rate of return, return on investment) • Market assessment and relate it to product positioning and marketing strategy
Module Learning Outcomes	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> • Interpretation of business and research data to the development of tourism, events and hospitality strategies and plans. • Evaluate the impacts of changes in the political, social environmental technological environment with regards to planning a business. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> • Use a range of research and interpretive methods for the analysis and understanding of business environments. • Evaluate and apply theories and concepts business planning to the tourism, events and hospitality industries. <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> • Communicate effectively in written and graphical forms in ways which are appropriate for those seeking to raise finance for a business turn-around. • Access, select and synthesise data from library and internet sources to achieve the purpose of business planning..

Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding:</p> <p>A3: Interpretation of business and research data to the development of tourism, events and hospitality strategies and plans. For example, business plans, destination management, hospitality, event and marketing planning.</p> <p>A4: Evaluate the impacts of changes in the political, social environmental technological environment on the tourism, hospitality and events sectors.</p> <p>Intellectual and Research Skills:</p> <p>B3: Use a range of quantitative and qualitative survey techniques and interpretive methods for the analysis and understanding of social, environmental and business environments.</p> <p>B5: Evaluate and apply theories and concepts from generic management areas to the operation and planning of the tourism, events and hospitality industries.</p> <p>Transferable Skills and Personal Attributes:</p> <p>C1: Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright.</p> <p>C2: Access, select and synthesise data from library and internet sources to achieve a given purpose.</p>
Employability	<p>An understanding of market assessment and business planning is a skill sought by all employers of their management staff, and is a pre-requisite of successful entrepreneurship.</p>
Teaching & Learning Pattern	<p>The module will be have traditional lectures and a seminar and/or interactive workshop programme where students, amongst other exercises will: analyse real life cases; identify business opportunities; explore product development options, link theory from across the programme to a practical situation, and generate and present a business plan.</p>
Indicative content	<p>Corporate Strategy: Corporate Missions, Aims and Objectives; Strategic Analysis and The Competitive Environment; Strategic Choice – option generation and selection;</p> <p>Entrepreneurship: entrepreneurship versus management; who is the entrepreneur; ideas v opportunity; opportunity identification and development; business start-ups; turning around businesses; business identity; business models and sources of finance</p> <p>Business Planning: the business plan format; financial, market assessment, forecasting; profit and loss, cashflow and balance sheets.</p>
ASSESSMENT METHOD (Please give details – of components, weightings, sequence of components, final component)	<p>Formative Assessment:</p> <p>Analysis of issues of business failure and opportunity of assignment case study. Done in class in Week 4</p> <p>Summative Assessment:</p> <p>This module is assessed 100% by coursework.</p> <p>Coursework 1 is worth 25% of the module. A poster in week 7. It is worth 25% of the module, and includes a poster and defence of the market assessment of the potential new or turn-around venture.</p> <p>Coursework 2 is worth 75% of the module. Coursework 2 is the full business plan report. It is worth 75% of the module and is 2,000 words long. Due in Week 12.</p>
Indicative Reading	<p>Core Reading</p> <p>Adams, D (2006) <i>Management Accounting for the Hospitality, Tourism and Leisure Industries: A Strategic Approach</i>.</p>

	<p>Burns, P., and Davidson, J., (eds. 1996) <i>Small Business and Entrepreneurship</i> (2nd Edition) Basingstoke. MacMillan</p> <p>Johnson, G and Scholes, K (2008) <i>Exploring Corporate Strategy</i>. Harlow. Financial Times, Prentice Hall.</p> <p>Tribe, J (1997) <i>Corporate Strategy for Tourism</i>. London. Thomson Business Press</p> <p>OPTIONAL READING: Getz, D Carlsen, J and Morrison, A (2004) <i>The Family Business in Tourism and Hospitality</i>. Wallingford. CABI Publishing.</p> <p>Hales, J (2007) <i>Accounting and Financial Analysis in the Hospitality Industry</i>. Oxford, Butterworth Heinemann</p> <p>Morrison, A., Rimmington, M. and Williams, C. (1999) <i>Entrepreneurship in the Hospitality, Tourism and Leisure Industries</i>. Oxford. Butterworth Heinemann</p> <p>Rae, D (2007) <i>Entrepreneurship: from opportunity to action</i> Basingstoke. Palgrave.</p> <p>Thomas, R (2004) <i>Small Firms in Tourism: International Perspectives</i>. Oxford Elsevier</p> <p>Tribe, J (2011 4th ed) <i>The Economics of Leisure and Tourism</i>. London. Elsevier.</p>
<p>Other Learning Resources</p>	<p>http://www.businesslink.gov.uk</p> <p>moodle site</p>

Module Title	HOSPITALITY OPERATIONS
Programme(s)/Course	BA (Hons) Tourism and Hospitality Management
Level	5
Semester	2
Reference No.	
Credit Value	20 CAT points
Student Study Hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality Management
JACS Code	
Description	This module introduces the student to managerial decisions relevant to accommodation and food related services, ensuring satisfaction of customer's needs and operational facilities. This module is designed to develop the student's understanding of the nature of hospitality management from budgeting to delivering effective customer service.
Aims	<ul style="list-style-type: none"> • Evaluate the main functions of the accommodation division department of hospitality operations. • Assess current provisions of hospitality and food operations in terms of the level of product, service and facilities offered. • Critically evaluate managerial practices in food and beverage provision. • Analyse the impact of management techniques such as budgeting, forecasting and yield management in the hospitality sector.
Module Learning Outcomes	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> • Analyse front and back of house hospitality and food operations. • Demonstrate knowledge of the theoretical and practical requirements to provide accommodation in the hospitality sector. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> • Develop strategies to maximise room or food sales, occupancy and the effective use of yield management techniques. <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> • Critically evaluate information.
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding:</p> <p>A5: Understand the practical contribution of tourism and hospitality concepts, techniques and understanding to forging more socially just and environmentally sustainable futures.</p> <p>A6: Understand the logistics and operational processes required to manage hospitality and tourism businesses including, hotels, restaurants and tour operators.</p> <p>Intellectual and Research Skills:</p> <p>B4: Use of interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems.</p> <p>B6: Identify and respond appropriately to diverse and conflicting interests within the tourism, events and hospitality sector applying the principles of sustainability, ethics and good business practice.</p> <p>Transferable Skills and Personal Attributes:</p>

