

Week 3

Navigating Element 1



Learning Outcomes

By the end of today's session, you will be able to:



Explain the requirements of element 1 for your route

Understand what element 1 requires and how it applies to your chosen route



Create a structure for your assessment

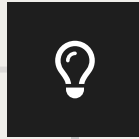
Develop an appropriate structure and begin producing your assessment

You should leave the session knowing what Element 1 requires and with a clear start made on your assessment.

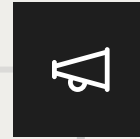
Where Are We Now? Project Journey



Week 1:
Choose Your
Project Direction
and Starting Point

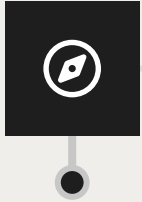


Week 2:
Develop Your
Ideas Into a
Clearer Direction

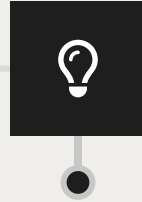


Week 3 (TODAY):
Element 1 Focus &
Development

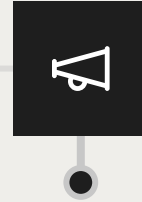
What we have coming up



Week 4 (19.10):
Ethics Form

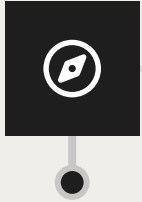


Week 5 (26.10):
Reading Week

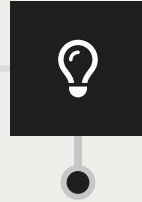


Week 6 (02.11):
Element 1 Drop-Ins

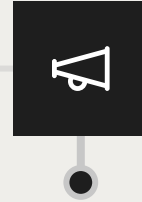
What we have coming up



Week 7 (09.11):
Element 1 Drop-
Ins



Week 8 (16.11):
Presentation
Week



Week 9 (23.11):
Element 2 Focus
& Development

Element 1 Deadline:
Friday 13th
November 23.59PM

Understanding Element 1



Common Purpose

- Element 1 has the same overall purpose for every route.
- What you produce will be different, but the expectations are similar.



What you need to show

- A clear reason for your chosen topic.
- That your idea is realistic and achievable.
- Critical thinking at Level 6.



Structural Support

- Your work should explain and justify your decisions.
- Do not just describe what you plan to do.

Is Your Idea Strong Enough?



A strong Element 1 proposal can answer 3 questions:

- ✓ What are you proposing
- ✓ Why is it needed?
- ✓ How will it add value?

Can we all answer these questions (or most of them)?

If yes, your rationale is becoming clear!

Activity: Convince Me (60 Seconds)



Answer the following questions:

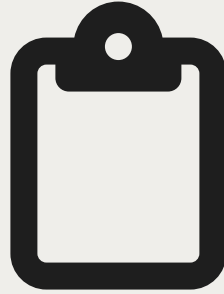
1. **What is your project?** – Briefly explain your topic, idea or chosen role.
2. **Why have you chosen it?** – Explain what interests you about the project.
3. **What are you hoping to achieve?** – Describe what you want your project to accomplish.
4. **What will you need to do?** – Explain your main activities or next steps.

Element 1 Route Briefing



Understanding Your Project

Your route determines the specific output you produce for Element 1



Understand Your Project Output

We will go through the specific Element 1 requirements and outputs for each of the three project routes



Preparation Before Starting

Have your handbook and project idea ready so you can begin planning your Element 1 mind map.

Applied Events: What Are You Being Assessed On?

Which role?

State your preferred component and explain why it interests you.

Why suitable?

Discuss relevant skills, experience, and personal strengths.

Role understanding

Explain responsibilities, expectations, and challenges.

Applied Events: Selling Yourself

Your ideas

Share initial ideas and how they could support the event.

Evidence

Support your points using research, examples, or experience.

Why select you?

Explain the value you would bring to the event team.

Applied Events : Final Checklist

✓

Have you...

Explained your component choice and suitability?

✓

Have you...

Presented ideas and backed them up with evidence?

✓

Have you...

Clearly justified why you should be selected?

Consultancy Project: Understanding Element 1

Present a consultancy proposal

Identify an organisation, introduce the business issue/opportunity, and explain why the project is worth investigating.

