Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

# MODULE DIRECTORY

**BA (Hons) International Leisure Resort Management**
**Diploma of Higher Education International Leisure Resort Management**

**BA (Hons) International Travel and Tourism Management**
**Diploma of Higher Education International Travel and Tourism Management**

**BA (Hons) Tourism Management**
**Diploma of Higher Education Tourism Management**

**BA (Hons) Events and International Festivals Management**
**Diploma of Higher Education Events and International Festivals Management**
**Certificate of Higher Education Events and International Festivals Management**

**Certificate of Higher Education Travel, Tourism and Leisure Management**
***(CertHE award linked to International Leisure Resort Management, International Travel and Tourism Management and Tourism Management programmes only)***

# LEVEL 4-6

# ACADEMIC DISCIPLINE: Hospitality and Tourism Management

# INSTITUTE OF MANAGEMENT AND HEALTH

# 2024-2025

**CONTENTS PAGE**

**Page No**

INTRODUCTION..... 1

MODULES ..... 2

## INTRODUCTION

This Module Directory includes all the modules for Levels 4-6 within the Undergraduate Leisure Events and Tourism Management portfolio in the academic year 2024-2025.

This directory accompanies the Programme of Study Handbook, which will provide you with details of which modules you will be studying for your programme this year in the 'Programme of Study' section. This directory may include modules that are running on other programmes of study within your Academic Discipline/Institute. If you require assistance in identifying the modules for your programme of study, please contact the Programme Manager (whose name and contact details are provided in the accompanying Programme of Study Handbook), or the relevant Institute Office.

The University has made every effort to make the information as full and as accurate as possible, but you should note that minor changes in the organisation of modules between the planning stage and the actual teaching are inevitable. We shall try to keep any such changes to a minimum, and you will receive plenty of advance warning in the event of any alteration. We would also be grateful if you would let us know about any changes that you think might be helpful if introduced into future handbooks.

**MODULES**

# Level 4 Modules

| | |
|---|---|
| **Module Code** | **BMTP4015** |
| **Title** | **Academic, Industry, and Digital Skills** |
| **Date** | **11/07/2023** |
| **Level** | **4** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

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**AIM(S)**

- To develop the student's academic, industry and digital skills for independent study and life-long learning to form the foundations for the successful completion of their academic studies and provide the student with the underlying research, numeracy, communication, and academic skills to prepare them for the range of work roles that will be required by the tourism, events, and leisure industry.

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- apply the written, practical, communication, numerical and digital skills necessary to demonstrate academic competency and develop capabilities to solve industry-based research issues;
- demonstrate the skills required to develop capabilities to solve industry-based research issues and secure suitable volunteering or placement experiences within the tourism, events, or leisure sectors.

**INDICATIVE CONTENT**

- Academic Skills: Developing an appropriate level of critical thinking and writing, communicating, and presenting, written style (e.g., planning, and structuring essays and reports, linking ideas together, using facts, opinions or arguments, analytical thinking, problem solving, etc.), presentation skills and reflection and self-reflection skills for a variety of assessments.
- Study Skills: Time management, Gantt Charts, organizing study / work, note taking, organising resources and teamwork.
- Research: Information gathering, library familiarisation, use of online academic data bases and sources, referencing conventions, Harvard System, the numeric system, and awareness of plagiarism.
- Presentation of data: Use of varied formats such as spreadsheets and presentation software including excel, charts, diagrams graphs, slide design, masters, images, and animation to compile reports, presentations, and essays.
- Digital literacy: E-learning to support academic development including VLE, Teams, Internet search techniques, Blogs, VLOGs, website design and development, using appropriate technology; staying safe online, cyber security and digital identity.
- Identity and sense of place: including values, culture and intercultural awareness, heritage, diversity and inclusion and physical literacy, consideration of the role of physical activity to the support of physical, mental health, well-being, and resilience.
- Industry competencies and key skills: Communication (verbal and written), teamwork, initiative, problem solving, decision making, motivation, reliability, time management, adaptability, work standards, planning, organisational skills, and empowerment.
- Personal and professional development planning: CV's and professional development plans.

**Study Time Allocation**

The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | -- | -- |
| **TOTAL** | **200** | **100%** |

**ASSESSMENT**

**Assessment Component 1** ***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Essay | 1500 words | 50% |

**Assessment Component 2** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Presentation | 10 minutes | 50% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | -- |
| Coursework | 50% |
| Practical | 50% |
| **TOTAL** | **100%** |

**INDICATIVE READING LIST**

| **Module Code** | **BMTP4015** | |
|---|---|---|
| **Module Title** | **Academic, Industry, and Digital Skills** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Cottrell, S. (2019), The Study Skills Handbook, (Fifth Edition), London: Red Globe Press | ☒ |
| Essential | Cottrell, S. (2017), Critical Thinking Skills, (Third Edition), London: Red Globe Press | ☒ |
| Essential | Well-being of Future Generations (Wales) Available at http://www.legislation.gov.uk/anaw/2015/2/contents/enacted ☒ | ☒ |

| Module Code | BMTP4015 | |
|---|---|---|
| **Module Title** | **Academic, Industry, and Digital Skills** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Further | Cottrell, S. and Morris, N. (2012), Study Skills Connected – Using Technology to Support your Studies, Hampshire: Palgrave Macmillan | ☒ |
| Further | Cottrell, S. (2015), Personal Development and Employability Skills, (Third Edition), Hampshire: Palgrave Macmillan | ☒ |
| Further | Godfrey, J. (2017), The Business Student's Phrase Book – Key Vocabulary for Effective Writing, London: Palgrave | ☒ |
| Further | Greetham, B. (2016), SMART Thinking – How to Think Conceptually, Design Solutions and Make Decisions, London: Palgrave | ☒ |
| Further | International Journal of Educational Development. | ☐ |
| Further | International Journal of Training and Development | ☐ |
| Further | Assessment and Evaluation in Higher Education | ☐ |
| Further | www.palgrave.com/skills4study.com | ☐ |
| Further | ASET. (2005) Placement Code of Practice, Sheffield: ASET | ☒ |

| | |
|---|---|
| **Module Code** | **BMTP4016** |
| **Title** | **Events and Festivals Experience (Placement)** |
| **Date** | **11/07/2023** |
| **Level** | **4** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

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**AIM(S)**

- To develop the student's knowledge and appreciation of the structure and functions of the contemporary events and festivals sectors through volunteering and placement experiences at a range of events, along with an understanding of how consumers engage with a variety of events whilst meeting the needs and objectives of the public, commercial and not for profit sectors.

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- define the demand, scale and types of events including festivals, Meetings, Incentives, Conferences and Exhibitions (MICE), culture, heritage, music and sports sectors and the purposes they serve to appreciate the structure of the events industry;
- demonstrate the importance of event management and how the industry can meet the objectives of the public, commercial and not for profit sectors.

**INDICATIVE CONTENT**

- Definitions, typologies, and concepts: event management definitions of scale and type of events, e.g., festivals, personal events, mega events, MICE, culture, heritage, music, and sport events.
- Suppliers and organisations involved in the delivery and production of events, including the roles of the public, commercial and not for profit sectors and other stakeholders.
- Consumer satisfaction: factors effecting satisfaction levels and methods of evaluation
- The events environment: an introduction to the influence and impact of political, environmental, social, and technological factors on the development of the industry. In addition, the importance of diversity and inclusion.
- Vocational Development: The events experience will be linear and individually designed to focus on either specialist or generic areas of study within the events industry according to the student's level of experience, needs, interests and chosen career pathway.
- Preparation for event Volunteering and employment: to include CV writing, Live CV's, interview skills, assessment centres, qualification audits, personal branding, training needs analysis and professional development planning to help the student secure an appropriate placement to meet their personal and professional needs and the course guidelines.

**Study Time Allocation**

The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 20 | 10% |
| Independent learning | 80 | 40% |
| Placement learning | 100 | 50% |
| **TOTAL** | **200** | **100%** |

## ASSESSMENT

**Assessment Component 1** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Events Experience and Event Review | 100 hours and 1500 words | 75% |

**Assessment Component 2** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Video | 5 mins | 25% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0 |
| Coursework | 0 |
| Practical | 100% |
| **TOTAL** | **100%** |

## INDICATIVE READING LIST

| **Module Code** | **BMTP4016** | |
|---|---|---|
| **Module Title** | **Events and Festivals Experience (Placement)** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Allen J., O'Toole W., McDonnell I. & Harris R., (2011) Festival and special event management, 5th Edition., John Wiley & Sons: Sydney | ☐ |
| Essential | Getz, D. (2005) Event Management and Event Tourism 2nd Edition Congnizant: Sydney | ☒ |
| Essential | Shone, A. and Parry, B., (2013). Successful Event Management: A Practical Handbook. 4th Edition. Thomson: London | ☐ |
| Further | Bladen C. et al (2017) Events Management : An Introduction. Second Edition. Routledge: Oxford | ☐ |

| Module Code | BMTP4016 | |
|---|---|---|
| **Module Title** | **Events and Festivals Experience (Placement)** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Further | Conway, D.G. (2009) The event manager's bible: the complete guide to planning and organising a voluntary or public event 3rd ed. How to Books, London | ☒ |
| Further | Fenich, G. (2014) Meetings, Exhibitions, Events and Conventions. Pearson, London | ☐ |
| Further | Event Management Journal | ☒ |
| Further | Torkildsen, G. (2011) Leisure and Recreation Management, 6th Ed. London: Routledge | ☒ |

| | |
|---|---|
| **Module Code** | **BMTP4013** |
| **Title** | **Hospitality and Guest Service Management** |
| **Date** | **15/07/2020** |
| **Level** | **4** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

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**AIM(S)**

- To provide the student with a practical understanding of the role and importance of the hospitality sector and guest services within International Travel, Tourism, Leisure Resort Management.

- To develop an appreciation of the importance of guest service training and empowerment strategies for the industry identifying and satisfying guest needs, to deliver service excellence and improve operational practices, yield management, revenues and performance standards.

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- Appreciate the importance of Guest Services strategies and their use in understanding guest needs and the value of empowerment and guest service measurements in contributing to achieving secondary spend and yield management targets.

- Evaluate the range of hospitality services and provision in relation to the changing nature of consumer demands, gaining a practical appreciation of operational practices, service standards, grading systems and the resource provision required to deliver service excellence.