	C5: Demonstrate personal, practical, intellectual skills and knowledge required to perform effectively in the workplace.
Employability	This module will enable students to engage with and evaluative current industry practices in front office and food management. It will help students demonstrate to prospective employers that they possess and understand the basic attributes concerned with providing guest services in the hospitality sector. The development of report writing skills and numerical data analysis may also enhance employment opportunities.
Teaching and learning pattern	Teaching will be in a 3 hour block comprising one hour of formal lecture followed by an activity such as a case study, practical exercise or student led discussion of a topic. The SAIL lab will be used to enable students to interact with the latest industry standard technology.
Indicative content	<p>Accommodation Provision Planning and design of accommodation modules, public areas. Rooms maintenance and cleaning procedures. The role of Property, operations, maintenance, energy and costs will be assessed as well as the role of housekeeping and security. A review of issues pertaining to staffing, productivity, loss prevention, emergency planning and ergonomic considerations.</p> <p>Food Provision Overview of food and beverage management systems. The menu, the foundation of control. Food costing. The food and beverage cycle. Purchasing and receiving of goods. Storing and issuing of goods. Food production systems. Merchandising and the meal experience</p> <p>Maximise Sales, Occupancy, and Yield Establish occupancy and revenue targets. Define rate structures. Application of yield management. Determine appropriate service standards. An appreciation of the concept of quality management.</p> <p>Staff Productivity Recruitment strategies, staffing levels, payroll costs, training, motivation, empowerment, incentives schemes, appraisal methods and Investors in people.</p> <p>Budgetary Control Analysis and monitoring of income. Application of control procedures to reach budget targets. Evaluating performance of operating departments.</p> <p>Marketing Evaluate guest's requirements in accommodation and service areas for all levels of the market. Promotional and upselling techniques. Segmentation and research of potential guests. The interaction of the marketing mix.</p>
Assessment Elements & weightings	<p>Formative Assessment: Feedback on group work on Revenue management in the Hospitality Operations.</p> <p>Summative Assessment: The module is assessed 100% by a presentation. This presentation will require students to assume a role in a case study and to provide a formal presentation based on a number of issues from the indicative content. 20 minute presentation (and supporting slides).</p>
Indicative Reading	<p>Core Reading Ball, S. Jones, P. Kirk, D. and Lockwood, A. (2003) <i>Hospitality Operations – A Systems Approach</i>. London: Continuum</p> <p>Bardi, J. (2006) <i>Hotel Front Office Management</i> 4th ed. Chichester: Wiley</p>

	<p>Davis, B. Lockwood, A. (2008) <i>Food and Beverage Management</i>. Oxford: Butterworth-Heinemann</p> <p>Emerald Group Publishing Limited (2015) <i>New Perspectives in Hospitality Management</i>. London: Emerald Group Publishing Limited</p> <p>Evans, N. (2015) <i>Strategic Management for Tourism, Hospitality and Events</i>. London: Taylor & Francis Ltd Routledge</p> <p>Ninemeier, J.D. and Hayes, D. (2006) <i>Hotel Operations Management</i>. New York: Pearson Education (US) Prentice Hall</p> <p>Woods, R. Ninemeier, J. Hayes, D. and Austin, M. (2006) <i>Professional Front Office Management</i>. London: Prentice Hall</p> <p>Optional reading</p> <p>Abbott, P. & Lewry, S. (2001) <i>Front Office Procedures, Social Skills and Management</i> 3rd ed. Oxford: Butterworth Heinemann.</p> <p>Baker, S. and Huyton (2001) <i>Principles of Hotel Front Office Operations</i>. Hampshire: Cengage Learning Thomson Learning</p> <p>Jones, A. (2004) <i>The Management of Hotel Operations</i> 4th ed. London: Cassell</p> <p>Medlik, S. (2000) <i>The Business of Hotels</i> 4th ed. Oxford: Butterworth-Heinemann</p> <p>Rutherford, D.G. O'Fallon Rutherford, M. J. O'Fallon D.G and Michael, J. (2006) <i>Hotel Management and Operations</i>. New York: John Wiley & Sons Inc</p>
Other Learning Resources	VLE

Module Title	HOSPITALITY DESIGN
Programme(s)/Course	BA (Hons) Tourism and Hospitality Management
Level	5
Semester	2
Ref No:	
Credit Value	20 CAT Points
Student Study hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality Management
JACS Code	
Description [100 words max]	Food and beverage operations are becoming an increasingly significant sector of the hospitality industry. Consumers are becoming more adventurous and more demanding in their choice of food and beverage outlets and organisations operate in an increasingly competitive environment. It is more important than ever for organisations to adopt professional management approaches in order to succeed.
Aims	This module aims to develop students' understanding of the principles and application of retailing in the context of food and beverage outlets. It also enables students to examine and apply theories of retailing to the planning and management of a hospitality business.
Module Learning Outcomes	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> Analyse and evaluate the interaction between hospitality markets, suppliers, clients, resources and other stakeholders in the global economy with an emphasis on the local context. Interpretation of business and research data to the development of hospitality strategies and plans for a local food and beverage outlet. Understand the logistics and operational processes required to manage food and beverage businesses. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> Evaluate and apply theories and concepts from generic management areas to the operation and planning of the food and beverage sector. <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to food and beverage managers and business investors and which respect intellectual property and copyright. Access, select and synthesise data from library and internet sources to develop and justify a food and beverage concept in the vicinity of the University's Southwark campus.
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding</p> <p>A2: Analyse and evaluate the interaction between tourism/events/hospitality markets, suppliers, clients, resources and other stakeholders in the global economy.</p> <p>A3: Interpretation of business and research data to the development of tourism, events and hospitality strategies and plans. For example, business plans, destination management, hospitality, event and marketing planning.</p> <p>A6: Understand the logistics and operational processes required to manage hospitality and tourism businesses including, hotels, restaurants and tour operators.</p> <p>Intellectual and Research Skills</p>

	<p>B5: Evaluate and apply theories and concepts from generic management areas to the operation and planning of the tourism, events and hospitality industries.</p> <p>Transferable Skills and Personal Attributes</p> <p>C1: Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright.</p> <p>C2: Access, select and synthesise data from library and internet sources to achieve a given purpose.</p>
Employability	The module will enable students to contribute to the design and development of a food and beverage outlet and to assist in designing a promotional mix for such an outlet.
Teaching & Learning Pattern	The module is taught in a block until Easter (normally a 2-hour lecture in the morning and a 2-hour seminar in the afternoon) enabling students to go out on placement from Easter.
Indicative content	Introduction to hospitality retail concepts; strategic planning for hospitality retail outlets; physical interior design and atmospherics; menu design; service standards and training; promotional activities.
ASSESSMENT METHOD	<p>Formative assessment:</p> <p>This will involve aspects of a local business analysis for a specific type of food and beverage concept the results of which will be discussed in seminars. Students will also be asked to do a mini 5 minute presentation in class in advance of their 20 minute assessed presentation and they will be able to build on feedback when finalising their assessed presentation.</p> <p>Summative Assessment:</p> <p>Coursework report (1000 words) and a 20 minute presentation.</p> <p>Students are required to develop plans for a food and/or beverage business in a location to be provided in class during Week 1 (details of the location will also be posted on the Moodle site). You are required to produce a report and to make an oral presentation.</p>
Indicative Reading	<p>Core Reading</p> <p>Currid, S. (2013) <i>Build your tribe, the new marketing manifesto for restaurants, bars and cafes</i>. Panoma Press: St. Albans, Herts.</p> <p>Hsu, C. and Powers, T. (2002) <i>Marketing Hospitality</i>, New York: John Wiley.</p> <p>In addition to the above students are expected to search for relevant industry reports in MINTEL and KEYNOTE (some of these reports will be given as reading in class)</p> <p>Optional Reading</p> <p>Baraban, R. S. & J. F. Durocher. (2010). <i>Successful Restaurant Design</i>. New York, John Wiley.</p> <p>Barth, S & D. K. Hayes. (2009) <i>Hospitality law : managing legal issues in the hospitality industry</i>, Hoboken, NJ : John Wiley & Sons, Inc.,</p> <p>Braun. (2010). <i>Café! Best of Coffee Shop Design</i>. Braun.</p> <p>Davis, B., A. Lockwood, I. Pantelidis & P. Alcott. 2008. <i>Food and beverage management</i>, Oxford, Butterworth-Heinemann.</p> <p>Gibson, P. (2006). <i>Cruise Operations Management</i>. Oxford, Butterworth-Heinemann.</p>

