

MODULE DESCRIPTOR

MODULE TITLE	TOURISM IN ACTION		
MODULE CODE	TL1088 (L4)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module is designed to complement the core level four modules on the BA (Hons) Tourism & Hospitality Management programme, by allowing students to apply skills and knowledge developed in the first year of their undergraduate programme in a 'real world setting'.

Using a problem based learning approach; students will work in small groups in partnership with local tourism/leisure SMEs and public sector agencies. The task, identified in consultation with these partners will require students to design and conduct an appropriate research or industry centred management task.

The module enables students to develop the skills of research, team working, time management, communication and decision-making introduced in other modules at this level and will offer real and practical to students as future graduate managers.

In engaging students directly with industry, the 'Tourism in Action' module will allow students to see that there are a variety of ways of approaching particular organisational problems and issues. This allows the student to understand the complexities of organisational life and tourism issues and by its nature, the module will be essentially practical in its teaching, learning and assessment.

MODULE CONTENT

- Exposure to industry / professional practice and standards
- Contextual knowledge of the regional and national tourism industry
- Networking with regional tourism SMEs and agencies
- Critical reflection against future career goals
- Problem solving and decision making techniques
- Project planning and management
- Effective presentation skills (Inc. PowerPoint and other presentation media).
- Skills of negotiation and persuasion
- Creativity and problem solving skills
- Skills for effective communication
- Skills for personal organisation and time management
- Effective team working
- Tourism management theory to practice

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Apply critical tourism management theory to real business and destination issues.
2. Identify practical solutions to organisation & destination challenges, in relation to the assigned industry project.

TEACHING METHODS

This core module specialises in the fundamentals of tourism management. This will ensure that students appreciate the importance of a wide range of theoretical positions utilised to understand a large selection of tourism phenomena, as well as the application of these to industry situations. Therefore, this module is designed to complement the study of tourism and destination management, by allowing students to apply skills and knowledge developed in the first year of their undergraduate programme in a 'real world setting'.

The assessment schedule underpins the aim of this module utilising a variety of innovative assessment methods with a focus on academic, business and employability skills.

The module will essentially be practical in its teaching learning and assessment and will involve student groups working in partnership with a selected tourism organisation on a mutually agreed 'definable research / management task'. This process will be facilitated by a program of on-campus workshops, tutorials and supervisory meetings. In this way, it is proposed that learning will become an active rather than a passive experience and will require student groups to manage their own project responsibilities in partnership with student colleagues, tutor and assigned tourism operators.

ASSESSMENT METHODS

This module is assessed through one Project Management & Wiki (portfolio) and one Presentation.