**INDICATIVE CONTENT**

- International and UK Hospitality Industry - Concepts, definitions, historical developments, modern developments, role and function of hospitality services, market analysis of different sectors (hotels, restaurant, attractions, travel services, holiday parks, tour operators, food and beverage providers, outlets, support services), franchising structure, brands, stakeholders, relationship within national economies, economic impacts, organisational trends, grading structures internationally and in UK, branding, luxury provision, budget developments

- Consumers - understanding and appreciation of changing guest needs and demands, identification of market segments for hospitality products, characteristics, structure, changing customer needs and demands, lifestyle trends, patterns of work, lifecycle, fashion fads, service expectations, internal and external factors, market trends. Sustainable (greening) good practice.

- Hospitality Skill Requirements and Operational Issues - Operational systems for provision of food and beverage service standards, operational skills, wine and spirit training, agri-food strategies, local food initiatives, events and banquetting, new accommodation provision, resource co-ordination, specific service skills, changing industry, consumer demands, training initiatives, food hygiene requirements, legislation, cultural influences, performance measures, verification and grading. Social media influences (TripAdvisor) and digital management responses.

- Guest services - nature, scope and role, guest service and training models, guest service standards, empowerment, ownership, guest service measures, quality awards, mystery shopper, guest needs, understanding and appreciation of philosophies, use of mystique case studies may include Marriott (Spirit to Serve), Disney, Ritz Carlton (Empowerment) and Forbes.

**Study Time Allocation**

The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | 0 | 0% |
| **TOTAL** | **200** | **100%** |

**ASSESSMENT**

**Assessment Component 1** ***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Hospitality Report | 1500 words | 50% |

**Assessment Component 2** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Guest Service Training Experience | 5 minutes | 50% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0% |
| Coursework | 50% |
| Practical | 50% |
| **TOTAL** | **100%** |

**INDICATIVE READING LIST**

| **Module Code** | **BMTP4013** | |
|---|---|---|
| **Module Title** | **Hospitality and Guest Service Management** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Wood R. (2015) Hospitality Management, Sage, London | ☐ |
| Essential | Michelli J. (2008) The New Gold Standard McGraw Hil, New York | ☐ |
| Essential | Kinni, T (2011) Be Our Guest Disney Institute, Lake Buena Vista | ☐ |
| Further | Heppel, M (2015) 5 star Service | ☐ |
| Further | Johnston, R. Clark, G. and Shulver, M. (2012) Service Operations Management, Pearson, London | ☐ |
| Further | Fallon, M. and Rutherford, D. (2018) Hotel management and Operations, Wiley, London | ☐ |
| Further | Tourism and Hospitality Journal | ☒ |

| | |
|---|---|
| **Module Code** | **BMTP4004** |
| **Title** | **Managing Tourism, Leisure and Events Organisations** |
| **Date** | **04/03/2020** |
| **Level** | **4** |
| **Credits** | **20** |
| **Pre-Requisites** | |

**AIM(S)**

- To develop knowledge and understanding of how the tourism workplace functions and impacts on organisational performance, human behaviour and the management of people.

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- Coherently analyse the relationship between structure, culture, people and organisational performance.
- Understand the principal functions of managers and leaders and what makes them effective.
- Appreciate the factors that affect differences in behaviour of individuals and groups in organisations.

**INDICATIVE CONTENT**

- An assessment of the general principles of organisation design, structure and culture and how these impact competitive edge.
- Psychological theories and explanatory frameworks of individual behaviour, relating to:
    - Personality
    - Perception
    - Motivation
    - Emotional intelligence
    - An understanding of work groups and teams.
- Demonstrate how organisations can behave responsibly and ethically in relation to social, cultural, economic and environmental issues.
- Establish how leadership and management impacts on engagement of employees, with a focus on the leadership behaviours required to be effective in volatile, uncertain, complex and ambiguous business environments.

**Study Time Allocation**
The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | 0 | 0% |
| **TOTAL** | **200** | **100%** |

## ASSESSMENT

**Assessment Component 1**
***(Tick one)***
☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Report | 2000 words | 50% |

**Assessment Component 2**
***(Tick one)***
☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Group Presentation with supporting materials | 5 minutes per person plus no more than 1000 words per person | 50% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0% |
| Coursework | 50% |
| Practical | 50% |
| **TOTAL** | **100%** |

## INDICATIVE READING LIST

| **Module Code** | **BMTP4004** | |
|---|---|---|
| **Module Title** | **Managing Tourism, Leisure and Events Organisations** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Mullins, L. J. (2016). Management and Organisational Behaviour. Harlow: Pearson Education Limited (11th ed) Harlow: Pearson | ☒ |
| Essential | Mullins, L & Dosser, P. (2013) Hospitality Management and Organisational Behaviour (5th Ed) Harlow: Pearson | ☐ |
| Essential | Journal of Organisational Behaviour | ☒ |
| Further | Armstrong, M. (2016). Armstrong's Handbook of Management and Leadership for HR: developing | ☐ |

| Module Code | BMTP4004 | |
|---|---|---|
| Module Title | Managing Tourism, Leisure and Events Organisations | |
| Classification | Reading List entry | Electronic* |
| | effective people skills for better leadership and management (4 ed.). London: Kogan Page. | |
| Further | Buchanan, D. A., & Huczynski, A. A. (2013). Organisational Behaviour (8 ed.). Harlow: Pearson Higher Ed. | ☐ |
| Further | Harvard Business Review | ☒ |
| Further | Grey, C. (2012). A very short, fairly interesting and reasonably cheap book about studying organizations (3 ed.). London: Sage. | ☐ |
| Further | Rees, W. D., & Porter, C. (2015).Skills of Management and Leadership: Managing People in Organisations. London: Palgrave. | ☐ |
| Further | Robbins, S. P. (2015). Organizational Behaviour (16 ed.). Boston: Pearson. | ☐ |
| Further | www.managers.org.uk | ☒ |
| Further | www.bbc.co.uk/news/business | ☒ |
| Further | www.bestcompanies.co.uk | ☒ |
| Further | The Economist | ☒ |
| Further | www.ted.com | ☐ |

Students will also be directed to use academic databases such as Marketline and Tourism & Hospitality Complete.

| | |
|---|---|
| **Module Code** | **BMTP4014** |
| **Title** | **Niche Marketing and Social Media** |
| **Date** | **15/07/2020** |
| **Level** | **4** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

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**AIM(S)**

- To introduce the student to the key discipline of marketing and social media within the fields of International Travel, Tourism, Hospitality and Leisure Resort Management.
- To investigate current niche tourism and marketing trends and developments focusing on the use, influence and impact of social media and digital marketing.

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- Define and assess the niche market development in International Travel, Tourism, Hospitality and Leisure Resort marketing in terms of focusing on theories, guest needs, identifying relevant stakeholders and assessing the impact of marketing on strategic and operational practices.
- Understand the process and stages of practical marketing planning, including the role of the marketing environment, marketing research, the marketing mix and the impact and use of niche, digital and social media marketing.

**INDICATIVE CONTENT**

- The nature and scope of marketing within International Travel, Tourism, Hospitality and Leisure Resort Management, niche marketing, stakeholders, guest needs and sustainability
- Strategic marketing, market segmentation, generational marketing, psychographics, demographics, target markets, niche markets, planning, market research, market information systems, methodologies, internal analysis , external analysis, macro and micro environment, competitor analysis
- Marketing mix - product, product differentiation, pricing strategies / yield management, placemaking, packaging/branding, promotional mix including advertising, PR, digital marketing and social media, performance analysis, people (service impacts, consumer satisfaction)
- Digital marketing, website impacts and designs, corporate cultures, consumer behaviour, targeting, databases, technological advances, guest loyalty, industry case studies
- Social media, impacts, influencers, images, brand identity, communication mix, social influencers, travel blogs, travel journals, blogging, vloging, ethical marketing, images, videos, destinations, airlines, hotels, attractions, events, competition, Impact of Trip Advisor et al

**Study Time Allocation**

The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | 0 | 0% |
| **TOTAL** | **200** | **100%** |

**ASSESSMENT**

**Assessment Component 1** ***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Marketing Report | 1500 words | 50% |

**Assessment Component 2** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Social Media Campaign | 5 minutes | 50% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0% |
| Coursework | 50% |
| Practical | 50% |
| **TOTAL** | **100%** |

**INDICATIVE READING LIST**

| **Module Code** | **BMTP4014** | |
|---|---|---|
| **Module Title** | **Niche Marketing and Social Media** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Kotler, P. and Armstrong, G. (2009), Principles of Marketing, 13th Ed, Pearson: Harlow | ☒ |
| Essential | Middleton V, Fyall A and Morgan M, (2009) Marketing in Travel and Tourism, Butterworth-Heinemann, Oxford. | ☒ |
| Essential | Frochot I. and Batat W., (2013) Marketing and Designing the Tourist Experience. Goodfellow, Oxford | ☐ |
| Further | Tresidder R. and Hirst C., (2012) Marketing in Food, Hospitality, Tourism and Events. Goodfellow, Oxford | ☐ |
| Further | Clow, K and Baack, D (2013), Integrated Advertising, Promotion and Marketing Communications 6e, Pearson, London | ☐ |
| Further | European Journal of Marketing | ☒ |

| | |
|---|---|
| **Module Code** | **BMTP4017** |
| **Title** | **Professional Development and Operational Placement** |
| **Date** | **11/07/2023** |
| **Level** | **4** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

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**AIM(S)**

- To introduce the student to the key concepts of career planning and professional development through auditing and analysing their professional skills and training needs to effectively consider a range of suitable industry opportunities, along with providing students with the knowledge and understanding to organise an operational placement or volunteering experience within travel, tourism, hospitality, events, or leisure resorts to develop their industry understanding professional skills.

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- identify opportunities for personal and professional development in terms of specific learning outcomes and professional career development;
- successfully consider a range of industry opportunities to secure and undertake a suitable operational placement within the travel, tourism, hospitality, events, or leisure resort sectors.

**INDICATIVE CONTENT**

- Placement Preparation: to include CV writing, interview skills, assessment centres, Talent Plus Assessments, qualification audits, training needs analysis and professional development planning to help the student secure an appropriate placement to meet their personal and professional skills, needs and the course guidelines.
- Personal branding: Live CV presentations, email and letter writing, recruitment, interview, and assessment skills including presentations, competencies and Talent Plus quality assessment processes specific to the tourism, travel, events, and leisure sectors.
- Industry competencies and key: including communication (verbal and written), teamwork, initiative, problem solving, decision making, motivation, reliability, time management, adaptability, work standards, planning, organisational skills, and empowerment, soft skills reflections, and key skills for the industry, task management, guest services, operational issues.
- Personal Development: learning Styles (Honey and Mumford), Development wheel, Professional Skills focus for industry, Qualifications, identification of measurable learning outcomes.
- Industry opportunities: positions, training programmes, organizational research, roles and responsibilities, career planning, recruitment, and training strategies and organisational polices.

