

## Module Descriptor

### Definitive Document

<b>Module Code</b>	HTMC01
<b>Version</b>	(completed by QASU)
<b>Module Title</b>	Introduction to Hospitality, International Tourism & Events Management
<b>Credits</b>	20
<b>Valid From</b>	(completed by QASU)
<b>Status</b>	Proposed
<b>Subject Board</b>	(completed by QASU)
<b>HECoS Code</b>	100084
<b>Academic Level (FHEQ)</b>	4
<b>Study Period</b>	1
<b>Prerequisites and co-requisites</b>	None
<b>Not available to students taking/having taken</b>	N/A

### Content (Indicative)

- Understanding hospitality, international tourism and events management sectors
- Inter-relationship and inter-disciplinary nature of hospitality, international tourism, and events management
- Definitions and terminologies of hospitality, international tourism, and events management and structure of these sectors.
- The measurement of hospitality, international tourism, and events management in terms of quantitative or statistical data and the interpretation of these data are key components of the module.
- Demand and motivational factors for consumers of hospitality, international tourism, and events management products.
- Evaluation of consumer demand and buying behaviour.

### Teaching and Learning Experience

Lectures

Seminars

1-2-1 tutorials

Guided Independent Study

Students will be able to access on-line materials through the College virtual learning environment.

## **Module Learning Outcomes (MLOs)**

On successful completion of this module students will be able to:

- 1: Identify and explain the definitions of hospitality, international tourism and events management and evaluate these definitions from conceptual and technical viewpoints.
- 2: Discuss the components and structure of the hospitality, international tourism and events management sectors.
- 3: Interpret and present quantitative data relating to the performance of the hospitality, international tourism and events management.
- 4: Explain the significance of consumer behaviour and its influence on the demand for products and services in the hospitality, international tourism and events management environment.

## **Assessment**

<b>Assessment Task</b>	<b>Weighting</b>	<b>Module Learning Outcomes Assessed</b>
Group Report	50%	1, 2,
Presentation	50%	3, 4

## **Indicative reading (APA 7th edition referenced)**

### **Core texts:**

Welcome to hospitality: an introduction. Chon, K. S., 3rd ed., [international ed.] / Kaye (Kye-Sung) Chon, Thomas A. Maier., Clifton Park, N.Y, Delmar Cengage Learning, 2010

The business of tourism. Holloway, J. Christopher., Humphreys, Claire., 9th ed., Harlow, Pearson, 2012

### **Supplementary reading:**

Tourism and hospitality in the 21st century - Lockwood, Andrew.; Medlik, S. (Slavoj), 1928-; Proquest (Firm), Ann Arbor, Mich, ProQuest, 2012.

Event studies : theory, research, and policy for planned events

BookGetz, Donald, 1949- author., Page, Stephen J., author., Third edition., Abingdon, Oxon, Routledge, 2016 – 2016.