	<p>Herriott, L. (2010). <i>1000 Restaurant, Bar and Café Graphics: from Signage to Logo and Everything Inbetween</i>. Minneapolis (MN), Quarry Books.</p> <p>Klanten, R., Ehmann, S. & S. Moreno. (2010). <i>Eat Out! Restaurant Design and Food Experiences</i>. Berlin, Die Gestalten Verlag.</p> <p>Kotler, P., Bowen, J. & J. Makens. (2009). <i>Marketing for Hospitality and Tourism</i>. Upper Saddle River (NJ), Prentice-Hall.</p> <p>Lashley, C. 2000. <i>Hospitality Retail Management: a Unit Manager's Guide</i>, Butterworth-Heinemann: Oxford</p> <p>Meyer, D. (2010). <i>Setting the Table: Lessons and Inspirations from one of the World's Leading Entrepreneurs</i>. London, Marshall Cavendish.</p> <p>Pegler, M. M. (2006). <i>Visual Merchandising and Display</i>. New York, Fairchild Books.</p> <p>Ryder, B. (2010). <i>New Restaurant Design</i>. London, Laurence King Publishing Ltd.</p> <p>Shock, P. J., Bowen, J. T. & J. M. Stefanelli. (2003). <i>Restaurant Marketing for Owners and Managers</i>. New York, John Wiley.</p> <p>Vidiella, A. S. (2010). <i>New Bars & Restaurants 2</i>. New York, Collins Design.</p>
Other Learning Resources	VLE

Module Title	DESTINATION MANAGEMENT
Programme(s)/Course	BA (Hons) Tourism and Hospitality Management
Level	5
Semester	1
Ref No:	
Credit Value	20 CAT Points
Student Study hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality Management
JACS Code	
Description [100 words max]	<p>The first part of the module introduces students to the complex relationships among stakeholders, resources, institutional structures and development philosophies which help to determine the nature of physical tourism development and the supporting tourism policies. It analyses the principles and philosophies behind planning and the ways in which planning destinations can be approached.</p> <p>The second part considers concepts and techniques that may be applied to tourist destination in order to manage their ongoing growth and to avert the effects of decline. It identifies and applies a series of techniques to a variety of destination types and analyses the interests and roles played by a variety of stakeholders.</p>
Aims	<p>The aims of the module are to provide an understanding and appreciation of :</p> <ul style="list-style-type: none"> • The prevailing tourism development philosophies, tourism strategies and development programmes; • The nature of town planning and tourism planning processes; • The development frameworks within which tourism planning and management are set; • The basic nature of physical national, destination and site plans; • To engender knowledge concerning the understanding of destination management issues and the actions that can be taken to address these. • To identify how these differ between different destination types
Module Learning Outcomes	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> • Analyse and evaluate tourism destinations from a planning, market, organisation and social perspective. • Interpretation of business and research data to aid the development and management of tourist destinations. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> • Analyse the role of the main stakeholders and understand the need to co-ordinate their inputs into the planning and management processes. <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> • Ability to link problems and issues to answers via research and analysis. • Access, select and synthesise data from library and internet sources to aid the development of a destination plan and to critically analyse destination planning philosophies.
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding:</p> <p>A1: Analyse and evaluate the structures, concepts and characteristics of the tourism, events and hospitality industries from a multi-disciplinary perspective including the fields of politics, social science and management studies.</p>

	<p>A3: Interpretation of business and research data to the development of tourism, events and hospitality strategies and plans. For example, business plans, destination management, hospitality, event and marketing planning.</p> <p>Intellectual and Research Skills:</p> <p>B2: Undertake fieldwork observation and data collection in a responsible and safe manner, and sensitive to the impact of investigations on the environment and stakeholders.</p> <p>B5: Evaluate and apply theories and concepts from generic management areas to the operation and planning of the tourism, events and hospitality industries</p> <p>Transferable Skills and Personal Attributes:</p> <p>C2: Access, select and synthesise data from library and internet sources to achieve a given purpose.</p> <p>C3: Work effectively in group and team work situations, respecting the viewpoints of others.</p>
Employability	<p>An understanding of the complex relationship among the various actors and policies involved in tourism planning and management is a basic skill to tourism related operations. It is a key employability knowledge area for local authority tourism managers. It is a skill sought by Governmental, NGOs and private organisations with an input or interest in tourism development. This module helps introduce the student both theoretical and practical issues in both fields and identifies good practice.</p>
Teaching & Learning Pattern	<p>The teaching programme consists of lecture sessions and small group seminars. The seminars build upon the material contained in the lectures and involve tutor input, practical workshops and pre-prepared student discussions, as is appropriate to the topics being covered.</p>
Indicative content	<p>Reasons for the Planning System:</p> <p>Introduction the UK planning machinery and its relationship to tourism; familiarity with the different types of plans which tourism development requires; sustainability as the key development philosophy.</p> <p>Planning Scales:</p> <p>Considers the roles of stakeholders and nature of plans and policies at different scales of tourism. It also considers what might go into a typical formal tourism plan at each level.</p> <p>Implementation:</p> <p>This considers the need for co-ordination of stakeholders and the interconnectedness of the various scales of planning. It also considers the various approaches to planning and revisits the importance of sustainability in contemporary planning.</p> <p>Destination Management:</p> <p>Establishes the principles behind the concept of destination management including issues of capacity management, public resources, the role of marketing, management partnerships visitor education and customer relations and service quality. These are expanded upon in the seminar sessions in a practical sense by way of the development of a destination plan for part of Central London.</p>

