

# 1: MSc International Hospitality and Event Management

## Programme Specification



<b>1. Programme title</b>	MSc International Hospitality & Event Management
<b>2. Awarding institution</b>	Middlesex University
<b>3. Teaching institution</b>	Middlesex University
<b>4. Details of accreditation by professional/statutory/regulatory body</b>	N/A
<b>5. Final qualification</b>	MSc (180 credits) PG Diploma (120 credits) PG Certificate (60 credits)
<b>6. Year of validation</b>	2018
<b>7. Language of study</b>	English
<b>8. Mode of study</b>	Full time/Part time

### 9. Criteria for Admission to the programme

Applicants should normally have:

- A good Honours degree in business, management, hospitality, events, tourism, geography and other social sciences awarded by a UK university, or
- An equivalent qualification accepted by the Academic Registry of the University, or
- A professional qualification deemed to be of an equivalent standard.
- Applicants with a degree in a different field may be considered, provided that they can demonstrate extensive professional experience in the area of travel and tourism, hospitality, attractions or events management

Those without formal qualifications are welcome to apply, and may be required to come in for an interview. Additionally, these applicants will need to provide evidence of a minimum of three years of middle to senior management experience in a relevant industry (e.g. tourism, events or hospitality sectors).

Successful applicants must have competence in the English language. For international applicants whose first language is not English, the requirement is that they have IELTS 6.5 (with minimum 6.0 in all four components) or equivalent.

N.B. Students must enrol for the MSc. They cannot enrol for the PG/Diploma and PG/Cert since these are exit awards for students who are unable to complete the MSc. Therefore, the criteria for admission for PG/Diploma and PG/Cert are the same as for the MSc degree.

## 10. Aims of the programme

The MSc in International Hospitality and Events Management programme aims to prepare students for successful employment by encouraging the development of a range of knowledge and skills that will enable them to work effectively and to prosper in the fast-paced global hospitality and events industries. This programme prepares students with a critical and comprehensive appreciation of several specialist areas of hospitality and events as well as a wider understanding of the broad contexts in which these industries operate.

The programme employs interdisciplinary approaches to the study of hospitality and events from both the social science and the business perspectives to prepare students for a variety of employment possibilities. This programme also employs experiential based learning and practical hands-on approaches to encourage student's application of theoretical knowledge to a range of practical strategic hospitality and events issues.

On successful completion of this programme, graduates will be able to critically evaluate complex situations, to problem solve, to write clearly and analytically, to work together and independently and to communicate effectively. The programme will allow them to acquire both general and specialised knowledge required to start building their chosen careers. The choice of dissertation will provide students with an opportunity to further develop specialist skills and knowledge in a field they are particularly interested in.

The programme aims to:

- Develop awareness and understanding of the global hospitality and events industries and their role in development processes, place-making and tourism
- Stimulate an interest in the sustainable future of hospitality and events and their related industries
- Foster critical thinking on international issues to prepare students to lead in a variety of contexts
- Introduce students to interdisciplinary thinking to equip them with skills for the future
- Empower students to co-create their own practice-based learning

In the case of the Masters awards these aims will be realised in full. For earlier exit awards, achievement of the aims will be as follows:

For the Diploma, all aims stated above with the exception of completion of dissertation outcomes.

For the Certificate exit award, aims will be achieved at an initial core, but not specialist level.

## 11. Programme outcomes

### A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of :

- A1. Key hospitality and events, business management and social science theories and frameworks which they can critically apply to real-life scenarios;
- A2. Economic, political and socio-cultural contexts and other complex contemporary issues and challenges influencing hospitality and events businesses;
- A3. The dynamics of hospitality and events demand and supply, and their influence and impact on business development at macro and micro levels;
- A4. Human Resource Management and Development within the hospitality and events industry;
- A5. Paradigms and research methodologies appropriate for a masters' level and research ethics.

### B. Skills

On completion of this programme the successful student will be able to:

- B1. Critically discuss issues of sustainability for hospitality and events in a range of complex situations;
- B2. Have a critical appreciation of how business and social science theories and frameworks can be applied to real-life scenarios in the hospitality and events industries;
- B3. Critically evaluate a range of perspectives on a given issue within hospitality and events;
- B4. Appraise a range of career opportunities in the hospitality and events industries including entrepreneurial ventures;
- B5. Recognise the need as a professional to respond to moral, ethical and sustainability issues pertaining to the study of hospitality and events management.
- B6. Research, critically evaluate and select appropriate theories and frameworks to analyse case studies and real life situations including entrepreneurial ventures;
- B7. Research, synthesise and present concepts and ideas professionally in a range of oral and written formats as an individual and as part of a team;
- B8. Plan, design and execute independent qualitative and quantitative research in the field as an individual and as part of a team.