- The experience will be linear and individually designed to focus on either specialist or generic areas of study within the industry according to the student's level of experience, needs, interests and chosen career pathway.

**Study Time Allocation**

The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 52 | 26% |
| Placement learning | 100 | 50% |
| **TOTAL** | **200** | **100%** |

**ASSESSMENT**

**Assessment Component 1** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Placement Experience, and Performance Appraisal and Placement Development Record | 100 hours placement and 1500 words | 75% |

**Assessment Component 2** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Placement Video | 5 minutes | 25% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0 |
| Coursework | 0 |
| Practical | 100% |
| **TOTAL** | **100%** |

**INDICATIVE READING LIST**

| Module Code | BMTP4017 | |
|---|---|---|
| **Module Title** | **Professional Development and Operational Placement** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Cottrell, S. (2015), *Personal Development and Employability*, (Third Edition), UK: Palgrave | ☒ |
| Essential | Woodward, E (2015) Ultimate Guide to Internships, Allworth Press | ☒ |
| Essential | QAA, (2018) *UK Quality Code for Higher Education Advice and Guidance – Work Based Learning*, QAA: London | ☐ |
| Further | Whitmore, J (2017) Coaching for Performance, NBP | ☐ |
| Further | ASET. (2016) *Good Practice Guide for Health and Safety for Student Placements*, ASET: Sheffield Hallam University | ☐ |
| Further | Kolb, D.A. (2015), *Experiential Learning,* (Second Edition), Prentice Hall: New Jersey | ☐ |
| Further | **Journals**<br>LTSN – Link<br>Prospects – Work based Learning | ☒ |
| Further | **Websites**<br>Organizational websites as personally applicable to the student's individual placement | ☐ |

| | |
|---|---|
| **Module Code** | **BMTP4018** |
| **Title** | **Tourism, Events, and Leisure Industry** |
| **Date** | **11/07/2023** |
| **Level** | **4** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

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**AIM(S)**

- To provide the student with a generic knowledge and understanding of the tourism, events and leisure industry focusing on structure, organisation and function and its role within society today, whilst also considering in detail the diverse industry sectors and the geographical, cultural, sociological, environmental, and political impacts of tourism, events, and leisure

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- appreciate the structural and functional development and organisation of the global tourism, events and leisure industry and its role within modern contemporary society;
- demonstrate understanding of the factors that impact upon the international tourism, events and leisure industry and consider the forces which influence global society's level of provision and engagement.

**INDICATIVE CONTENT**

- Definitions, evolution and historical development of tourism events and leisure, trends and geographical perspectives, growth of the international industry (business and leisure tourism, travel, hospitality, events, festivals, resorts, and attractions).
- Organisation and structure of the industry, policies, stakeholders, global organisations, industry lead bodies, public sector, commercial sector, voluntary sector.
- Motivation, demand, and leisure needs: - Maslow's Needs Hierarchy, tourism, events and leisure motives, provision and access, motivators and barriers, perceptions, demographic factors, personal factors, leisure and lifecycle, media power, engagement, trends and created needs.
- Participation and Impacts: social factors, political factors, cultural factors, global factors, geographical factors, funding factors, demographic factors, personal factors – (leisure and lifecycle), marketing factors (competition, created needs / trends).
- Tourism, Events and Leisure impacts: social, economic, political, environmental, and cultural impacts both positive and negative, introduction to Doxey's Irridex, Butler's TALC model, Cohen, and Plog's Tourism Typologies.

**Study Time Allocation**

The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | -- | -- |
| **TOTAL** | **200** | **100%** |

**ASSESSMENT**

**Assessment Component 1** ***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Report | 1500 words | 50% |

**Assessment Component 2** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Group Presentation | 5 minutes per student | 50% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | -- |
| Coursework | 50% |
| Practical | 50% |
| **TOTAL** | **100%** |

**INDICATIVE READING LIST**

| **Module Code** | **BMTP4018** | |
|---|---|---|
| **Module Title** | **Tourism, Events, and Leisure Industry** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Holloway, J. Humphries, C. (2016) Business of Tourism: Harlow, Pearson | ☒ |
| Essential | Page, S (2014) Tourism Management: London, Butterworth - Heinemann | ☐ |
| Essential | Torkildsen, G. (2005) Leisure and Recreation Management, London: Routledge | ☒ |
| Further | Copper, C (2012) Contemporary Tourism: An International Approach, London, Goodfellow Publishers. | ☐ |
| Further | Kotler, P, Bowen, J. (2014) Marketing for Hospitality and Tourism, Essex, Pearson. | ☒ |
| Further | Smith, M. (2009) Issues in Cultural Tourism Studies, New York, Routledge. | ☐ |
| Further | Journals – Leisure Management | ☒ |
| Further | Journals – Tourism Society | ☒ |
| Further | Journals - International Journal of Event and Festival Management | ☒ |

# Level 5 Modules

| | |
|---|---|
| **Module Code** | **BMTP5017** |
| **Title** | **International Travel Operations** |
| **Date** | **15/07/2020** |
| **Level** | **5** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

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**AIM(S)**

- To provide the student with a professional, theoretical and applied understanding of the management and operations of the global travel industry and its relationship with Tourism and Events. Focusing on the roles of key stakeholders - notably Governments, Lead Bodies such as ABTA, Agencies, Tourist Authorities including Visit Wales, Destination Management Companies, Tour Operators, Travel Agents, Airlines, Airports, Hotels and Resort Destinations – the student will gain an understanding of their inter-relationships in terms of packaging tours, events and destination experiences.

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- Analyse the roles and concepts of travel and tourism within National, European and International markets and develop and review packages, systems, strategies and procedures utilised by the industry.
- Consider the roles of key stakeholders, operators, agencies and organisations, evaluating the symbiotic relationship that exists between travel and tourism, and evaluate key issues by developing and managing a Travel and Tour operation or events package experience.

**INDICATIVE CONTENT**

- Definitions and concepts of key forms of International Travel Operations, industry structure, global, domestic, regional organisations, national and international public bodies including the role of ABTA.
- Development of Global tourism development – impacts of Brexit, political and economic issues, geographical issues, tourist demands, supply, participation and developmental trends focusing on ABTA Travel Trends
- Management of Domestic and International travel and tour operations including tour operators, legislation, packaging, accommodation, bonding, planning, scheduling, costing, tours, excursions and responsibilities. Impacts of Brexit and the Passenger Travel Directive
- Travel Sector, Policies and Strategies- Airline industry, schedule and charter, airports, cruise market, train travel.
- Changing roles of agencies and the development of internet sales, technological systems, bookings, reservations, operations (IT booking systems) and their impact on travel and tourism commercial practice. Relationships with Meetings, Incentives, Conventions and Events Sectors.
- Issues and complexities of travel and tourism operations – legislation and crisis management including Health and Safety, food hygiene issues, security and precautions, sustainability, climatic and geographical change, advancement of

technology, commercial systems, consumer complaints, overseas conflicts, natural disasters, terrorism risks, staffing, recruitment, training

**Study Time Allocation**

The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | 0 | 0% |
| **TOTAL** | **200** | **100%** |

## ASSESSMENT

**Assessment Component 1** ***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Package Tour and e-Brochure | 3000 words | 75% |

**Assessment Component 2** ***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Travel Industry MCQ | 50 MC Tasks | 25% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0% |
| Coursework | 100% |
| Practical | 0% |
| **TOTAL** | **100%** |

## INDICATIVE READING LIST

| **Module Code** | **BMTP5017** | |
|---|---|---|
| **Module Title** | **International Travel Operations** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Cook, R et al (2013) Business of Hospitality Tourism and Travel Pearson International | ☒ |
| Essential | Fletcher, J et al (2013) Tourism Principles and Practice | ☐ |
| Essential | Holloway C (2012) The Business of Tourism, Prentice Hall. | ☒ |
| Further | Mintzer R, (2013) Start Your Own Travel Business and More: Cruises, Adventure Travel Tours, Senior Travel, Entrepreneur Pres | ☐ |
| Further | Buck, M (2012) Trends and issues in Global Tourism, Springer | ☒ |
| Further | Syratt G and Archer J (2013) Manual of Travel Agency Practice, Butterworth-Heinemann | ☒ |
| Further | Yeoman, I (2012) 2015 Tomorrow's Tourism, Channel View | ☐ |

| | |
|---|---|
| **Module Code** | **BMTP5021** |
| **Title** | **Live Events Project** |
| **Date** | **11/07/2023** |
| **Level** | **5** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

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**AIM(S)**

- To provide the student with live events experience to develop a critical appreciation of planning, financing, marketing, organising, and delivering events from inception of ideas to scoping, delivery and evaluation.

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to

- critically apply project planning models and event techniques to construct a detailed and effective event plan from an original event concept;
- appreciate the well-established processes of managing and delivering events with reference to a range of operational responsibilities.

**INDICATIVE CONTENT**

- Event ideas, proposal, scoping, budgeting, and feasibility.
- Project planning – Gantt charts, models, communication plans, resource allocation, staffing, support facilities and suppliers, transport, and hospitality plans.
- Venue selection, stakeholder engagement and operational management.
- Risk management and legal considerations, licence agreements and contracts.
- Human resource management and event network structures.
- Logistics, organisation, set up, production, queuing, and check-in procedures.
- Event marketing plan, PR, social media, advertising, media coverage, marketing communications.
- Financial planning, funding, costs, economic objectives, grants, secondary spend.
- Operational issues on the day of the event, running order and communications plan.
- Event team evaluation and reflection, knowledge transfer, EMBOK.

**Study Time Allocation:**

The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | 0 | 0% |
| **TOTAL** | **200** | **100%** |

## ASSESSMENT

**Assessment Component 1** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Organisation of a live event, supported by a planning document | Equivalent to 3000 words | 75% |

**Assessment Component 2** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Video Review | 5 minutes | 25% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0% |
| Coursework | 0% |
| Practical | 100% |
| **TOTAL** | **100%** |

## INDICATIVE READING LIST

| **Module Code** | **BMTP5021** | |
|---|---|---|
| **Module Title** | **Live Events Project** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Ferdinand, N (2016) Events Management: An International Approach, Sage, London | ☐ |
| Essential | Slack, N (2018) Essentials of Operations Management, Pearsons, London | ☒ |
| Essential | Getz, D (2016) Event Studies Routledge, London | ☐ |
| Further | Quinn, B (2013) Key Concepts in Event Management, Sage, London | ☐ |
| Further | International Journal of Event Management Research | ☒ |
| Further | Event Management Journal | ☒ |
| Further | International Olympic Journals | ☒ |

| | |
|---|---|
| **Module Code** | **BMTP5019** |
| **Title** | **Operations Management for Tourism, Leisure and Events** |
| **Date** | **15/07/2020** |
| **Level** | **5** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

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**AIM(S)**

- To provide the student with an understanding of the key strategic and operational management functions including planning, programming and the operational skills necessary for effective facility management.