<p>ASSESSMENT METHOD</p>	<p>Formative Assessment: Feedback from Tutor about research undertaken on destination planning philosophies in seminar sessions.</p> <p>Summative Assessment: The module is assessed 100% by coursework:</p> <p>Coursework 1: an individual coursework essay critically analysing the main destination planning philosophies justifying, through case examples, when each philosophy may be appropriate. Worth 50% of Module Due in Week 8. 1,500 words</p> <p>Coursework 2 is a destination management plan aimed at making a destination within London more dynamic and lively. Group work, 2000 words equivalent, done as a 10 slide power point presentation as if presenting a consultancy report outcomes to a Destination Management Organisation client</p>
<p>Indicative Reading</p>	<p>Core Reading</p> <p>Dredge, D. and Jenkins, J (2007). <i>Tourism Planning and Policy</i>. Milton Australia: John Wiley.</p> <p>Edgell, D. and Swanson, J. (2013) <i>Tourism Policy and Planning: Yesterday, Today, and Tomorrow</i>. London: Routledge.</p> <p>Godfrey, K and Clarke, J (2000) <i>Tourism Development Handbook: A Practical Approach to Planning and Marketing</i>. London: Cassell</p> <p>Gunn, C. and Var, T. (2002) <i>Tourism Planning. Basics, Concepts and Cases</i>. London:routledge</p> <p>Hall, C.M. (1999) <i>Tourism Planning: Policies, Processes and Relationships</i>. Harlow: Prentice Hall.</p> <p>Hall, C.M. and Lew, A. (2009) <i>Understanding and Managing Tourism Impacts: an Integrated Approach</i>. London Routledge.</p> <p>Jamal, A and Jamrozy,U (2006) Collaborative Networks and Partnerships for Integrated Destination Management. In Buhalis, D and Costa, C (eds) <i>Tourism Management Dynamics: Trends, management and tools</i>. London. Elsevier pp 164 – 172</p> <p>Morrison, A (2013) <i>Marketing and Managing Tourism Destinations</i>. London. Routledge.</p> <p>Simpson, K. (2005) <i>Back to the Future: In Search of an Effective Tourism Planning Model</i>. London Elsevier</p> <p>Optional Reading</p> <p>Costa, C., Panyik, E. and Buhalis, D. eds., (2014)<i>European tourism planning and organisation systems: the EU member states</i> (Vol. 61). Channel View Publications.</p> <p>Goeldner, C. & Ritchie, J.R.B. (2005) <i>Tourism: Principles, Practices, Philosophies</i>. Wiley</p> <p>Howie, F (2003) <i>Managing The Tourist Destination</i>. London: Continuum</p> <p>Mason, P., (2015) <i>Tourism impacts, planning and management</i>. London:Routledge.</p> <p>Moscardo, G. and Benckendorff, P. eds., (2015) <i>Education for Sustainability in Tourism: A Handbook of Processes, Resources, and Strategies</i>. Springer.</p> <p>Phillips, R. and Roberts, S. (2012) <i>Tourism, Planning, and Community Development</i>. London: Routledge</p>
<p>Other Learning Resources</p>	<p>VLE Destination Management Handbook</p>

<http://www.insights.org.uk%252Fdestinationmanagementguide.aspx>

Visit England Destination Management Action Plan

http://www.visitengland.org/Images/FINALDestination%20Management%20action%20plan_tcm30-32564.pdf

Visit England Principles for Developing Destination Management Plans

http://www.visitengland.org/Images/DMP%20Guiding%20Principles%20201207_tcm30-33507.pdf

Destination Management Handbook

<http://www.insights.org.uk/destinationmanagementguide.aspx>

Legible London Handbook <http://www.tfl.gov.uk/microsites/legible-london/>

The Evening and Night Time Economy: Realising the Potential for Destination Organisations

http://www.visitengland.org/Images/VE_TheEveningNightTimeEconomy_tcm30-34984.pdf

LEVEL 6 MODULES

Module Title	MANAGEMENT CHALLENGE
Programme(s)/Course	BA (Hons) Entertainment and Events Management
Level	6
Semester	1
Reference No.	
Credit Value	20 CAT points
Student Study Hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	Completion of Professional Development and Research for Management
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality
JACS Code	
Description	This module seeks to facilitate the student in applying academic theory to the working environment whilst developing interpersonal and lifetime career skills. This module is designed to facilitate the students with the opportunity of identifying, evaluating and solving of a management problem. This management problem should be based on their work experience and should draw upon current theory and industry practice to enable students to solve the problem.
Aims	At the end of the module the student should be able to: <ul style="list-style-type: none"> • Critically analyse the structure, culture and operational practices of the host organisation. • Evaluate the student's own working experience against theoretical management principles. • Develop reflective prose in order to critique work experience situations. • Critique future employment opportunities and where to find these opportunities.
Module Outcomes	Learning
	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> • Develop critical analysis in THL management techniques and procedures. • Solving operational issues in THL organisations in a realistic and practical fashion. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> • Develop research skills through the compilation and evaluation of secondary research • Critically review observation from work experiences in order to create new work based practices <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> • Present research data in a professional and detailed manner.
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding:</p> <p>A1: Analyse and evaluate the structures, concepts and characteristics of the tourism, events and hospitality industries from a multi-disciplinary perspective including the fields of politics, social science and management studies.</p> <p>A3: Interpretation of business and research data to the development of tourism, events and hospitality strategies and plans. For example, business plans, destination management, hospitality, event and marketing planning.</p> <p>Intellectual and Research Skills:</p> <p>B1: To become critical and reflective learners drawing on their academic and employability experiences and using these to develop their career pathways.</p>

	<p>B4: Use of interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems.</p> <p>B5: Evaluate and apply theories and concepts from generic management areas to the operation and planning of the tourism, events and hospitality industries.</p> <p>Transferable Skills and Personal Attributes: C6: Demonstrate interpersonal and employability skills of listening, negotiating, persuasion and presentation.</p>
Employability	This module will enable students to analyse and evaluate current industry practices in operations. It will help students demonstrate to prospective employers that they understand the market and business environment in which they have gained industrial experience. This module will help students demonstrate to prospective employers that they are able to evaluate their own strengths and weaknesses and that they are engaging with the personal development planning process.
Teaching and learning pattern	Teaching will be in a 3 hour block comprising one hour of formal lecture followed by an activity such as a case study, practical exercise or student led discussion of a topic.
Indicative content	Self-reflection on the placement experiences and review the placement process in terms of personal and professional development; review management issues facing the organisation where the placements took place; to conduct academic literature reviews in management issues; identifying and offering solutions to real-life industry concerns; development of academic writing and presentation skills.
Assessment Elements & weightings	<p>Formative Assessment: Tutor led workshops evaluating students' ongoing research towards the management challenge summative assessment. Tutor will provide a formative report based on the work presented to them.</p> <p>Summative Assessment: The module is assessed 100% by coursework both weighted at 50%.</p> <ul style="list-style-type: none"> • A 15 minute presentation defining the management issues faced by the their host organisation and an assessment of why these issues occurred. • A management report based on research collected while on placement on a management issue faced by the host organisation. Conclusions should relate to management theory (2000 words) worth 50% of the module. <p>For those students who are direct onto the final year of the degree course and do not have any previous work experience to draw upon the lecturer will set this piece of work based on a case study from the tourism, events or hospitality industry.</p>
Indicative Reading	<p>Core Reading Higgins, D. (2013) <i>Reflective Learning in Management, Development and Education</i>. London: Taylor & Francis Ltd Routledge</p> <p>Newton, R. (2010). <i>The Management Consultant</i>. Harlow, Pearson Education.</p> <p>Opute, J. (2011). <i>Professional and interpersonal Skills and Learning for Work</i>. Harlow, Pearson Education.</p> <p>Pedler, M. Burgoyne, J. and Boydell, T. (2013) <i>Bestseller A Manager's Guide to Self-Development</i>. 6th ed. London: McGraw-Hill Education</p> <p>Trought, F. (2011). <i>Brilliant Employability Skills</i>. Harlow, Prentice-Hall.</p>

