MODULE **DESCRIPTOR**

MODULE TITLE	**THE PRINCIPLES AND PRACTICES OF TOURISM, HOSPITALITY AND EVENTS**		
MODULE CODE	TL4030 (L7)	CREDIT VALUE	20 credits / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE **AIMS**

This module aims to allow students to determine and evaluate the current trends and contemporary debates and developments in international tourism, hospitality and event management and their implications for people, places and effective international commerce. The module applies the concepts and principles of service sector management within a diverse global arena. It further examines a range of practices from an international perspective to develop a broad understanding to the cultural complexity and challenge of working within the service industry.

MODULE **CONTENT**

Indicative syllabus content:

- The role of government legislation and tourism, hospitality and events provision
- Concepts of service sector supply and demand, and characteristics of tourism products
- Understanding tourism destinations and their relevant organisations
- International hospitality and the internationalisation of multinational hospitality firms
- Knowledge of business arrangements and the complexities facing international hospitality operators and managers
- Pertinent issues facing hospitality businesses operating in an international environment
- Evolution, Events and their diversity
- Event design and operation
- Event legacies – mega events and modernity
- Effective strategic organisational policy, practice and sustainability.

INTENDED **LEARNING OUTCOMES**

On successful completion of this module a student will be able to:	
1.	Examine the principles of service provision within a public and private sector framework within Tourism, Hospitality and Events
2.	Apply academic concepts and theories towards commercial competitive practice within the global provision of Tourism, Hospitality and Events
3.	Critically analyse strategic developments and market and trends within the Tourism, Hospitality or Events sectors.

ASSESSMENT METHODS

This module is assessed through an essay and a report.