- To appreciate the wider operating context and impacts relating to employment obligations, legal responsibilities and operational risk challenges faced by managers operating venues in all sectors of the travel, tourism, events hospitality and leisure resort management industry.

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- Demonstrate an appreciation of the principles of commercial law and licencing and analyse the effect of employment legislation within the industry globally.

- Evaluate the relationship between financial statements and yield management in controlling budgets and establishing performance targets within management operations.

- Coherently analyse the relationship between managerial expertise and organisational performance, identifying the key skills and knowledge required to manage service organisations effectively and to operationally manage risk, health, safety and crisis management.

- Evaluate the impact of the wider social and business environment on the business operations and the management challenges it represents.

**INDICATIVE CONTENT**

- Human Resource Management (structures, recruitment, development, retention, codes of conduct, team working), Recruitment and Selection, Quality Selection Processes, Talent Development, Training and Management Development, Performance management, Staffing, Programming, Employment law and practices, redundancy, unfair dismissal, maternity leave, disability and sexual discrimination, disciplinary procedures

- Financial management (budget management, commercial planning, grants) Sustainable accounting practices Financial Operations - budgetary controls, yield management, decision making, preparations of budgets, performance measures, Key Performance Indicators, Return on Investment

- Strategies and Operational Policies and Procedures – Greenbook, Purple Book and Pink Book Regulations, Normal Operating Procedures, Special Operating Procedures, Emergency Procedures, Operational programming, Special Events, Booking and Registration systems, Organisational Procedures, EPOS

- Legal Issues - Health and Safety legislation, Risk Management, Duty of Care for Employees and Public, Public Liability Commercial Law - hotels, resorts, venues, destinations, clubs and voluntary organisations, legal status, companies, constitutions, memberships, trustees and entrepreneurship Operational Law - Sale of Goods Act, alcohol licencing, public entertainment, hotel licencing, food standards, , Disability Discrimination Act

**Study Time Allocation**

The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | 0 | 0% |
| **TOTAL** | **200** | **100%** |

**ASSESSMENT**

**Assessment Component 1** ***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Operational Events Project | 4000 words or equivalent | 100% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0% |
| Coursework | 100% |
| Practical | 0% |
| **TOTAL** | **100%** |

**INDICATIVE READING LIST**

| **Module Code** | **BMTP5019** | |
|---|---|---|
| **Module Title** | **Operations Management for Tourism, Leisure and Events** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Armstrong, M. (2016), *Armstrong's Handbook of Management and Leadership for HR,* (Fourth Edition), London: Kogan Page | ☒ |
| Essential | Atrill, P and McLaney, E. (2015), *Management Accounting for Decision Makers*, Harlow: Pearson | ☒ |

| Module Code | BMTP5019 | |
|---|---|---|
| **Module Title** | **Operations Management for Tourism, Leisure and Events** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Further | Carroll, A. and Buchholtz, A. (2014) *Business and Society: Ethics and Stakeholder Management*, Cincinnati. USA: South-Western College Publishing | ☒ |
| Further | Crane, A. and Matten, D. (2012), *Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization,* Oxford: Oxford University Press | ☐ |
| Further | Inkson,C.and Minnaert,L.(2018), *Tourism Management*, (Second Edition), London: SAGE | ☐ |
| Further | Marr, B. (2013), *Key Performance Indicators (KPI)*, Harlow: Pearson | ☒ |
| Further | Mullins, L. J. (2016), *Management and Organisational Behaviour,* (Eleventh Edition), Harlow: Pearson | ☐ |
| Further | Mullins, LJ. and Dossor, P. (2013) *Hospitality Management and Organisational Behaviour* (Fifth Edition), Harlow: Pearson | ☒ |
| Further | Page, S. (2019), *Tourism Management,*(Fifith Edition), Oxon: Routledge | ☐ |
| Websites | http://www.audit-commission.gov.uk<br>http://www.hse.gov.uk/<br>www.hrmguide.co.uk<br>www.investorsinpeople.co.uk<br>http://www.cipd.co.uk/hr-resources | ☐ |
| Journals | Human Relations<br>Human Resources Management Journal<br>Journal of Organisational Behaviour<br>Learning Organisation<br>Organisational Behaviour and Human Decision Processes<br>Managing Leisure: An International Journal<br>The Economist<br>Organization Studies<br>Management Today<br>People Management<br>Personnel Today | ☐ |

| | |
|---|---|
| **Module Code** | **BMTP5020** |
| **Title** | **Professional Placement and Enterprise Project for Tourism, Events and Leisure** |
| **Date** | **25/03/2021** |
| **Level** | **5** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

**AIM(S)**

- To provide the students with a first-hand professional development or enterprise experience within their specialist travel, tourism, events, leisure and hospitality sector, in order to appreciate what constitutes good practice. This will develop the student's professional industry skills, notably team work, communication, guest service and task management or their enterprise management skills through focusing upon self-management to enhance the specialist competencies required for their future careers

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- Develop their operational work-based key skills within tourism, leisure or events through a placement opportunity or via an enterprise project.

- Critically analyse contemporary management issues such as, for example, management performance within the workplace environment, guest services, resource allocation, marketing, management styles, culture, health and safety, via a work placement or enterprise project.

**INDICATIVE CONTENT**

- Professional and Personal Development: the experience will be linear and individually designed to focus on either specialist or generic areas of study according to the student's level of experience, needs, interests and chosen career pathway or based upon undertaking an enterprise project to develop a new business ides related to the tourism, events or leisure sector.

- The student is required to either a) undertake a minimum 8 week placement (200 hours). A student whose agreed placement contract is for more than 8 weeks will be required to complete the contracted period in full. If they leave early (other than for agreed extenuating circumstances) they will receive a fail grade for the employer appraisal element. Or b) Undertake a feasible and well planned enterprise project to propose, plan and develop a new business project, event, idea or concept.

- Key skills – communication, team work, task management, personal skills – guest services, operational issues or enterprise and business development skills relating to the Tourism, Events or Leisure sector.

- Operational skills for placement would focus on task management, sector specialisms, performance and professional competencies or for enterprise project would focus on entrepreneurial and business management skills.

- A student studying International programmes will be expected to undertake an Internationally based enterprise project or placement although this could be with a UK based organisation in an international focus or working with international clientele within the UK

- Review – reflection, self-appraisal, reaction to feedback.
- Organisational Issues: policies and procedures, organisational aims and objectives, mission statement, operations, staffing, training, competition, quality issues, performance measures, management structures, working practices, marketing, health and safety, guest service.

**Study Time Allocation**

The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 0 | 0% |
| Independent learning | 0 | 0% |
| Placement learning | 200 | 100% |
| **TOTAL** | **200** | **100%** |

**ASSESSMENT**

**Assessment Component 1**
***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Learning and Development Record (including 3 monthly learning Blogs/Logs/Video Records) | 2000 words<br>Based on completing 200-hour placement or 200-hour Enterprise Project | 50% |

**Assessment Component 2**
***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Report (either a Placement & Performance Review and Appraisal Report) or an Enterprise Project | 2000 words or equivalent<br>Based on completing 200-hour placement or 200-hour Enterprise Project | 50% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0% |
| Coursework | 50% |
| Practical | 50% |
| **TOTAL** | **100%** |

**INDICATIVE READING LIST**

| **Module Code** | | |
|---|---|---|
| **Module Title** | **Professional Placement and Enterprise Project for Tourism, Events and Leisure** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Hagg, E (2013) Internship Guide Eleven, The Hague | ☐ |
| Essential | QAA, (2018) UK Quality Code for Higher Education Advice and Guidance – Work Based Learning, QAA: London | ☐ |
| Essential | ASET. (2016) Good Practice Guide for Health and Safety for Student Placements, ASET: Sheffield Halam University | ☐ |
| Further | ASET. (2014), Placement Code of Practice, ASET: Sheffield Halam University | ☐ |
| Further | Kolb,D.A. (2015), Experiential/Learning (Second Edition),Prentice Hall: New Jersey | ☐ |
| Further | Journals<br>LTSN – Link<br>Prospects – Work based Learning | ☒ |
| Further | Websites<br>Organizational websites as personally applicable to the student's individual placement | ☒ |

| | |
|---|---|
| **Module Code** | **BMTP5022** |
| **Title** | **Research Methods and Field Study Experience** |
| **Date** | **11/07/2023** |
| **Level** | **5** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

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**AIM(S)**

- To provide the student with the critical academic underpinning to plan and undertake industry and subject specific field study research related to their level 5 studies utilising a real-life opportunity to critically research, review and evaluate a chosen industry topic and put forward informed recommendations to improve performance.

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- use academic skills to undertake a field study research excursion within a chosen travel, tourism, event, leisure, or resort destination;
- effectively use appropriate research methods to investigate and review the performance of travel, tourism, event, or leisure operations and offer effective recommendations to improve the product performance and experience.

**INDICATIVE CONTENT**

Topics will be linked to all level 5 modules and will studied through lectures, seminars, field study trips, practical experiences, behind-the-scenes visits, guest speaker presentations, and student planned field excursions-based research.

- Research Methods: Primary and secondary research, qualitative and quantitative research, observation, market research, guest service analysis, experiential reviews, performance reviews, validity and reliability, surveys, questionnaire design, interview design, use of focus groups, SPSS, Feefo, guest service measurements, customer review measures, statistical reviews, and analysis.
- Field Study Trip: including real life experiences, excursions, observations, student led field study research, specialist educational networking opportunities with key industry professional to discuss issues which have been introduced through academic studies covering the following specialist areas which may form part of student's research experience.
- Trave Specific: Integrated travel experiences focusing on a range of travel systems and services, provision, networks, management, performance and interrelationships with tourism, events, and leisure resorts.
- Tourism Specific: Cultures, languages, traditions, heritage, impacts, visitor experiences, globalisation, authenticity, seasonality, issues, and impact evaluation.
- Events Specific: Experiences, strategies, venues, legacies, markets, trends, policies, Meetings, Incentives, Conferences and Exhibitions (MICE), personal, cultural, heritage and sports events, issues, and impact evaluation.