### Teaching/learning methods

Students gain knowledge and understanding through attendance, participation and engagement with lectures, seminars, independent study, group debates, field trips and discussions that lead to producing theoretical and practical work in response to assignments' requirements.

### Assessment Methods

Students' knowledge and understanding are assessed by a range of methods including group reports, portfolios, poster presentations, oral presentations, academic essays, and reflective field diary.

### Teaching/Learning Methods

Students develop their skills through discussion, debate and participation in lectures, seminars and field trips, problem solving, undertaking formative assessment and engaging with feedback. This is enhanced by drafting and producing written work, debating with peers and with lecturers, using various forms of technology and working towards their dissertation. In addition they develop skills through tasks in the week long field trip where they will also examine and debate different approaches to the situations that they come across.

### Assessment Methods

Students' skills are assessed by critical analysis in a range of contexts such as coursework including reports and different types of presentations in the form of seminar activities such as debates. In addition exams, presentations and critical reflections such as learning diaries are grounded in the specific criteria of individual modules.

## 12. Programme structure (levels, modules, credits and progression requirements)

### 12.1 Overall structure of the programme

The two thirty credit compulsory modules run throughout the year, as does the research methods module. Students in addition take two optional 15 credit modules in each term giving a total of 4 modules. Students can also take any 15 credit post-graduate module in the Business School, subject to approval, in either term. The options offered will depend on student demand and teaching staff availability. Students must take two optional modules in both terms one and two.

There is only one entry point and that is September. Dubai has a January intake – further details in the Dubai handbook.

#### Programme Structure (Full time)

Term 1	Term 2	
TOU4230 International Tourism in the 21 <sup>st</sup> Century (Compulsory 30 credits)		Exit Award: Postgraduate Certificate in International Hospitality and Events Management (60 credits)
TOU4002 Managing Contemporary Hospitality (Compulsory 30 credits)		
TOU4232 Events Management (Compulsory 15 credits)	TOU4003 Hospitality and Events Practicum (Compulsory 15 credits)	Exit Award: Postgraduate Diploma in International Hospitality and Events Management (120 credits)
(Optional 15 credits)	(Optional 15 credits)	
MKT4066 Research Methods and Dissertation (Compulsory 60 credits) Dissertation is researched and written Easter to October		Exit Award: MSc in International Hospitality and Events Management (180 credits)

Optional Modules (all are 15 credits):

- MKT4065 Digital Marketing
- TOU4224 Destination Management
- TOU4233 Tourism and Development
- TOU4234 Entrepreneurship in tourism
- TOU4235 Visitor Attractions Management
- Open module (from any PG programme in the Business School) \*subject to PL's approval, availability and timetable constraints

#### Programme Structure (Part time)

Students take the two thirty credits compulsory modules in terms one and two in year 1. The optional modules will be offered in year two. The dissertation and research methods module would normally be completed in year two but it could, exceptionally, be carried out in year three. That decision must be made at the start of year two.

	Term 1	Term 2	
Year 1	TOU4230 International Tourism in the 21 <sup>st</sup> Century (Compulsory 30 credits)		Exit Award: Postgraduate Certificate in International Hospitality and Events Management (60 credits)
	TOU4002 Managing Contemporary Hospitality		

	(Compulsory 30 credits)		
Year 2	TOU4232 Events Management (Compulsory 15 credits)	TOU4003 Hospitality and Events Practicum (Compulsory 15 credits)	Exit Award: Postgraduate Diploma in International Hospitality and Events Management (120 credits)
	(Optional 15 credits)	(Optional 15 credits)	
	MKT4066 Research Methods and Dissertation (Compulsory 60 credits)		Exit Award: MSc in International Hospitality and Events Management (180 credits)

Optional Modules (all are 15 credits):

- MKT4065 Digital Marketing
- TOU4224 Destination Management
- TOU4233 Tourism and Development
- TOU4234 Entrepreneurship in tourism
- TOU4235 Visitor Attractions Management
- Open module (from any PG programme in the Business School) \*subject to PL's approval, availability and timetable constraints

