

Module Descriptor Definitive Document

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

Assessment Task	Weighting	Module Learning Outcomes Assessed
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.