- Leisure Specific: Destinations and resort developments, infrastructure, attractions, visitor trends, operations, strategies, seasonality, issues, and impact evaluation.
- Management: Operational performance, performance measures, KPI's, ROI'S
- Hospitality and guest service: cultural differences, gastro tourism, food and wine, local cuisine, service standards, traditions, meet and greet, guest needs, accommodation, issues, and performance evaluation.
- Marketing: social media campaigns, national, provincial, regional and city marketing campaigns, experiential marketing, influencer marketing, blogging, vlogging, issues and performance evaluation.

**Study Time Allocation**

The study time for the module is divided as follows:

| **Activity type** | **Hours** | **Percentage** |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | -- | -- |
| **TOTAL** | **200** | **100%** |

**ASSESSMENT**

**Assessment Component 1** ***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| **Mode of assessment** | **Volume** | **Weighting** |
|---|---|---|
| Research Project | 2000 words | 50% |

**Assessment Component 2** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| **Mode of assessment** | **Volume** | **Weighting** |
|---|---|---|
| Video Project | 10 minutes | 50% |

**Assessment Summary**

| **Activity type** | **Percentage** |
|---|---|
| Written exam | -- |
| Coursework | 50% |
| Practical | 50% |
| **TOTAL** | **100%** |

**INDICATIVE READING LIST**

| Module Code | BMTP5022 | |
|---|---|---|
| **Module Title** | **Research Methods and Field Study Experience** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Brunt, P et al (2017) Research Methods in Tourism, Hospitality and Events, Sage | ☐ |
| Essential | Dubarry, R (2017) Research Methods for Tourism, Routledge | ☐ |
| Essential | Cook, R et al (2013) Business of Hospitality Tourism and Travel Pearson International | ☒ |
| Further | Okumus, F et al (2023) Cutting Edge Research Methods in Hospitality and Tourism, Emerald | ☐ |
| Further | Yeoman, I (2012) 2015 Tomorrow's Tourism, Channel View | ☐ |
| Further | Tourism Management Journal | ☒ |
| Further | Annals of Tourism Research | ☒ |

| | |
|---|---|
| **Module Code** | **BMTP5023** |
| **Title** | **Sustainable Global Tourism and Events** |
| **Date** | **11/07/2023** |
| **Level** | **5** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

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**AIM(S)**

- To develop the student's understanding of sustainable tourism, events and leisure developments and review appropriate policy frameworks to identify examples of best practice and provide the student with a critical understanding and appreciation of the importance of sustainability and cultural diversity within the context of international tourism, events, and leisure.

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- demonstrate a critical understanding of the term's global "sustainability" and its application within the context of the tourism, events, and leisure;
- appreciate the concept and principles of "sustainable good practice" as applied to the global tourism, events, and leisure industry.

**INDICATIVE CONTENT**

- Definitions of Sustainability: Harmony principles of sustainability, pillars of sustainability, people, planet and profit, tourism and events impacts, legacies, demand and supply issues, sustainable development, environmental regulations, market mechanisms and self-regulatory codes, greening businesses, sustainable events, sustainable transport, sustainable hospitality.
- Sustainability Policies: Future Generations Act, UN Sustainability Goals, UNWTO, Green Dragon Initiative / Greening your Business, new sustainable approaches for operational procedures, practices, and marketing.
- Sustainable Tourism: Destinations, Travel, Greenways, Gower Explorer case studies. Swiss railways, Air Travel, Carbon Neutral, Cruise Ships, London Transport Policies.
- Sustainable Events: London 2012, ICC Wales, Principality Stadium, Marriott Hotels, Ironman, organisational commitment to sustainability; MIA, impact review analysis.
- Sustainable Leisure development- Case Studies of good sustainable practice, Banff National Park, Wales Coast Path, National Trust, and Bluestone National Park
- Global Tourism, Events and Leisure issues: topical concerns, climate change, operational challenges, globalisation, discrimination, ethics, environmentalism, ghetto tourism, poverty, undermining and debasement of traditional cultures and national identities.
- Global Cultures – Cultural theory investigating different cultures in terms of race, religion, language, stereotyping, cultural perspectives that offers a distinct identity for

tourism, events and leisure which may include Wales, European nations, Chinese Mandarin, Arabic states, Japan, Malaysia, and USA.

**Study Time Allocation**

The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | 0 | 0% |
| **TOTAL** | **200** | **100%** |

**ASSESSMENT**

**Assessment Component 1** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Group Presentation | 10 minutes per person | 50% |

**Assessment Component 2** ***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Essay | 2000 words | 50% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0% |
| Coursework | 50% |
| Practical | 50% |
| **TOTAL** | **100%** |

**INDICATIVE READING LIST**

| **Module Code** | **BMTP5023** | |
|---|---|---|
| **Module Title** | **Sustainable Global Tourism and Events** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | . Fennell, D Cooper, C (2020) Sustainable Tourism :Principles, Contexts and Practices, Channel View | ☒ |
| Essential | Jones, M (2017)Sustainable Event Management A Practical Guide Routledge | ☒ |
| Essential | Page, S Connell, J (2020) Tourism a Modern Synthesis, Routledge | ☒ |
| Further | Holmes, K (2015) Events and Sustainability, Routledge | ☐ |

| Module Code | BMTP5023 | |
|---|---|---|
| Module Title | Sustainable Global Tourism and Events | |
| Classification | Reading List entry | Electronic* |
| Further | Journal of Intercultural Communication | ☒ |
| Further | Tourism Management Journal | ☒ |
| Further | Annals of Tourism Research | ☒ |

# Level 6 Modules

| | |
|---|---|
| **Module Code** | **BMTP6020** |
| **Title** | **Crisis Management for Responsible Tourism and Events** |
| **Date** | **25/03/2021** |
| **Level** | **6** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

## AIM(S)

- To provide the student with the opportunity to critically investigate crisis management and contemporary issues affecting the international Travel, Tourism and Events Industry in light of the Covid-19 Pandemic and other global issues.
- To utilise the theories to critically consider ethical and global issues effecting the sector and analyse how risk management models, policies and strategies can be utilised to promote responsible Tourism and Events.

## LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Critically discuss major topical issues, for example, the Covid-19 Pandemic in order to consider their impact upon the Tourism, Travel and Events Industry.
- Debate contentious issues and consider the use of Risk Management Models in managing crisis situations to promote Responsible and Sustainable Tourism and Events.

## INDICATIVE CONTENT

- Crisis Management Planning, Use of Risk Management Models, Adventure Tourism, Events, Travel and Tourism Risks, Managing Crisis Situation, Evacuation and Crowd Control, Policies and Procedures, Green Book and Purple Book, FCO support, ABTA Crisis Planning
- Global Issues Managing Covid -19 Pandemic – Health issues relating Crisis Management and the need for containment, control, death rates, quarantine, border controls, testing, airports, PPE, hygiene controls.
- Global Impacts of Covid-19 Pandemic - Economic impacts, Social Impacts and Political impacts upon the Global Travel, Tourism, Events and Leisure Industry, including airlines, airports, hotels, tourism destinations, global and community events
- Terrorism - Targeting Events and Tourism, Crowd Control, Emergency Procedures, Political Unrest, Case Studies Munich Olympics, Airport Attacks, Bali Bombings, 9/11, 7/7, Tunisia, London Bridge Attack, Manchester Stadium
- Brexit – Impacts upon Tourism, Legislation, Immigration, Migrant Workforce to support Tourism, Economic Funding, Blue Skies, Passenger Travel Directive, Passports, Food Strategies, ABTA guidance

- Natural Disasters – Tsunami's, Earthquakes, Hurricanes, Typhoons, Tornados, Floods, Avalanches, Mud Slides, Leisure World Disaster, Climate Change, Plastics

- Topical issues effecting Global Travel, Tourism, Events and Leisure – Crime Rates, Pickpockets, Over Tourism, Violence, Rioting, Alcohol and Drug Abuse at Events and Tourism Destinations, Community Impacts, Football Hooliganism, Adventure Tourism, Child Trafficking, Animal Welfare, Gambling, Theme Park Accidents

- Economic Impacts – Recessions, Instability, Exchange Rates, Currency Issues, Inflation, Globalisation Case Studies Thomas Cook and Monarch

- Consideration of Marxist Conflict Theory and Structural Functionalism, Globalisation, Commercialisation, Massification, Cultural Theories, Sustainability (Environmental Sustainability and Economic Sustainability) Ethic relating to the development of Responsible Tourism.

**Study Time Allocation**

The study time for the module is divided as follows:

| **Activity type** | **Hours** | **Percentage** |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | 0 | 0% |
| **TOTAL** | **200** | **100%** |

**ASSESSMENT**

**Assessment Component 1** ***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| **Mode of assessment** | **Volume** | **Weighting** |
|---|---|---|
| Crisis Management Review | 2000 words | 50% |

**Assessment Component 2** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| **Mode of assessment** | **Volume** | **Weighting** |
|---|---|---|
| Video Documentary | 10 minute Video | 50% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0% |
| Coursework | 50% |
| Practical | 50% |
| **TOTAL** | **100%** |

**INDICATIVE READING LIST**

| **Module Code** | **BMTP6020** | |
|---|---|---|
| **Module Title** | **Crisis Management for Responsible Tourism and Events** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Ritchie, B (2019) Tourism Crisis and Disaster Management in Asia Pacific CABI Series Queensland Australia | ☒ |
| Essential | Pierkarz, M (2015) Risk and Safety Management in Leisure, Events Tourism and Sports CABI Queensland Australia | ☒ |
| Essential | Laws, E et al (2007) Crisis Management in the Tourism Industry CABI Queensland Australia | ☒ |
| Further | Rojek, C (2013) Event Power, How Global Events Manage and Manipulate, Sage | ☒ |
| Further | Jenkins, I (2019) Adventure Tourism and Outdoor Activities Management | ☒ |
| Further | Journal of sustainable Tourism | ☒ |
| Further | International Journal of Tourism Research | ☒ |
| Further | Journal of Current issues in Tourism | ☒ |

| | |
|---|---|
| **Module Code** | **BMTP6017** |
| **Title** | **Festivals, Conventions and Events** |
| **Date** | **15/07/2020** |
| **Level** | **6** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

---

## AIM(S)

- To develop critical perspectives on policy and planning for Festivals, Conventions and Events. This will include considering pre-bid event feasibility through to bidding, funding, planning and hosting Festivals, Conventions and Events along with the impact of emergency situations such as the Covid-19 pandemic including the development of virtual events.