Demonstrate project value

Show how the project could benefit the organisation and address a genuine problem or opportunity.

Keep the proposal realistic

Focus on a manageable project that can be completed within the available timescale and resources.

Consultancy Project: Defining the Project

Introduce the organisation

Provide relevant background information and explain the organisational context.

Define the problem

Clearly identify the challenge, issue, or opportunity that requires investigation.

Explain the rationale

Justify why this project is important and how it could create value.

Consultancy Project: Planning Your Approach

Set clear objectives

Develop specific objectives that support the overall aim.

Outline methodology

Explain how information will be collected and analysed.

Demonstrate feasibility

Show a realistic timeline and delivery plan.

Consultancy Project: What To Look For

Clear project focus

A well-defined organisational problem or opportunity.

Organisational value

A realistic proposal demonstrating potential benefits.

Professional justification

Element 1 is a proposal, not a completed consultancy report.

Consultancy Project: Final Checklist

Project Focus

Organisation introduced and problem identified.

Project Plan

Aim, objectives, methodology and evidence included.

Project Value

Feasibility and organisational benefits demonstrated.

Research Project: Understanding Element 1 in Summary

Develop a research proposal

Identify a focused and researchable problem within Tourism or Events.

Establish a clear direction

Present a research aim and objectives that define the study.

Demonstrate feasibility

Show the project can be completed effectively.

Research Project: Defining Your Study

Research problem

Explain what issue, problem or gap makes the research worth doing.

Aim and objectives

Your aim is one clear sentence explaining the overall purpose of the project.

Objectives break your aim into smaller, achievable tasks.

Research questions

Turn your research objectives into focused questions that your project will answer.

For each objective, ask: What question would I need to answer to achieve this objective?

Research Project: Planning Your Methodology

Research approach

Select a qualitative, quantitative or mixed methods approach.

Data collection

Explain how data will be collected and from whom.

Ethics and feasibility

Consider ethical issues and practical limitations.

Research Project: Reviewing the Literature

Identify key themes

Explore major topics related to your chosen area.

Compare perspectives

Evaluate different viewpoints and findings.

Establish a foundation

Show how existing research supports your proposed study.

Research Project: What To Look For

Clear research focus

A relevant problem with aims, objectives and questions.

Justified methodology

Methods supported by clear reasoning.

Strong academic foundation

Engagement with relevant literature and research.

Research Project: Final Checklist

Research Design

Problem, aim, objectives and questions identified.

Methodology

Methods, ethics and feasibility explained.

Literature

Relevant academic sources reviewed and applied.