	<p>Optional Reading</p> <p>Currie, D. & D. Golding. (2000) <i>Thinking about management: A Reflective Practice Approach</i>. Abingdon, Oxon, Routledge.</p> <p>Gorham, G. & S. Rice. (2007). <i>Travel Perspectives, a Guide to becoming a Travel Professional</i>. Clifton Park, NY, Delmar Learning.</p> <p>Moon, J.A. (2006). <i>Learning Journals: A Handbook for Reflective Practice and Professional Development</i>. Abingdon, Oxon, Routledge</p>
Other Learning Resources	VLE

Module Title	EXTENDED ESSAY
Programme(s)/Course	BA (Hons) Entertainment and Events Management
Level	6
Semester	2
Ref No:	
Credit Value	20
Student Study hours	Contact hours: 5 Student managed learning hours: 195
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	Dissertation
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality Management
JACS Code	
Description [100 words max]	This is a student-led self-managed, but supervised, module (in the style of a dissertation). However, unlike the Dissertation module this does not require the student to undertake any primary data collection. It is a chance for the student to use their secondary research skills to write at length and in depth about a topic which they would not be able to collect primary data on (e.g. slum tourism in Brazil, or the impact of mega events on regenerated cities). The essay will include both secondary data and theory and will lead to strong conclusions but not generally a set of recommendations.
Aims	To give the student a chance to: <ul style="list-style-type: none"> investigate, in depth, an issue or event that they could not collect primary data on; demonstrate secondary data collection and analysis skills; demonstrate essay writing skills; demonstrate the ability to plan, manage, research and execute a sustained piece of academic writing.
Module Learning Outcomes	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> Analyse and evaluate the interaction between some or all of tourism/events/hospitality markets, suppliers, clients, resources and other stakeholders Interpretation of business and research. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> To become critical and reflective learners drawing on their academic knowledge and skills. <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> Communicate effectively in written and graphic forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright.
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding:</p> <p>A2: Analyse and evaluate the interaction between tourism/events/hospitality markets, suppliers, clients, resources and other stakeholders in the global economy.</p> <p>A3: Interpretation of business and research data to the development of tourism, events and hospitality strategies and plans. For example, business plans, destination management, hospitality, event and marketing planning.</p> <p>Intellectual and Research Skills:</p> <p>B1: To become critical and reflective learners drawing on their academic and employability experiences and using these to develop their career pathways.</p> <p>Transferable Skills and Personal Attributes:</p>

	<p>C1: Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright.</p> <p>C2: Access, select and synthesise data from library and internet sources to achieve a given purpose.</p> <p>C4: Work autonomously and manage one's own time, behaviour, motivation and initiative.</p>
Employability	Employers seek a number of skills that can be employed in the work place. This module will enhance the following: self-management, time management, writing and research skills,
Teaching & Learning Pattern	The students will have 2 group / class workshops plus an extended library research session. Each student will have 4 supervisory meetings to help guide them through the process.
Indicative content	<p>The workshops will cover the following:</p> <ul style="list-style-type: none"> • The nature of the essay and applying theory , models and academic constructs • secondary research skills (including extended session with School Librarian); • drawing conclusions and writing
ASSESSMENT METHOD (Please give details – of components, weightings, sequence of components, final component)	<p>Formative Assessment: Tutor feedback on seminar sessions where students present initial findings on their essay topic and lead a class discussion.</p> <p>Summative Assessment: 100% coursework One piece of Coursework: 4,000 word essay. The extended essay is based on the application of academic theory, models and constructs to a tourism or hospitality topic of the students choice which cannot be investigated by primary research, given the students available resources. For example a student may investigate the impacts of slum tourism on local communities, or the impact of urban entertainment districts in North American cities</p>
Indicative Reading	<p>CORE READING: Hart, C (1998) <i>Doing a literature review: releasing the social science research imagination</i>. London: Sage.</p> <p>Redman, P and Maples, W. (2011) <i>Good essay writing: a social sciences guide</i>. 4th ed. London: Sage.</p> <p>Warburton, N. (2006) <i>The basics of essay London</i>. Routledge.</p> <p>OPTIONAL READING: Peck, J and Coyle, M. (2012) <i>Write it right: the secrets of effective writing</i>. 2nd ed. Basingstoke: Palgrave Macmillan.</p> <p>Ridley, D (2012) <i>The literature review: a step-by-step guide for students</i>. 2nd ed. London: Sage.</p>
Other Learning Resources	Moodle Site Perry Library

Module Title	HUMAN RESOURCE MANAGEMENT
Programme(s)/Course	BA (Hons) Entertainment and Events Management
Level	6
Semester	1
Reference No.	
Credit Value	20 CAT points
Student Study Hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality
JACS Code	
Description	To provide students with various current industry practices that can be examined and compared to theoretical frameworks in delivering human resource management. This module will examine quality in service delivery, service diversity and service systems. This module brings together knowledge, understanding, different interpretations and critical analysis of the contexts and issues relating to international human resource management. Current personnel and development trends such as managing a diverse workforce in international organisations will be explored. In addition, the context of international personnel and development will be examined such as different employment systems and national cultures. These areas will be critically examined with the firm/organisation as the main focus of analysis.
Aims	<ul style="list-style-type: none"> • Synthesise and assess current practices of service quality for tourism and hospitality, events and entertainment businesses. • Critically analyse, review and challenge existing theory on quality management. • Identify & analyse service diversity and customer orientations in the international tourism and hospitality and events and entertainment marketplace. • To provide students with a knowledge and critical understanding of trends and developments of Human Resource management within international firms.
Module Outcomes	<p>Learning</p> <p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> • Analyse current trends and events in Human Resources for the tourism and hospitality sector. • Compare, contrast and evaluate the differing levels of Human Resource Management offered by international THL operators in a globalised context. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> • Critically apply the concepts and theories examined to practical personnel & development problems. • Demonstrate a critical knowledge and awareness of varying perspectives and practices of Human Resource Management <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> • Identify problems and identify appropriate investigative strategies.
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding:</p> <p>A3: Interpretation of business and research data to the development of tourism, events and hospitality strategies and plans. For example, business plans, destination management, hospitality, event and marketing planning.</p> <p>A4: Evaluate the impacts of changes in the political, social environmental technological environment on the tourism, hospitality and events sectors.</p> <p>Intellectual and Research Skills:</p> <p>B4: Use of interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems.</p>

