

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.

MODULE LEARNING PLAN

This module assumes no previous study of Tourism, Hospitality or Events. Selections of key theories are introduced each week with generic relevance to all the subject

themes and pathways. This is intended to develop essential academic underpinning that can then be applied in a wide range of THE operational arenas and situations. The module also has a pragmatic orientation linking for example management theories to business situations, opportunities and problems. This is achieved through subject rotations of three/four weeks i.e. Tourism, Hospitality and Events. The module has an international franchise of students from a wide range of undergraduate programmes and accommodates both progression and conversion for post graduate students in that the academic positions and case study materials have sufficient breadth, depth, varying complexity and practical applications as to form bespoke challenges to the students whatever their undergraduate background. Therefore this module provides a foundation, progression and contextualisation directly linked to the THE industries in terms of transferable and relevant key knowledge's, experiences, and competencies.

Assessment 1 – An essay

Assessment 2 – A report

ASSESSMENT METHODS

This module is assessed through an essay and a report.