- The module examines the nature and purpose of operational decision making and management, with a particular focus on managing Convention Centres and Events venues, impacts upon communities and tourism destinations.

## LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Demonstrate a systematic understanding of the bidding and funding processes, roles, development and strategies of Festivals, Convention and Events and their relationship with tourism destinations and communities.

- Utilise the theories and principles of management and marketing in order to systematically evaluate the feasibility, performance and impacts of events and events venues in order to consider the current challenges facing the events sector following the covid-19 pandemic.

## INDICATIVE CONTENT

- Concepts, foundations of festivals conventions and events tourism, historical developments, government policies, Visit Wales strategies, Events Wales strategies, international events strategies, the role of BTA and stakeholders, Economic considerations, Key performance indicators, topical issues surrounding the impacts of Covid-19 pandemic.

- Bidding processes, concept of the feasibility; forces impacting on feasibility studies; Leverage, legacy planning in terms of tourism development, economic and multiplier effect ,community impacts, economic and social regeneration

- Event planning and impacts of Covid-19 pandemic, Purple Book and Pink Book Guidelines, management and operational issues, social distancing, PPE, legislation, organisational structures, funding, private sector investment, security plans, timelines, marketing, opening and closing ceremonies, volunteering, visitor profiles, ticketing, sustainability and carbon footprints.

- Managing venues and facilities, volunteering strategies, media coverage, local community impacts, road closures, transport issues, logistics, parking, support

facilities, digital developments, managing risks, health and safety, emergency planning, terrorism threats

- Issues with Meetings, Incentives, Conventions and Events – Convention Centres, Meetings industry, Exhibitions, Meetings, Weddings, Banquets, Hospitality, Digital Developments as a result of Covid-19

- Issues with Festivals, development of Virtual Events as a result of Covid-19 Funding, Drugs, Alcohol and Behavioural issues, Environment, Control, Community Engagement

- Case studies may include - Visit Wales Strategies, Events Wales Strategies, Music Festivals, Hay Festival, Virtual Events, Cultural Events, Historic Events, Political Events, Garden Festivals, Expo's including Dubai 2021, Royal Events, State Events, Food Festivals, Eisteddfods, Conventions, Exhibitions, Meetings.

**Study Time Allocation**

The study time for the module is divided as follows:

| **Activity type** | **Hours** | **Percentage** |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | 0 | 0% |
| **TOTAL** | **200** | **100%** |

**ASSESSMENT**

**Assessment Component 1** ***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| **Mode of assessment** | **Volume** | **Weighting** |
|---|---|---|
| Essay | 2000 words or equivalent | 50% |

**Assessment Component 2** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| **Mode of assessment** | **Volume** | **Weighting** |
|---|---|---|
| Presentation | 15 minutes | 50% |

**Assessment Summary**

| **Activity type** | **Percentage** |
|---|---|
| Written exam | 0% |
| Coursework | 50% |
| Practical | 50% |
| **TOTAL** | **100%** |

**INDICATIVE READING LIST**

| **Module Code** | **BMTP6017** | |
|---|---|---|
| **Module Title** | **Festivals, Conventions and Events** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Masterman, R (2014) Strategic Sports Events Management, Routledge, London | ☐ |
| Essential | Mallen, C (2012) Event Management in Sport, Recreation and Tourism, Routledge, London | ☒ |
| Essential | Getz, D (2012) Event Studies Routledge, London | ☒ |
| Further | Quinn, B (2013) Key Concepts in Event Management, Sage, London | ☐ |
| Further | International Journal of Event Management Research | ☐ |
| Further | Event Management Journal | ☒ |
| Further | International Olympic Journals | ☒ |

| | |
|---|---|
| **Module Code** | **BMTP6003** |
| **Title** | **Global Destination and Resort Management** |
| **Date** | **04/03/2020** |
| **Level** | **6** |
| **Credits** | **20** |
| **Pre-Requisites** | |

## AIM(S)

- To further develop and strengthen the student's understanding of the global tourism concept. This module will focus on critically appraising the industry with regards to; global destinations and resort development (domestic and international), industry impacts and issues, host / visitor relationships, consumer perceptions, economic growth / decline, political involvement, industry management and development, resort sector growth.

- This module will consider in detail global destination and resort planning and management, critically developing the student's understanding of the tourism industry from both a theoretical and practical case-study context. The module will provide suitable management skills for employment within the tourism and leisure resort management industry and its related fields.

## LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Identify and apply theories to evaluate the growth of trends in global tourism markets (destinations and specific resorts).

- Critically appraise the relationships between the host country and visitor and analyse the impacts upon future tourism demand.

- Discuss and systematically evaluate the role of key stakeholders, regulatory bodies and organisations associated with global tourism, destinations and resort development and discuss and evaluate contemporary issues, theories and challenges confronting future growth and management.

- Critically assess global tourism destinations and resorts within a context of current tourism trends and development strategies for industry growth considering mass vs niche tourism developments.

## INDICATIVE CONTENT

- Definitions and classifications of key global tourism destinations and resorts

- Psychological perceptions and attitudes towards tourism by the host and visitor

- Globalisation and international dimension of the tourism and resort sector and its demand

- Global tourism issues / trends and implications

- Organisations / regulatory bodies in global tourism

- Management and strategic development issues in global tourism
- Socio-economic and environmental impacts of tourism in global destinations
- Developing resorts and new destinations – destination and resort management strategies
- Niche / growth markets and locations – thana tourism, religious tourism, eco tourism, wellness tourism, mountain based destinations, water based destinations, leisure/sport based destinations and related resorts
- Contemporary and future destination development issues

**Study Time Allocation**

The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | 0 | 0% |
| **TOTAL** | **200** | **100%** |

**ASSESSMENT**

**Assessment Component 1**
***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Travel Review | 3000 words or equivalent | 50% |

**Assessment Component 2**
***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Essay | 3000 words or equivalent | 50% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0% |
| Coursework | 100% |
| Practical | 0% |
| **TOTAL** | **100%** |

**INDICATIVE READING LIST**

| **Module Code** | **BMTP6003** | |
|---|---|---|
| **Module Title** | **Global Destination and Resort Management** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Buck, M and Conrady, R (2012) Trends and Issues in Global Tourism 2012, Berlin, Springer. | ☒ |
| Essential | Cooper, C and Hall, M (2012) Contemporary Tourism: An International Approach, Oxford, Goodfellows, | ☒ |
| Essential | Innerhofer, E, Fontanari, M (2018) Destination Resiliance -Challenges and Opportunities for Destination Management and Governance, London, Routledge. | ☐ |
| Further | Mill, R (2012), Resorts Management and Operations, London, Wiley and Sons. | ☐ |
| Further | Morrison, A (2019), Marketing and Managing Tourism Destinations, London, Routledge | ☐ |
| Further | Murphy, P (2008), Business of Resort Management, Oxen, Routledge. | ☐ |
| Further | Peterson, D (2016), Tourism Development and Destination Management, London, Clanrye International | ☐ |
| Further | Prideaux, B (2009), Resort Destinations, New York, Routledge. | ☐ |
| Further | Kozak, N, Kozak, M (2019) Tourism Destination Management, London, Springer | ☐ |
| Further | Lam, D (2019), Casino Management and Integrated Resorts, London, Routledge. | ☐ |
| Further | Journals – Annals of Tourism Research | ☒ |
| Further | Journals - International Journal of Event and Festival Management | ☒ |
| Further | Journals – International Journal of Tourism Research | ☒ |
| Further | Journals – Journal of Sustainable Tourism. | ☒ |
| Further | Journals – Leisure Management | ☒ |
| Further | Journals – Tourism Society | ☒ |

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|---|---|
| **Module Code** | **BMTP6018** |
| **Title** | **Global Sport and Tourism Events Management** |
| **Date** | **15/07/2020** |
| **Level** | **6** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

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**AIM(S)**

- To develop a systematic understanding of Sport and Tourism Events Management and the issues involved in strategically hosting and managing global events as a result of Covid-19 Pandemic.

- To develop a detailed critical appreciation of issues from pre-bid considerations through to bidding, planning and managing events and legacy. This will include considering issues of managing stadiums, virtual events, spectator experience, fan engagement, media, risk and security management, volunteering and legacies.

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- Critically appraise in detail the funding, roles, development and strategies of global events and their relationship with tourism and the media by considering the aims and objectives of governments and the organisers in order to evaluate the impacts and achievement of planned legacies.
- Utilise the theories and principles of management and marketing in order to systematically evaluate the performance of global sport and tourism events and events venues in order appreciate the challenges facing the events following the Covid-19 pandemic.

**INDICATIVE CONTENT**

- Concepts, foundations of Global Sport and Tourism Events, historical developments, government policies, Visit Wales strategies, Events Wales Strategies, Sport Wales Strategies, role of NGB's, international events strategies and the role of BTA and stakeholders, impacts of Covid-19 Pandemic on events
- Bidding processes, legacy planning, leverage, bribery and corruption, bid documents, funding, sponsorship, government support, media and TV rights, legacy planning in terms of sports development, tourism development, economic and multiplier effect and development of virtual events and events for the media behind closed doors
- Event planning, Greenbook and Purple Book, management and operational issues, legislation, organisational structures, volunteering, fan engagement, spectator experience, crowd control, social distancing, hospitality, funding, private sector investment, security plans, timelines, marketing, opening and closing ceremonies, volunteering, visitor profiles, ticketing, sustainability and carbon footprints.
- Managing Stadiums, venues and facilities, virtual events media coverage, local community impacts, road closures, transport issues, logistics, parking, support

facilities, managing risks, health and safety, emergency planning, terrorism threats

- Case studies may include - Event Wales Strategies, NGB's, Sports Council, Olympics, Ironman Wales, Millennium Stadium, Ffos Las, World Ocean Race, FIFA World Cup, RWC and Champions League

**Study Time Allocation**

The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | 0 | 0% |
| **TOTAL** | **200** | **100%** |

## ASSESSMENT

**Assessment Component 1** ***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Event Report | 2000 words | 50% |

**Assessment Component 2** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Bid Pitch | 15 minutes (individual) | 50% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0% |
| Coursework | 50% |
| Practical | 50% |
| **TOTAL** | **100%** |

## INDICATIVE READING LIST

| **Module Code** | **BMTP6018** | |
|---|---|---|
| **Module Title** | **Global Sport and Tourism Events Management** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Masterman, R (2014) Strategic Sports Events Management, Routledge, London | ☒ |
| Essential | Mallen, C (2012) Event Management in Sport, Recreation and Tourism, Routledge, London | ☒ |
| Essential | Getz, D (2012) Event Studies Routledge, London | ☒ |

| Module Code | BMTP6018 | |
|---|---|---|
| **Module Title** | **Global Sport and Tourism Events Management** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Further | Quinn, B (2013) Key Concepts in Event Management, Sage, London | ☐ |
| Further | International Journal of Event Management Research | ☒ |
| Further | Event Management Journal | ☒ |
| Further | International Olympic Journals | ☒ |

| | |
|---|---|
| **Module Code** | **BMTP6006** |
| **Title** | **Heritage and Leisure Attraction Management** |
| **Date** | **04/03/2020** |
| **Level** | **6** |
| **Credits** | **20** |
| **Pre-Requisites** | |

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**AIM(S)**

- To provide the student with a systematic understanding of the issues involved in managing heritage and leisure attractions in the UK and overseas to develop an in-depth analytical appreciation of sustainability issues, management concepts and operational issues.