	<p>B5: Evaluate and apply theories and concepts from generic management areas to the operation and planning of the tourism, events and hospitality industries.</p> <p>Transferable Skills and Personal Attributes:</p> <p>C1: Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright.</p> <p>C5: Demonstrate personal, practical, intellectual skills and knowledge required to perform effectively in the workplace.</p>
Employability	<p>This module will enable students to analyse and evaluate current levels of service offerings in the THL arena. This module will equip students to work in both the public and private sectors. It will equip students with knowledge enabling them to initiate, manage and evaluate quality change within a tourism organisation. It will analyse Service Quality in relation to Human Resource Management techniques and issues as the T&H and E&E industries being experience based rely on motivated, well managed and organised staff.</p> <p>It will provide students with the current tools used in differing industries and theoretical background so that they may assess and deliver service quality and good HR practice.</p>
Teaching and learning pattern	Teaching will be in a 3 hour block comprising one hour of formal lecture followed by an activity such as a case study, practical exercise or student led discussion of a topic.
Indicative content	<p>Models of quality service Key principles, concepts and themes of service quality drawing on academic literature and current industry practices such as Edward Deming's quality programme and the Malcolm Baldrige National Quality Award. A review of the nature and variables of the service encounter. Service diversity and service delivery.</p> <p>Organising for change The development of high performance teams in delivering service quality. The characteristics and planning of using change to implement quality programmes. Evolving approaches to managing diversity. To examine the roles of individuals (and groups) in fostering organisational change using quality control tools.</p> <p>Designing quality into service The development of guest recognition programmes. Reviewing service blueprinting as a quality management tool. The Role of Human Resources in delivering quality management. The progression of empowerment and leadership styles as a quality tool. The process of training & development. To review the challenges and obstacles of human resource development in delivering quality service.</p> <p>Evaluating service quality Measuring & managing guest satisfaction. Employee Attitude Surveys. Quality assurance and the management of customer perceptions. Assessing the levels of service diversity in the international marketplace. The impact of information systems on evaluation processes within the industry.</p>
Assessment Elements & weightings	<p>Formative Assessment: Multiple choice tests to be undertaken in seminars and tutor to lead class discussions based on the indicative content.</p> <p>Summative Assessment: The module is assessed 100% by coursework. Coursework: an individually prepared report that requires students to evaluate the tools used by human resource departments in delivering quality service in T&H and</p>

	<p>E&E organisations. The report should cover service quality concepts, future challenges for quality management, as well as proposing improvements that may be applicable to the effective deployment of human resources in the industry.</p> <p>Word limit 4000</p>
Indicative Reading	<p>Core Reading</p> <p>Armstrong, M. and Taylor, S. (2014) <i>Armstrong's Handbook of Human Resource Management Practice</i>. London: Kogan Page Ltd.</p> <p>Farnham, D. (2015) <i>Human Resource Management in Context: Strategy, Insights and Solutions</i>. 4th ed. London: Chartered Institute of Personnel & Development</p> <p>Lee-Ros, D. And Pryce, J. (2010) <i>Human Resources and Tourism. Skills, culture and industry</i>. London: Channel View publications</p> <p>Leila, R. (2015) <i>Human Resource Management Best Practices for Tourism Industry</i>. London: Lambert Academic Publishing</p> <p>Nickson, D. (2012) <i>Human Resource Management for the Hospitality and Tourism Industries</i>. 2nd ed. London: Butterworth Heinemann</p> <p>Torrington, D. Hall, L. Taylor, S. and Atkinson C. (2014) <i>Human Resource Management</i>. 9th ed. London: Pearson Education Limited</p> <p>Truss, C. Mankin, D. and Kelliher, C. (2012) <i>Strategic Human Resource Management</i>. Oxford: Oxford University Press</p> <p>Optional Reading</p> <p>Bratton, J. and Gold, J. (2012) <i>Human Resource Management</i>. London: Palgrave Macmillan</p> <p>Gomez-Mejia, L. R. Balkin, D. R. and Cardy, R. L. (2015) <i>Managing Human Resources, Global Edition</i>. 8th ed. London: Pearson Education Limited</p> <p>Purcell, J. and Boxall, P. (2015) <i>Strategy and Human Resource Management</i>. 4th ed. London: Palgrave Macmillan</p> <p>Redman, T. and Wilkinson, A. (2013) <i>Contemporary Human Resource Management</i>. 4th ed. London: Pearson Education Limited</p> <p>Shipton, H. and Sparrow, P. (2015) <i>Human Resource Management, Innovation and Performance</i>. London: Palgrave Macmillan</p>
Other Learning Resources	Moodle

Module Title	INTERNATIONAL HOSPITALITY OPERATIONS
Programme(s)/Course	BA (Hons) Tourism and Hospitality Management
Level	6
Semester	2
Reference No.	
Credit Value	20 CAT points
Student Study Hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism and Hospitality Management
JACS Code	
Description	This module's rationale is based on the notion that the hospitality industry is a global enterprise. However, the differences in the approach to business vary from one country to another. These differences become more marked between one region to another. For the purposes of study, the international hotel industry is divided into six principal regions i.e. Western Europe, Eastern Europe, North America, Latin/South America, Far East/Pacific Rim and the Middle East/Africa.
Aims	At the end of the module the student should be able to: <ul style="list-style-type: none"> • Synthesise and assess current practices in the international hospitality sector. • Critically analyse the impact of globalisation upon the international hospitality sector. • Identify & analyse ownership, financing, and managerial aspects of the international hospitality business.
Module Outcomes	Learning
	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> • Analyse current trends and events in the hospitality sector. • Demonstrate knowledge of the theoretical background of international hospitality operations. • Explore the differing management techniques and styles used by hospitality operators. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> • Appraise the prerequisites skills and abilities required to be a successful manager in an international service industry operation. • Critique government involvement in the development of the international hospitality industry. <p>Transferable Skills and Personal Attributes:</p> <ul style="list-style-type: none"> • Analyse the global business environment in order to develop strategic plans.
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding:</p> <p>A5: Understand the practical contribution of tourism and hospitality concepts, techniques and understanding to forging more socially just and environmentally sustainable futures.</p> <p>A6: Understand the logistics and operational processes required to manage hospitality and tourism businesses including, hotels, restaurants and tour operators.</p> <p>Intellectual and Research Skills:</p> <p>B2: Undertake fieldwork observation and data collection in a responsible and safe manner, and sensitive to the impact of investigations on the environment and stakeholders.</p>

	<p>B3: Use a range of quantitative and qualitative survey techniques and interpretive methods for the analysis and understanding of social, environmental and business environments.</p> <p>Transferable Skills and Personal Attributes:</p> <p>C1: Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright.</p> <p>C2: Access, select and synthesise data from library and internet sources to achieve a given purpose.</p>
Employability	<p>This module will enable students to analyse and evaluate current industry practices in hospitality operations. It will help students demonstrate to prospective employers that they understand the global environment in which international hospitality organisations operate in. A knowledge of product design, entry into new markets and operational effectiveness should be present.</p>
Teaching and learning pattern	<p>Teaching will be in a 3 hour block comprising one hour of formal lecture followed by an activity such as a case study, practical exercise or student led discussion of a topic.</p>
Indicative content	<p>Application of Hotel Concepts Historical development of the worldwide hospitality industry. Framework of management objectives, philosophies and policies. Concepts of motivation/productivity applied to different regions. A measure of operational constraints and opportunities of international expansion.</p> <p>International Hotel Environment Structure, characteristics and culture of the industry in the six principal regions. The main international operators. Demographic and ethical issues affecting the industry. Political, economic, social and technological advances in the regions.</p> <p>Functional Management Aspects Regional differences to the concept of service. A review of the perception, values of the international operator compared to that of the host country.</p> <p>Financial Aspects Different financing techniques around the globe. Attitude to Emergency planning and risk management taken by international hotel operators.</p> <p>Human Resource Aspects The main components of international human resource management. Laws governing procedures and payroll. Expatriate preparation and survival. Cross cultural differences.</p> <p>Property Ownership & Management Future trends in the six principal regions. Environmental issues. Corporate responsibilities. Role and influence of property, operations, maintenance, energy and costs.</p>
Assessment Elements & weightings	<p>Formative Assessment: Student presentations on secondary research undertaken for the summative assessment where the tutor provides feedback. Seminar sessions where tutor reviews progress on summative assessment.</p> <p>Summative Assessment: The module is assessed 100% by coursework. The coursework is an individually prepared report of 4000 words in the form of a consultancy report that investigates the feasibility of a hospitality form expanding its operations into a new world region.</p>
Indicative Reading	Core Reading