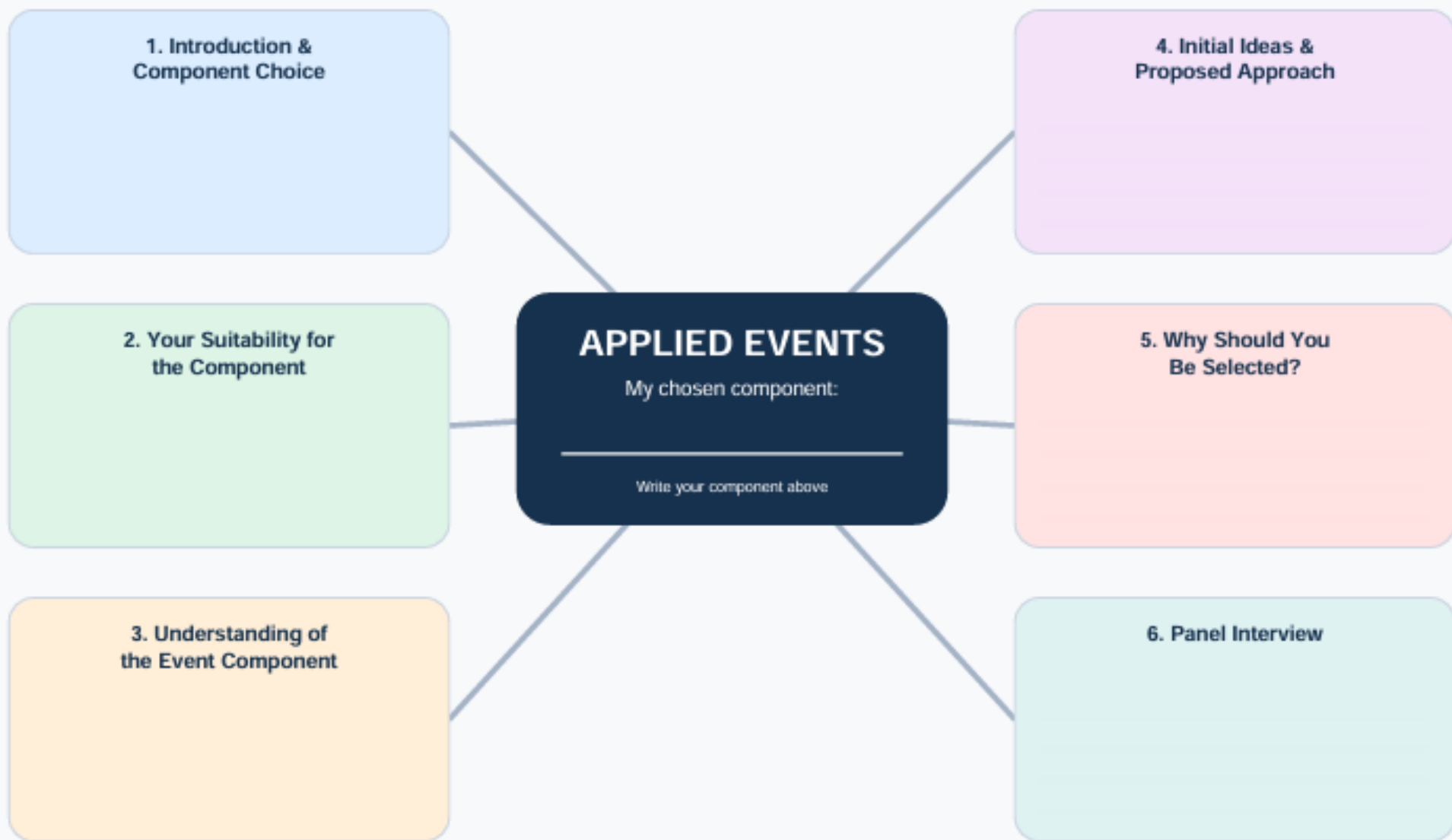
Assessment Mapping Activity (One-Page Plan)

**Use the route specific examples and module
handbook for guidance...**

Work on this until...

APPLIED EVENTS | ELEMENT 1 MIND MAP

Add your ideas, examples, evidence and next steps in each section.



ELEMENT 1 | CONSULTANCY PROJECT MIND MAP

Your one-page plan

1. INTRODUCTION AND ORGANISATIONAL CONTEXT

2. PROJECT PROPOSAL

CONSULTANCY PROJECT

My project title:

3. PROPOSED IMPLEMENTATION AND ORGANISATIONAL VALUE

Add your own ideas, evidence and next steps in each box. Use your Element 1 handbook as a guide.

ELEMENT 1 | RESEARCH PROJECT MIND MAP

Your one-page plan



Add your own ideas, evidence and next steps in each box. Use your Element 1 handbook as a guide.

Your Next Development Need



Write Your Development Focus

The part of Element 1 I most need to develop is...



Use Mapping for Impact

Use your mapping results to focus on the highest-impact gap



Apply Your Insights

Bring your insights into your independent work

Independent Task: Start Producing Element 1



Start Producing Element 1

Begin producing your actual Element 1 using your one-page assessment map



Develop Missing Components

Develop missing components starting with the evidence gaps you identified



Structure Key Claims

Ensure each key claim follows the Level 6 evidence structure

Research Ethics (11:00am – 12/1pm)

We'll cover completing your ethics form.

Only come in if you are undertaking primary research.

Project Support Drop-In (1:00pm – 3:00pm)

Bring:

- Your Element 1 draft
- Any feedback or questions
- Ideas you would like to discuss

**If you have any questions,
please do not hesitate to
get in touch.**

scott.james@uwtsd.ac.uk