- To provide the student with a detailed appreciation of the diversity of the heritage and leisure attraction sector and the social, economic, cultural and environmental impacts attractions have upon tourism and the local community.

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- Systematically analyse issues influencing the growth and range of heritage and leisure attractions in terms of sustainability and quality whilst critically appreciating the cultural, social, economic and environmental impacts of Leisure Attractions.

- Critically evaluate marketing and management policies with regard to a range of operational issues affecting visitor experience in terms of guest service and performance, expectations, interaction, interpretation, branding, theming, secondary spend and health and safety/ risk management whilst appreciating the effects of seasonality, trends, the current economic climate and terrorism issues.

- Define and systematically review contemporary industry specific policies / structures and evaluate key issues and impacts confronting the heritage and leisure attraction sector and apply management approaches / techniques to address these.

**INDICATIVE CONTENT**

- Definitions and backgrounds: types of attractions, iconic developments, public private sector debate, commercial goals, voluntary sector, impacts of free access to galleries and museums, historic buildings / towns, monuments, architecture, World Heritage Sites / Attractions, museums and galleries, mass culture, popular culture, cultural heritage, heritage and culture characteristics (tangibility / intangibility)

- Contextual Background: heritage and leisure attraction sector, overview of the National, European and Global context, growth and diversity of heritage, relationships to tourism and leisure, consumer demand of heritage and culture.

- Types of Heritage and Leisure Attractions: (thanatourism, industrial heritage tourism, religious tourism, genealogy tourism, dark tourism, theme parks, holiday villages and attractions).

- Organisations: key bodies / government departments involved in the heritage and cultural industries; (DCMS, English Heritage, CADW, tourist boards, historic buildings and monuments commissions, public, private and voluntary sector, charities and trusts, UNESCO. Structures / Policies and Initiatives: national and regional policies and frameworks, funding, sponsorship, conservation.

- Concepts for development, feasibility, funding, strategies, trends, influences, visitor profile, footfall, image, expectations, societal pressures, social tourism benefits, community use, economic, cultural and environmental impacts, ethics, sustainability.

- Managerial and operational issues: budget planning, quality management, sustainability, seasonality, location, staffing, training, mission, vision, development, investment, guest service, marketing, interpretation, secondary spend, events, theming, branding, health and safety, risk management, visitor experience management.

- Case studies - case studies are likely to include Walt Disney organisations with specific reference to Disney and Merlin as well as local attractions and the development of new iconic attractions through focusing on the Visit Wales Tourism Strategy.

- Issues and Threats: heritage and cultural authenticity, commodification, commercialisation of heritage and culture, changing consumer perceptions, restoration versus reconstruction, changes in support structures (management / funding), planning regulations, environmental concerns, tourism overcrowding and terrorism.

**Study Time Allocation**

The study time for the module is divided as follows:

| **Activity type** | **Hours** | **Percentage** |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | 0 | 0% |
| **TOTAL** | **200** | **100%** |

**ASSESSMENT**

**Assessment Component 1**
***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| **Mode of assessment** | **Volume** | **Weighting** |
|---|---|---|
| Attraction Presentation | 15 minutes | 50% |

**Assessment Component 2**
***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Heritage Audit | 3000 words or equivalent | 50% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0% |
| Coursework | 50% |
| Practical | 50% |
| **TOTAL** | **100%** |

**INDICATIVE READING LIST**

| **Module Code** | **BMTP6006** | |
|---|---|---|
| **Module Title** | **Heritage and Leisure Attraction Management** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Page, S. and Swarbrooke, J. (2012) The Development and Management of Visitor Attractions, Oxford: Butterworth-Heinemann | ☐ |
| Essential | Frochot, I and Batat, W (2013) Marketing and Designing the Tourist Experience, Goodfellow | ☐ |
| Essential | Fyall, A., Garrod, B and Leask, A. (2008) Managing Visitor Attractions- New Directions, Oxford: Butterworth Heinemann. | ☒ |
| Further | Leask, A. and Fyall, A, 2015. Managing World Heritage Sites, Routledge, London. | ☒ |
| Further | Staiff, R. Bushell, R. and Watson, S. 2013 Heritage and Tourism: Place, Encounter, Engagement, Routledge, London. | ☐ |
| Further | Black, G 2012, Transforming Museums in the 21st Century, Routledge, London | ☐ |
| Further | International Journal of Heritage Studies | ☒ |
| Further | Journal of Culture and Heritage Management and Sustainable Development. | ☒ |
| Further | Attraction Management Journal | ☒ |
| Further | Association of Leading Visitor Attractions Journal | ☒ |

| | |
|---|---|
| **Module Code** | **BMTP6015** |
| **Title** | **Independent Project** |
| **Date** | **25/06/2020** |
| **Level** | **6** |
| **Credits** | **40** |
| **Pre-Requisites** | **None** |

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**AIM(S)**

- To develop the ability of students to engage critically and innovatively with theory and/or practice relevant to their studied subject areas in order to produce a discipline specific in-depth project.

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- Demonstrate intellectual skills in the identification of an appropriate topic, problem or challenge for investigation pertinent to their field of study and formulate a suitable plan for further research utilising relevant investigative methods in order to produce a response.

- Evidence in-depth knowledge and critical understanding of principles necessary to underpin their education within their chosen field of study and problem solving techniques applicable to this.

- Evidence independence of thought and critical evaluation in the production of an independent piece of work, demonstrating transferable skills through exercising initiative and personal responsibility in planning own learning and self-management.

- Organise their knowledge and learning through use of a range of media, and present their work appropriately in a manner that can be understood by specialist and non-specialist audiences.

**INDICATIVE CONTENT**

- Research paradigms, methods, and techniques of research and enquiry.

- Conducting and writing literature reviews.

- Ethical concerns and the research process.

- Resource, project, and skills management processes and techniques.

- Presenting and illustrating data and information.

- Communication of general, specialist, technical ideas and results.

- Problem solving, creative, entrepreneurial thinking and approaches.

- Collaboration, adaptability and reflection.

**Study Time Allocation**

The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 36 | 9% |
| Independent learning | 364 | 91% |
| Placement learning | 0 | 0% |
| **TOTAL** | **400** | **100%** |

**ASSESSMENT**

**Assessment Component 1**
***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Portfolio | Minimum of 3 elements (equivalent to 10,000 words) | 100% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0% |
| Coursework | 100% |
| Practical | 0% |
| **TOTAL** | **100%** |

**INDICATIVE READING LIST**
This will be guided by the student's individual project.

| **Module Code** | **BMTP6015** | |
|---|---|---|
| **Module Title** | **Independent Project** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Cottrell S, (2015) *Skills for Success Personal Development and Employability, 3rd edition*, Palgrave. London. | ☒ |
| Essential | ASET, 2013 *Good Practice Guide for Workbased Learning and Placement Learning in Higher Education* | ☒ |
| Essential | Gray, D.E. (2018) *Doing Real World Research,* London: SAGE. | ☐ |
| Further | Gallagher K, (2016) *Essential Study and Employment Skills For Business and Management Students*, Oxford | ☐ |
| Further | Gottschall, Jonathan (2013), *The Storytelling Animal: How Stories Make Us Human,* Houghton Mifflin | ☐ |
| Further | Storr, Will (2020), *The Science of Storytelling,* William Collins | ☐ |
| Further | Cohen, L. Manion, L. and Morrison, K. (2017) *Research Methods in Education, 8th edition* London: Routledge. | ☒ |

| Module Code | BMTP6015 | |
|---|---|---|
| Module Title | Independent Project | |
| Classification | Reading List entry | Electronic* |
| Further | Flick, U. (2014) *An Introduction to Qualitative Research*, London: SAGE. | ☐ |
| Further | Aubrey, K. & Riley, A. (2017) *Understanding and Using Challenging Education Theories*, London: SAGE. | ☒ |
| Further | Brinkmann, S. and Kvale, S. (2018) *Doing Interviews (Qualitative Research Kit)*. Sage | ☐ |
| Further | Gibbs, G. (2018) *Analysing Qualitative Data (Qualitative Research Kit).* Sage | ☒ |
| Further | Creswell, J. W. (2012*). Qualitative inquiry and research design: Choosing among five approaches*. Sage | ☐ |
| Further | Obschonka, M., Hakkarainen, K., Lonka, K. *et al.* Entrepreneurship as a twenty-first century skill: entrepreneurial alertness and intention in the transition to adulthood. *Small Bus Econ* **48,** 487–501 (2017). https://doi.org/10.1007/s11187-016-9798-6 | ☒ |
| Further | https://ec.europa.eu/jrc/en/entrecomp | ☒ |

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|---|---|
| **Cod y Modwl** | **BMTP6015C** |
| **Teitl** | **Prosiect Annibynnol** |
| **Dyddiad** | **25/06/2020** |
| **Lefel** | **6** |
| **Credydau** | **40** |
| **Rhagofynion** | **Dim** |

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**AMCAN(ION)**

- Datblygu gallu myfyrwyr i fynd i'r afael yn feirniadol ac yn arloesol â theori a/neu arfer sy'n berthnasol i'r meysydd pwnc a astudir ganddynt er mwyn llunio prosiect manwl sy'n benodol i'w disgyblaeth.

**DEILLIANNAU DYSGU**

Ar ôl cwblhau'r modwl hwn yn llwyddiannus, dylai'r myfyriwr allu:

- Arddangos sgiliau deallusol wrth ddynodi pwnc, problem neu her briodol i'w harchwilio sy'n berthnasol i'w maes astudio a ffurfio cynllun addas i'w ymchwilio ymhellach gan ddefnyddio dulliau archwiliadol perthnasol er mwyn llunio ymateb.