	<p>Clarke, A. C. and Chen, W. (2015) <i>International Hospitality Management</i>. London: Taylor & Francis Ltd Routledge</p> <p>Emerald Group Publishing Limited (2015) <i>New Perspectives in Hospitality Management</i>. London: Emerald Group Publishing Limited</p> <p>Gaol, F. M. and Hutagalung, F. (2015) <i>Role of Service in the Tourism & Hospitality Industry</i>. London: Taylor & Francis Ltd CRC Press</p> <p>Knowles, T. El-Mourhabi, J. and Diamantis, D (2004) <i>The Globalization of Tourism and Hospitality a Strategic Perspective</i>. London: Thomson Learning</p> <p>Optional Reading</p> <p>Harrison, J. and Cathy A. (2004) <i>Hospitality Strategic Management</i>. Chichester: John Wiley & Sons</p> <p>Laws, E. Prideaux, B. Moscardo, G. and Laws, E. (2006). <i>Managing Tourism and Hospitality Services, Theory and International Applications Theory and International Applications</i>. London: CABI publishing</p> <p>Reisinger, Y. and Dimanche, F. (2009) <i>International Tourism</i>. London: Elsevier Science & Technology Butterworth-Heinemann Ltd</p> <p>Yu, L. (2005) <i>The International Hospitality Business – Management & Operations</i>. New York: Haworth Hospitality Press</p>
Other Learning Resources	VLE

Module Title	MAJOR AND MEGA EVENTS
Programme(s)/Course	BA (Hons) Entertainment and Events Management
Level	6
Semester	1
Ref No:	
Credit Value	20 CAT Points
Student Study hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Entertainment and Events Management
JACS Code	
Description [100 words max]	This module will enable students to evaluate the strategic choices facing major and mega events, the impacts they can create and to discuss the ways in which public policy may impact on such events.
Aims	<ul style="list-style-type: none"> • To discuss the meaning and scope of major and mega events • To critically evaluate the role and impacts of major and mega events in the surrounding community • To discuss the ways in which public policy may assist and regulate the development and running of major and mega events
Module Learning Outcomes	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> • Analyse and evaluate the structures, concepts and characteristics of the events industry from a multi-disciplinary perspective including the fields of politics, social science and management studies. • Analyse and evaluate the interaction between events markets, suppliers, clients, resources and other stakeholders in the global economy. • Evaluate the impacts of changes in the political, social environmental technological environment on the events sector <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> • Evaluate and apply theories and concepts from generic management areas to the operation and planning of events. • Identify and respond appropriately to diverse and conflicting interests within the events sector applying the principles of sustainability, ethics and good business practice. <p>Transferable Skills and Personal Attributes: Access, select and synthesise data from library and internet sources to research event impacts and the factors which lead to events succeeding and/or failing from the point of view of a range of stakeholders.</p>
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding:</p> <p>A1: Analyse and evaluate the structures, concepts and characteristics of the tourism, events and hospitality industries from a multi-disciplinary perspective including the fields of politics, social science and management studies.</p> <p>A2: Analyse and evaluate the interaction between tourism/events/hospitality markets, suppliers, clients, resources and other stakeholders in the global economy.</p> <p>A4: Evaluate the impacts of changes in the political, social environmental technological environment on the tourism, hospitality and events sectors</p> <p>Intellectual and Research Skills:</p>

	<p>B5: Evaluate and apply theories and concepts from generic management areas to the operation and planning of the tourism, events and hospitality industries.</p> <p>B6: Identify and respond appropriately to diverse and conflicting interests within the tourism, events and hospitality sector applying the principles of sustainability, ethics and good business practice.</p> <p>Transferable Skills and Personal Attributes: C2: Access, select and synthesise data from library and internet sources to achieve a given purpose.</p>
Employability	This module will help students to play a support role in researching and planning major and mega events in the public, voluntary and private sectors
Teaching & Learning Pattern	Teaching will consist of 12 lecture slots. Themes developed in lectures will be further explored during weekly seminar sessions which will make use of a variety of exercises. An external visit is also scheduled.
Indicative content	Definitions of events; the nature and role of major and mega events; assessing the impacts and legacy of major and mega events (economic, social, cultural, technological, environmental and physical); event stakeholders - roles, cooperation and conflict; developing a strategy for major and mega events; evaluating the role of events in government policies; case studies of major and mega events
ASSESSMENT METHOD (Please give details – of components, weightings, sequence of components, final component)	<p>Formative assessment: This will involve a brainstorming session on events impacts for Coursework 1 and an exercise in which students read and review previous submissions for Coursework 2. Additional feedback will be provided by the lecturer as appropriate after students have discussed their ideas.</p> <p>Summative Assessment:</p> <p>Coursework (100% of the module mark)</p> <p>Coursework 1 2000 word assessment of impacts of major/mega events (50% weighting)</p> <p>Coursework 2 2000 words: a theory based evaluation of the success or failure of major/mega events and discussion of factors leading to the success or failure of events, (50% weighting)</p>
Indicative Reading	<p>Core Reading Bowdin, G., I. McDonnell, J. Allen, W. O’Toole, R. Harris & I. McDonnell (2010) <i>Events Management</i>. Oxford, Butterworth-Heinemann</p> <p>O’ Toole, W. (2011) <i>Events Feasibility and Development, from Strategy to Operations</i>. Oxford, Butterworth-Heinemann (useful web resources for this book can also be found at http://www.eventsfd.com/)</p> <p>Optional Reading Ali-Knight, J. (2008) <i>International Perspectives of Festivals and Events</i>. Oxford, Butterworth-Heinemann.</p> <p>Allen, J., W. O’Toole, R. Harris & I. McDonnell. (2010) <i>Festival and Special Event Management</i>. Australia, John Wiley.</p> <p>Bladen, C., Kennell, J., Abson, E. & N. Wilde (2012) <i>Events Management, an Introduction</i>. Abingdon, Oxon, Routledge. (useful web resources for this book can also be found at http://www.routledge.com/cw/bladen-9780415577427/)</p>