## 12.2 Levels and modules

### Level 7 (MSc International Hospitality and Events Management) – 180 credits

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
<p>Students must take all of the following:</p> <ul style="list-style-type: none"> <li>• TOU4230 International Tourism in the 21<sup>st</sup> Century (30 credits)</li> <li>• TOU4002 Managing Contemporary Hospitality (30 credits)</li> <li>• TOU4232 Events Management (15 credits)</li> <li>• TOU4003 Hospitality and Events Practicum (15 credits)</li> <li>• MKT4066 Research Methods and Dissertation (60 credits)</li> </ul>	<p>Students must also choose <b>TWO</b> from the following elective modules:</p> <ul style="list-style-type: none"> <li>• MKT4065 Digital Marketing (15 credits)</li> <li>• TOU4224 Destination Management (15 credits).</li> <li>• TOU4233 Tourism and Development (15 credits)</li> <li>• TOU4234 Entrepreneurship in Tourism (15 credits)</li> <li>• TOU4235 Visitor Attractions Management (15 credits)</li> <li>• Open module (from the list of optional Business School modules, subject to PL approval,</li> </ul>	<p>Students must successfully complete:</p> <ul style="list-style-type: none"> <li>• TOU4230 International Tourism in the 21<sup>st</sup> century (30 credits),</li> <li>• TOU4002 Managing Contemporary Hospitality (30 credits),</li> <li>• TOU4232 Events Management (15 credits) and</li> <li>• TOU4003 Hospitality and Events Practicum (15 credits),</li> <li>• <b>Two</b> of the <b>optional</b> 15 credit <b>modules</b> and</li> <li>• MKT4066 the 60 credit dissertation, if they are to exit with a MSc International Hospitality and Events Management.</li> <li>• Students must pass 120 credits before they can progress onto the dissertation</li> </ul>

	availability and timetable constraints.	
<b>Level 7 (PG Diploma in International Hospitality and Events Management) – 120 credits</b>		
<b>COMPULSORY</b>	<b>OPTIONAL</b>	<b>PROGRESSION REQUIREMENTS</b>
<p>Students must take all of the following:</p> <ul style="list-style-type: none"> <li>• TOU4230 International Tourism in the 21<sup>st</sup> Century (30 credits)</li> <li>• TOU4002 Managing Contemporary Hospitality (30 credits)</li> <li>• TOU4232 Events Management (15 credits)</li> <li>• TOU4003 Hospitality and Events Practicum (15 credits)</li> </ul>	<p>Students must also choose <b>TWO</b> from the following elective modules:</p> <ul style="list-style-type: none"> <li>• MKT4065 Digital Marketing (15 credits)</li> <li>• TOU4224 Destination Management (15 credits).</li> <li>• TOU4233 Tourism and Development (15 credits)</li> <li>• TOU4234 Entrepreneurship in Tourism (15 credits)</li> <li>• TOU4235 Visitor Attractions Management (15 credits)</li> <li>• Open module (from the list of optional Business School modules, subject to PL approval, availability and timetable constraints.</li> </ul>	<p>Students must successfully complete:</p> <ul style="list-style-type: none"> <li>• TOU4230 International Tourism in the 21<sup>st</sup> century (30 credits),</li> <li>• TOU4002 Managing Contemporary Hospitality (30 credits),</li> <li>• TOU4232 Events Management (15 credits) and</li> <li>• TOU4003 Hospitality and Events Practicum (15 credits),</li> <li>• <b>Two of the optional 15 credit modules</b></li> </ul> <p>if they are to exit with a PG Diploma in International Hospitality and Events Management.</p>
<b>Level 7 (PG Certificate in International Hospitality and Events Management) – 60 credits</b>		
<b>COMPULSORY</b>	<b>OPTIONAL</b>	<b>PROGRESSION REQUIREMENTS</b>
<ul style="list-style-type: none"> <li>• TOU4230 International Tourism in the 21<sup>st</sup> Century (30 credits)</li> <li>• TOU4002 Managing Contemporary Hospitality (30 credits)</li> </ul>		<p>Students must successfully complete:</p> <ul style="list-style-type: none"> <li>• TOU4230 International Tourism in the 21<sup>st</sup> century (30 credits),</li> <li>• TOU4002 Managing Contemporary Hospitality (30 credits),</li> </ul> <p>if they are to exit with a PG Certificates in International Hospitality and Events Management.</p>

<b>12.3 Non-compensable modules</b> (note statement in 12.2 regarding FHEQ levels)	
<b>Module level</b>	<b>Module code</b>
None are compensable	

### 13. Curriculum map

See page 35

Middlesex University and Business School Assessment Regulations apply to this programme  
<http://www.mdx.ac.uk/about-us/policies/university-regulations> .

