

MODULE DESCRIPTOR

MODULE TITLE	THE PRINCIPLES AND PRACTICE OF TOURISM, HOSPITALITY AND EVENTS		
MODULE CODE	TL4030 (L7)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS 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, organisations and effective international business. 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 historical and prominent international importance and development of tourism, hospitality and events.
- Evolution, Events and their diversity
- The origins and growth of the hospitality industry
- The evolutionally impact of supporting industries, assisting the growth of tourism, hospitality and events.
- 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 tourism, hospitality and event businesses operating in an international environment
- Current trends impacting on the potential growth of destinations and tourism, hospitality and event businesses
- Entrepreneurial exploration of future tourism, hospitality and event business success
- Effective strategic organisational policy, practice and sustainability in the service industries.

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.

TEACHING METHODS

The module is delivered in ten 3-hour weekly sessions, including a number of keynote presentations, comprising a range of learning methods, including lectures, seminars and workshops.

ASSESSMENT METHODS

This module is assessed through an essay and an examination.