- Dangos gwybodaeth fanwl a dealltwriaeth feirniadol o'r egwyddorion sy'n angenrheidiol i ategu eu haddysg o fewn eu maes astudio dewisol a thechnegau datrys problemau sy'n berthnasol i hyn.

- Dangos meddwl annibynnol a gwerthuso beirniadol wrth lunio darn o waith annibynnol, gan arddangos sgiliau trosglwyddadwy trwy ddefnyddio menter a chyfrifoldeb personol wrth gynllunio eu dysgu eu hunain a'u hunanreolaeth.

- Trefnu eu gwybodaeth a'u dysgu trwy ddefnyddio amrywiaeth o gyfryngau, a chyflwyno'u gwaith yn briodol mewn ffordd sy'n ddealladwy i gynulleidfaoedd arbenigol ac anarbenigol.

**CYNNWYS DANGOSOL**

- Paradeimau ymchwil, dulliau, a thechnegau ymchwil ac ymholi.

- Cynnal ac ysgrifennu adolygiadau llenyddiaeth.

- Pryderon moesegol a'r broses ymchwil.

- Prosesau a thechnegau rheoli adnoddau, prosiectau a sgiliau.

- Cyflwyno a darlunio data a gwybodaeth.

- Cyfathrebu syniadau a chanlyniadau cyffredinol, arbenigol, technegol.

- Datrys problemau, a meddwl a dulliau creadigol ac entrepreneuraidd.

- Cydweithio, addasu a myfyrio.

**Dyraniad Amser Astudio**

Mae'r amser astudio ar gyfer y modwl wedi ei rannu fel a ganlyn:

| Math o weithgaredd | Oriau | Canran |
|---|---|---|
| Dysgu wedi'i amserlennu | 36 | 9% |
| Dysgu annibynnol | 364 | 91% |
| Dysgu drwy leoliadau | 0 | 0% |
| **CYFANSWM** | **400** | **100%** |

**ASESU**

**Elfen Asesu 1**
***(Ticiwch un)***

☐ **Arholiad ysgrifenedig** ☒ **Gwaith cwrs** ☐ **Ymarferol**

| Dull asesu | Maint | Pwysiad |
|---|---|---|
| Portffolio | O leiaf 3 elfen (cyfwerth â 10,000 o eiriau) | 100% |

**Crynodeb o'r Asesiad**

| Math o weithgaredd | Canran |
|---|---|
| Arholiad ysgrifenedig | 0% |
| Gwaith cwrs | 100% |
| Ymarferol | 0% |
| **CYFANSWM** | **100%** |

**RHESTR DDARLLEN DDANGOSOL**
Bydd y rhestr yn cael ei llywio gan brosiect unigol y myfyriwr.

| **Cod y Modwl** | **BMTP6015C** | |
|---|---|---|
| **Teitl y Modwl** | **Prosiect Annibynnol** | |
| **Categori** | **Eitemau'r Rhestr Ddarllen** | **Electronig*** |
| Hanfodol | Cottrell S, (2015) *Skills for Success Personal Development and Employability, 3rd edition*, Palgrave. London. | ☒ |
| Hanfodol | ASET, 2013 *Good Practice Guide for Workbased Learning and Placement Learning in Higher Education* | ☒ |
| Hanfodol | Gray, D.E. (2018) *Doing Real World Research,* London: SAGE. | ☐ |
| Pellach | Gallagher K, (2016) *Essential Study and Employment Skills For Business and Management Students*, Oxford | ☐ |
| Pellach | Gottschall, Jonathan (2013), *The Storytelling Animal: How Stories Make Us Human,* Houghton Mifflin | ☐ |
| Pellach | Storr, Will (2020), *The Science of Storytelling,* William Collins | ☐ |
| Pellach | Cohen, L. Manion, L. and Morrison, K. (2017) *Research Methods in Education, 8th edition* London: Routledge. | ☒ |
| Pellach | Flick, U. (2014) *An Introduction to Qualitative Research*, London: SAGE. | ☐ |

| Cod y Modwl | BMTP6015C | |
|---|---|---|
| Teitl y Modwl | Prosiect Annibynnol | |
| Categori | Eitemau'r Rhestr Ddarllen | Electronig* |
| Pellach | Aubrey, K. & Riley, A. (2017) *Understanding and Using Challenging Education Theories*, London: SAGE. | ☒ |
| Pellach | Brinkmann, S. and Kvale, S. (2018) *Doing Interviews (Qualitative Research Kit)*. Sage | ☐ |
| Pellach | Gibbs, G. (2018) *Analysing Qualitative Data (Qualitative Research Kit).* Sage | ☒ |
| Pellach | Creswell, J. W. (2012*). Qualitative inquiry and research design: Choosing among five approaches*. Sage | ☐ |
| Pellach | Obschonka, M., Hakkarainen, K., Lonka, K. *et al.* Entrepreneurship as a twenty-first century skill: entrepreneurial alertness and intention in the transition to adulthood. *Small Bus Econ* **48,** 487–501 (2017). https://doi.org/10.1007/s11187-016-9798-6 | ☒ |
| Pellach | https://ec.europa.eu/jrc/en/entrecomp | ☒ |

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|---|---|
| **Module Code** | **BMTP6016** |
| **Title** | **Strategic Tourism, Events and Leisure Management** |
| **Date** | **15/07/2020** |
| **Level** | **6** |
| **Credits** | **20** |
| **Pre-Requisites** | **None** |

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**AIM(S)**

- To enable the student to critically evaluate the effectiveness of current Tourism, Events and Leisure Strategies, and to assess how these could be improved at governmental, corporate and sectoral levels to ensure effective future sustainable development of the industry.

- To provide the student with an opportunity to identify, discuss and analyse external and internal market forces and assess their impact on strategic decision-making processes and funding.

**LEARNING OUTCOMES**

Upon the successful completion of this module, the student should be able to:

- Apply relevant strategic and economic models in order to assess the impact of political and economic conditions on current strategies.

- Analyse the impact and effectiveness of current Tourism, Events and Leisure strategies and government policies.

**INDICATIVE CONTENT**

- The strategy process - the nature of Strategic Management, the strategic context, and the importance of effective management. Diagnosing and analysing strategic capability – using models such as Porter's Five Forces, PESTLE etc, in order to analyse the current and future market potential.

- Internal environmental analysis, resources and capabilities; the resource-based view of the firm – the analysis of the environment and current strategic issues. The situational analysis (the SWOT vs. TOWS matrices). Stakeholder profiling and analysis.

- Basic Strategic Management and Sustainability tools relevant for an internal analysis of organisations, such as Porter's Generic Strategies, Boston Consulting Group Matrix, Value Chain

- Strategy formulation; functional and business level strategies, strategic positioning, competitive advantage, generic strategies, the strategy clock. Corporate level strategies: growth, direction, Ansoff's Matrix, limited vs. substantive growth strategies (diversification, integration, mergers and acquisitions)

- Political environment, supra national forces, WTTC, WTO, EU, Brexit, Central Government strategies, Regional Government Policies, Economic Policies

- UK Government Tourism Sector Deal, Industry Strategies to address the sector skills shortage, Economic Strategies, Policies
- Tourism and Events Strategies - BTA Strategies, Visit Britain Strategies , Visit Wales Strategies, Events Wales Strategies Industry Strategies to address the sector skills shortages and Community Initiatives
- Transport and Travel Policies and Strategies – Cross Rail, Heathrow and Bristol Airport Expansion, Blue Skies Strategies, Wales Transport Reviews
- Strategic linkages, network strategies, Destination Management Organisations, Industry Lead Bodies and Boards, ABTA, Institute of Hospitality, TTG and Tourism Alliance

**Study Time Allocation**

The study time for the module is divided as follows:

| Activity type | Hours | Percentage |
|---|---|---|
| Scheduled learning | 48 | 24% |
| Independent learning | 152 | 76% |
| Placement learning | 0 | 0% |
| **TOTAL** | **200** | **100%** |

**ASSESSMENT**

**Assessment Component 1** ***(Tick one)***

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Political News Story Video | 10 minutes | 50% |

**Assessment Component 2** ***(Tick one)***

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

| Mode of assessment | Volume | Weighting |
|---|---|---|
| Strategic Case Study Review | 2000 words | 50% |

**Assessment Summary**

| Activity type | Percentage |
|---|---|
| Written exam | 0% |
| Coursework | 50% |
| Practical | 50% |
| **TOTAL** | **100%** |

**INDICATIVE READING LIST**

| **Module Code** | **BMTP6016** | |
|---|---|---|
| **Module Title** | **Strategic Tourism , Events and Leisure Management** | |
| **Classification** | **Reading List entry** | **Electronic*** |
| Essential | Evans, N (2015) Strategic Management for Tourism, Hospitality and Events, 2nd ed, Abingdon: Routledge | ☐ |
| Essential | Okumus, F Altinay, L & Chathoth, K (2010) Strategic Management for Hospitality and Tourism, Abingdon: Routledge | ☐ |
| Essential | Sloman, J, Garratt, D, Guest, J & Jones, E. (2016) Economics for Business. 7th ed. Harlow: Pearson | ☒ |
| Further | Dileep, M (2019) Tourism, Transport and Travel Management, Abingdon: Routledge | ☐ |
| Further | Morrison, J. 2016 The Global Business Environment. 4th ed. Palgrave | ☒ |
| Further | Johnson, G, Scholes, K and Whittington, R (2015) Exploring Corporate Strategy: Text and Cases, London: Prentice Hall | ☒ |
| Further | Porter, M. (2004) Competitive Advantage – Creating and Sustaining Superior Performance, London: Harper Collins | ☐ |
| Further | Journal of Management Studies | ☒ |
| Further | Cameron, E. & Green, M. (2015), Making Sense of Change Management: A Complete Guide to the Models, Tools and Techniques of Organisational Change, 4th edition, London: Kogan Page | ☒ |
| Further | Hayes, J. (2014), The Theory and Practice of Change Management, 4th edition, Basingstoke: Palgrave Macmillan | ☒ |
| Further | Travel and Tourism Analysis | ☒ |
| Further | Journal of Sustainable Tourism | ☒ |
| Further | Travel and Tourism Analysis | ☒ |
| Further | Current Issues in Tourism | ☒ |
| Further | Journal of Hospitality Management and Tourism | ☒ |
| Further | Strategic Management and Sustainability Journal | ☒ |

Students will also be directed to use wider academic databases such as Tourism & Hospitality Complete and Marketline.