	<p>Finkel, R. (2011) <i>Human Rights and Global Events</i>. Abingdon, Oxon, Routledge.</p> <p>Foley, M., D. McGillivray & G. McPherson. (2011). <i>Event Policy, from theory to Strategy</i>. Abingdon, Oxon, Routledge.</p> <p>Getz, D. (2007). <i>Event Studies, Theory, Research and Policy for Planned Events</i>. Oxford, Butterworth-Heinemann.</p> <p>Hall, C.M. (1992) <i>Hallmark Tourist Events – Impacts, Management and Planning</i>. London, Belhaven Press.</p> <p>Horne, J. & G Whannell. (2011). <i>Understanding the Olympics</i>. Abingdon, Oxon, Routledge.</p> <p>Hughes, H. (2000) <i>Arts, entertainment and tourism</i>. Oxford, Butterworth-Heinemann.</p> <p>Masterman, G. (2009) <i>Strategic Sports Event Management</i>. Oxford, Butterworth-Heinemann.</p> <p>Page, S. & J. Connell. (eds.) (2011). <i>The Routledge Handbook of Events</i>. Abingdon, Oxon, Routledge.</p> <p>Richards, G. & R.Palmer. (2010) <i>Eventful Cities, Cultural Management and Urban Revitalisation</i>. Oxford, Butterworth-Heinemann.</p> <p>Shipway, R. & A. Fyall. (2011) <i>International Sport Events, Impacts, Experience & Identities</i>. Abingdon, Oxon, Routledge.</p> <p>Smith, A. (2011). <i>Events and Urban Regeneration</i>. Abingdon, Oxon, Routledge.</p> <p>Weed, M. (2007). <i>Olympic Tourism</i>. Oxford, Butterworth-Heinemann.</p> <p>Yeoman, I., M. Robertson, J. Ali-Knight, S. Drummond, U. McMahon-Beattie (eds.) (2009) <i>Festival and events management, an international arts and culture perspective</i>. Oxford, Butterworth-Heinemann.</p>
Other Learning Resources	VLE

Module Title	HERITAGE MANAGEMENT
Programme(s)/Course	BA (Hons) Tourism & Hospitality Management
Level	6
Semester	2
Ref No:	
Credit Value	CAT Points 200
Student Study hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	None
Co-requisites	None
Excluded combinations	None
Parent Department	UELS
Parent Course	BA (Hons) Tourism & Hospitality Management
JACS Code	
Description [100 words max]	This module considers the relationship between Heritage & Tourism within the changing leisure environment. It's focus is to provide students with an understanding of how theoretical issues of Heritage can be translated into practice for Tourism consumption
Aims	The module aims to introduce the main issues and concepts relating to Heritage Tourism by providing a critical understanding of the various approaches to 'Heritage' and their cultural and political consequences. It explains the nature and processes of heritage management.
Module Learning Outcomes	<p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> • Understand the multi-faceted concept of heritage and its relationship to tourism. • Identify and understand heritage management processes and practices. • Recognise the structure, management and marketing of heritage organisations and attractions. • Understand the current policies and practices in tourism heritage planning and management processes. <p>Intellectual and Research Skills:</p> <ul style="list-style-type: none"> • Critically analyse the heritage phenomenon in contemporary society.
Course Learning Outcomes Mapping	<p>Subject Knowledge and Understanding:</p> <p>A3: Interpretation of business and research data to the development of tourism, events and hospitality strategies and plans. For example, business plans, destination management, hospitality, event and marketing planning.</p> <p>A4: Evaluate the impacts of changes in the political, social environmental technological environment on the tourism, hospitality and events sectors.</p> <p>Intellectual and Research Skills:</p> <p>B2: Undertake fieldwork observation and data collection in a responsible and safe manner, and sensitive to the impact of investigations on the environment and stakeholders.</p> <p>B4: Use of interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems.</p> <p>Transferable Skills and Personal Attributes:</p> <p>C3: Work effectively in group and team work situations, respecting the viewpoints of others.</p> <p>C6: Demonstrate interpersonal and employability skills of listening, negotiating, persuasion and presentation.</p>

Employability	To be able to understand and apply many basic issues such as visitor management to heritage sites. To bring into the workplace insight and expertise into the relationship between the Heritage and Tourism industry. To reflect an awareness of the different types of interpretation that can be utilised within a Heritage organisation
Teaching & Learning Pattern	Lecture followed by a student led workshop/seminar.
Indicative content	The philosophy of Heritage Tourism including authenticity interpretation and its position within society today. Management of Heritage Tourism including funding, overall structure and organisations. Interpretation of Heritage Tourism including developing a heritage product and approaches to planning with regards to education and entertainment. Heritage Attractions for economic and employment rejuvenation, visitor impacts and sustainable management.
ASSESSMENT METHOD (Please give details – of components, weightings, sequence of components, final component)	<p>Formative Assessment: Tutor in-class feedback into student draft PowerPoint presentation ideas. Tutor feedback on secondary research for essay.</p> <p>Summative Assessment: CW1: Presentation (50%) – 15 minutes CW2: Essay (50%) – 2000 words</p> <p>The Coursework asks the students to choose a London museum and apply a large section of relevant theory as mentioned in the indicative content. Examples would be issues around various issues such as interpretation, authenticity, funding, visitor management and politics.</p>
Indicative Reading	<p>CORE READING: Black G (2005) <i>The Engaging Museum : Developing Museums for visitor involvement:</i> Routledge, London</p> <p>Ching Fu Chen (2009) Experience Quality, perceived value, satisfaction and behavioural intentions for heritage tourists. <i>Tourism Management</i>, Vol 31 Issue 1 Feb 2010. Pages 29-35</p> <p>Athinodoross, C. (2015) Moving Bodies and the Staging of the Tourist Experiences. <i>Annals of Tourism Research</i> pp. 133-139</p> <p>Dallen, T. and Boyd S: <i>Heritage tourism</i> (2003) Re printed. Pearson Education Ltd Harlow Essex</p> <p>Graham B, Ashworth, J.G. and Tunbridge J.E. (2000) <i>A Geography of Heritage Power, Culture and Economy</i>. London: Arnold.</p> <p>Labade, S. Long, C (2010) <i>Heritage & Globalisation</i>. London: Pan</p> <p>Sander D & James R (2007) <i>'Museum Management & Marketing.'</i> Routledge: London.</p> <p>Urey, J. (2011). <i>'The Tourist Gaze'</i> 3rd ed. London: Sage Publications</p> <p>OPTIONAL READING Chabra, D. Healey, R. and Sills, E. (2013) Staged Authenticity and Heritage Tourism <i>Annals of Tourism Research</i> Vol. 30 Issue 3</p> <p>Pouria, Y. Butler, R. and Airey, D. (2003) 'The Core of Heritage Tourism' <i>Annals of Tourism Research</i> Vol.30</p>

	<p>Park Hi (2010) <i>Heritage Tourism : ' Emotional Journeys into Nationhood'</i> Annals of Tourism Elseview</p> <p>Selwyn, T (1996) <i>The Tourist Image: Myths and myth making in Tourism</i>. West Sussex: J Wiley & Sons.</p>
<p>Other Learning Resources</p>	<p>Journals: Museum Journal Annals of Tourism Management Tourism Management</p> <p>Web Site: www.museumsandheritage.com www.mandh-online.com www.preservationnation.org</p>