### 15. Placement opportunities, requirements and support (if applicable)

**Not applicable for this programme. Although TOU4003 involves working with a tourism entity in public, private or third sector, it is not a traditional placement or internship.**

### 16. Future careers

Many students think that jobs in hospitality and events primarily involve managing hotels and events delivery. The hospitality and events industries have a huge variety of jobs that are often hidden from view. One aim of the programme is to demonstrate that range. The programme opens up the areas of hospitality management, events management, marketing and destination management each one having many different types of jobs, from data collection and analysis, to policymaking and evaluation. Discussion of the role of the state and other public sector institutions and organisations in sustainability opens another area of employment that covers land use planning, managing partnerships and developing policy in all sorts of areas from training and environmental management to infrastructure and transport planning. Various segments of the programme illustrate the variety of employment areas, including the financial aspects such as revenue management, the human resource aspects that are so important in sectors with high labour turnover, or specialist aspects of hospitality such as supply chain management.

For those who have taken a career break to study, this programme will enhance opportunities for career progression.

The Careers and Employability Service offer postgraduate students support in planning their career.

### 17. Particular support for learning (if applicable)

- Induction and orientation programme
- Programme and Module Handbooks
- Module information and learning/support material on MyUniHub
- A free electronic textbook for each module
- Guest lectures
- Learning Support (Academic Enrichment Programme), including both numeracy and literacy support
- Designated 'office hours' and one-to-one meetings with teaching staff
- Access to a confidential student counselling service
- Student e-mail and UniHub
- Pre-sessional English Language Booster Course
- Pre-sessional Academic Skills Workshops

<b>18. JACS code (or other relevant coding system)</b>	N840
<b>19. Relevant QAA subject benchmark group(s)</b>	Hospitality, Leisure, Sport and Tourism.
<b>20. Reference points</b>	
Middlesex University Regulations ( <a href="http://www.mdx.ac.uk/regulations">www.mdx.ac.uk/regulations</a> )	
<ul style="list-style-type: none"> <li>• QAA Subject Benchmark for Events, Hospitality, Leisure, Sport and Tourism</li> <li>• QAA Subject Benchmark for Master's Degrees in Business and Management</li> <li>• QAA Framework for Higher Education Qualifications (FHEQ)</li> <li>• QAA and Middlesex Guidelines for Programme Specification</li> <li>• QAA Codes of Practice</li> <li>• Middlesex University Learning Framework – Programme Design Guidance, 2012</li> <li>• Middlesex University Teaching, Learning and Assessment Strategy</li> </ul>	
<b>Check Assessment Matrix for updates</b>	

<b>21. Other information</b>
Methods for evaluating and improving the quality and standards of learning are: <ul style="list-style-type: none"> <li>• External Examiner reports</li> <li>• Programme Voice Groups</li> <li>• Student focus group</li> <li>• Module evaluation and report</li> <li>• Peer teaching observations</li> <li>• Student evaluation</li> <li>• Validation and review panels</li> <li>• Quality Monitoring Reports</li> </ul>
Indicators of quality: <ul style="list-style-type: none"> <li>• Student Progression and support</li> <li>• Student feedback evaluation forms</li> <li>• External examiners reports</li> <li>• Student employability</li> </ul>
See Middlesex University's Learning and Quality Enhancement Handbook for further information
There are no additional costs to students over and above the course fees.

*Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulation*



## Curriculum Map

### Curriculum map for MSc International Hospitality and Events Management

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

#### Programme learning outcomes

<b>Knowledge and understanding</b>			
A1	Key hospitality and events, business management and social science theories and frameworks which they can critically apply to real-life scenarios;	B3	Critically evaluate a range of perspectives on a given issue in hospitality and events
A2	Economic, political and socio-cultural contexts and other complex contemporary issues and challenges influencing hospitality and events businesses;	B4	Appraise a range of career opportunities in the hospitality and events industries including entrepreneurial ventures
A3	The dynamics of hospitality and events demand and supply, and their influence and impact on business development at macro and micro levels;	B5	Recognise the need as a professional to respond to moral, ethical and sustainability issues pertaining to the study of hospitality and events management
A4	Human Resource Management and Development within the hospitality and events industry;	B6	Research, critically evaluate and select appropriate theories and frameworks to analyse case studies and real life situations including entrepreneurial ventures
A5	Paradigms and research methodologies appropriate for a masters' level and research ethics	B7	Research, synthesise and present concepts and ideas professionally in a range of oral and written formats as an individual and as part of a team
<b>Skills</b>			
B1	Critically discuss issues of sustainability for hospitality and events in a range of complex situations;	B8	Plan, design and execute independent qualitative and quantitative research in the field as an individual and as part of a team
B2	Have a critical appreciation of how business and social science theories and frameworks can be applied to real-life scenarios in the hospitality and events industries;		

Programme Outcomes – highest levels to be achieved by all graduates												
A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6	B7	B8
7	7	7	7	7	7	7	7	7	7	7	7	7

Module Title	Module Code	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6	B7	B8
<b>CORE MODULES</b>														
International Tourism in the 21 <sup>st</sup> century	TOU4230	X	X	X			X	X	X		X	X	X	X
Managing Contemporary Hospitality	TOU4002	X	X	X	X			X	X	X		X	X	
Events Management	TOU4232	X						X	X		X	X	X	
Hospitality and Events Practicum	TOU4003			X	X	X		X		X	X		X	X
Research Methods & Dissertation	MKT4066					X			X				X	X
<b>OPTIONAL MODULES</b>														
Digital Marketing	MKT4065	X	X					X	X			X	X	
Destination Management	TOU4224	X					X	X	X			X	X	
Tourism and Development	TOU4233		X				X		X		X	X	X	
Entrepreneurship in Tourism	TOU4234	X		X						X	X	X		
Visitor Attractions Management	TOU4235	X	X				X	X				X	X	

## ASSESSMENT MAP

Learning Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	Exam	
<b>CORE MODULES</b>																										
<b>TOU4230</b> International Tourism in the 21st Century (30 credits)																G 40						FD 20				E 40
<b>TOU4002</b> Managing Contemporary Hospitality (30 credits)						GP 20								GA 40											I 40	
<b>TOU4232</b> Events Management (15 credits)								I 30				I 70														
<b>TOU4003</b> Hospitality and Events Practicum (15 credits)														I 20						I 60				P 20		
MKT4066 Research Methods & Dissertation (60 credits)																		I 10							C 10	D* 80
<b>OPTIONAL MODULES</b>																										
<b>MKT4065</b> Digital Marketing (15 credits)							P 30						I 70													
<b>TOU4224</b> Destination Management (15 credits)																					PP 20					I 80
<b>TOU4233</b> Tourism and Development (15 credits)																		G 20				I 20				I 60
<b>TOU4234</b> Entrepreneurship in Tourism (15 credits)																						G 40				I 60
<b>TOU4235</b> Visitor Attractions Management (15 credits)													PO 100													
Key: I = Individual assignment, P = Presentation, E = Exam, G = Group assignment, PO = Portfolio, PP = Poster Presentation, FD = Fieldwork diary, D= Dissertation, C= In-class Test																										

**IMPORTANT:** Assessment deadlines do occasionally change and while every effort has been made to ensure dates are correct at the time of publishing you should check your email and 'My Learning' on MyUniHub so you are aware of any changes. For more information about assessment, including how to submit please refer to page 22.\* The dissertation deadline is 12 months after the start of the programme.

1.	Module code	TOU4235
2.	Title	Visitor Attractions Management
3.	Credit points	15
4.	Start term	Autumn 2019
5.	Module Leader	Dr. Rui Su
6.	Accredited by	
7.	Module restrictions	
	(a) Pre-requisite	N/A
	(b) Programme restriction	N/A
	(c) Level restrictions	N/A
	(d) Other restrictions or requirements	N/A
8.	<p><b>Aims</b></p> <p>The aim of this module is for students to gain a depth of understanding of visitor attractions to equip them with knowledge and skills they can transfer into the workplace. The module will introduce students to the range and diversity of natural and man-made attractions across the globe and provide a deep understanding of the governance, marketing, legal and operational issues of opening attractions to the public whilst providing a quality visitor experience. The module will explore product development, targeting and positioning of attractions, funding, health and safety legislation, and visitor management drawing on field trips to attractions in the region and international case studies. The module will also address attractions in a wider societal context by examining their role for urban and regional development and regeneration, complimenting other optional modules such as Event Management, Destination Management and building on the core module Tourism in the 21<sup>st</sup> Century.</p>	
9.	<p><b>Learning outcomes</b></p> <p><b>Knowledge:</b> On completion of this module, the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Critically evaluate the nature and role of visitor attractions as part of the tourism system drawing on theoretical frameworks;</li> <li>2. Display a depth of understanding of the contextual, legal and governance frameworks in which attractions operate and how this impacts on their strategic approach and operations;</li> <li>3. Apply marketing theories to visitor attractions;</li> <li>4. Display a critical understanding of how interpretation and operations at visitor attractions impact on the visitor experience.</li> </ol> <p><b>Skills:</b> This module will call for the successful student to:</p> <ol style="list-style-type: none"> <li>5. Apply visitor management theories to different types of attractions;</li> <li>6. Analyse visitor attraction marketing strategies and operations and apply knowledge of academic research and practice to design appropriate solutions to ensure the sustainability of attractions, add value to and enhance the visitor experience;</li> </ol>	

	<p>7. Be able to self-manage their workload to undertake primary and secondary research and read and synthesise a range of sources of information and learn from first-hand experiences;</p> <p>8. Present arguments in oral and written formats in a professional manner.</p>	
<b>10.</b>	<p><b>Syllabus</b></p> <ul style="list-style-type: none"> <li>● Typologies of visitor attractions</li> <li>● Visitor attractions in the tourism system</li> <li>● Governance, funding and income generation at attractions</li> <li>● The development and marketing of visitor attractions including digital and direct marketing</li> <li>● Technology enhanced experiences at visitor attractions</li> <li>● The role of attractions in urban and regional regeneration</li> <li>● Operations management and the visitor experience e.g. visitor management, signage, catering, retail, ticketing, customer care, visitors with special needs (families, visitors with disabilities, providing for multi-lingual tourists)</li> <li>● Legal framework in which visitor attractions operate e.g. H&amp;S, licences</li> <li>● Human resource management and the role of volunteers</li> <li>● Contemporary issues in visitor attraction management e.g. use of digital solutions and environmental issues</li> </ul>	
<b>11.</b>	<p><b>Learning and Teaching Strategy</b></p> <p>This module will be taught using lectures, seminars, case study analysis, visits and videos. Key concepts, themes and theoretical frameworks will be introduced in lectures whilst seminars will be used to discuss international case studies, for students to present their own primary research and as an arena for providing formative feedback to students. Students will interact with practitioners through organised trips and their own self-directed visits and research. Students opting for this module are expected to fully engage with the field trip programme as non-attendance will impact on individual and group learning. Students studying by Direct Learning may utilise secondary sources to gain the same experiences. Students are expected to engage with the VLE and other technologies that it supports, for example synchronous and asynchronous tutorials during the teaching term.</p>	
<b>12.</b>	<p><b>Formative Assessment Scheme</b></p> <p>Feedback will be provided to students verbally on their seminar activities to enable students and staff to monitor progress and on individual elements of the portfolio.</p>	<p><b>Summative Assessment Scheme</b></p> <p><b>1. Portfolio to demonstrate understanding of visitor attractions management (100%) in Week 13</b></p> <p>The student will have 3 compulsory elements and 1 optional element to assess their ability to critically analyse the success of a selection of attractions, recognise the managerial challenges, and make recommendations/ provide solutions for action or improvement (LOs 1 to 8).</p> <p>For example: Compulsory elements:</p>



		<p>Holmes, K. and Smith, K. (2009). <i>Managing volunteers in tourism: Attractions, destinations and events</i>. Oxford: Butterworth Heinemann.</p> <p>Leask, A. and Yeoman, I. (1999). <i>Visitor Attractions: An operations management perspective</i>. London: Thompson.</p> <p>Smith, M. (2009). <i>Issues in cultural tourism Studies</i>. 2<sup>nd</sup> Edition. London: Routledge</p> <p>Swarbrooke, J. (2002). <i>The development and management of visitor attractions</i>. 2<sup>ND</sup> Edition. Oxford: Butterworth Heinemann.</p> <p>Weidenfield, A., Butler, R. and Williams, A.M. (2016). <i>Visitor attractions and events: Locations and linkages</i>, Oxon: Routledge.</p> <p>See programme handbook for list of industry websites and specific case studies articles students will be referred to.</p>
<b>16.</b>	<b>Total learning hours</b>	150 hours