



Module Descriptor

Title	Sports' Events & Tourism		
Session	2024/25	Status	
Code	SPOR08044	SCQF Level	8
Credit Points	20	ECTS (European Credit Transfer Scheme)	10
School	Health and Life Sciences		
Module Co-ordinator	R Gowrie		
Summary of Module			
This module explores the core concepts and theories associated with sport tourism and sporting events. Students investigate drivers, motivations and the tourist sporting event market alongside the bidding, planning and staging processes associated with large scale sporting events and the sport tourism industry.			
Three themes permeate the module:			
Sports event tourism: This theme explores the rationale for utilising sports events as a strategic driver of tourism at local, national and international levels. It considers the planning, design and marketing of planned sports events as visitor attractions and assesses their impact upon host destinations. Drawing upon relevant case studies, students develop an understanding of the competitive bidding environment and reflect upon the complex processes undertaken to secure major events. This theme also considers the future of major events within sustainable tourism strategies.			
Strategic planning for sports events: This theme addresses the planning, developing and marketing of planned sports events. Management of sports events for social, economic, environmental and tourism benefit are examined.			
Operational delivery of sports events: This theme considers the event planning process, principles of event management and event organisation of a sport event. The application of theory in event teambuilding, event planning, administration, marketing, finance, health and safety/risk, event monitoring and control techniques in relation to the organisation of a sport event are covered.			
This module will assist the student in the development of key 'I am UWS Graduate Attributes' to allow those that complete this module to be:			
Universal:			
· Critical Thinker · Emotionally Intelligent · Collaborative			
Work Ready:			
· Problem -solver			

- Motivated
- Potential Leader

Successful:

- Innovative
- Resilient
- Transformational

Successful completion (including achieving a pass) of this module SPOR08044 Sports' Events Tourism fulfils CIMSPA (the Chartered Institute for the Management of Sport and Physical Activity) endorsement for the professional standard: Aspiring Manager (along with several other modules across the duration of studies, including completion of L10, also required to achieve endorsement). CIMSPA have career advice and further learning resources available for members. UWS students receive a discounted rate in the student membership category. To use the professional standard in practice, practitioner membership is required.

Module Delivery Method	On-Campus ¹ ☐	Hybrid ² ☒	Online ³ ☐	Work -Based Learning ⁴ ☐		
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☒ Lanarkshire ☐ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (specify)			
Terms for Module Delivery	Term 1	☒	Term 2	☐	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Engage critically in global debates about the technological, social, environmental and ethical dimensions of sports tourism and events.
L2	Review and assess the factors that have contributed to the development of sport events as a distinct niche within the broader events industry.
L3	Utilise case studies and examples of good practice to contextualise theories and concepts

¹ Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

² The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

³ Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

⁴ Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

L4	N/A
L5	N/A

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF 8 Demonstrating and working with: • A knowledge of the scope, defining features, and main areas of sports tourism and event management. • Specialist knowledge in the strategic planning processes associated with managing sports events. • A discerning understanding of a defined range of core theories, concepts, principles and terminology. • Awareness and understanding of some major current issues and specialisms. • Awareness and understanding of research and equivalent scholarly/academic processes related to sports tourism and event management.
Practice: Applied Knowledge and Understanding	SCQF 8 Apply knowledge, skills and understanding: • In using a range of professional skills, techniques, practices and/or materials associated with managing sports events, a few of which are advanced and/or complex. • In carrying out routine lines of enquiry, development or investigation into professional level problems and issues. • To adapt routine practices within accepted standards.
Generic Cognitive skills	SCQF 8 Undertake critical analysis of concepts, information and issues related to sports tourism and events. Use a range of approaches to formulate and critically evaluate evidence-based solutions/responses to define and/or routine problems and issues.
Communication, ICT and Numeracy Skills	SCQF 8 Use a wide range of routine skills and some advanced and specialised skills associated with managing sports tourism and events, for example: Convey complex information to a range of audiences and for a range of purposes. Use a range of standard ICT applications to process and obtain data. Use and evaluate numerical and graphical data to measure progress and achieve goals/targets
Autonomy, Accountability	SCQF 8

and Working with Others	Exercise autonomy and initiative in some activities at a professional level in sports tourism and event management. Exercise some responsibility for the work of others within a defined structure. Take the lead on planning in familiar or defined contexts. Practise in ways that show awareness of own and others' roles, responsibilities and contributions when carrying out and evaluating tasks.
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Prerequisites	Module Code	Module Title
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours. On-campus learning events focus on providing active and interactive learning, supported by readings, resources and other activities for students to prepare (pre-learning event) and consolidate learning (post-learning event) Asynchronous activities will be provided and designed as supplementary activities to support on campus learning events. These should be associated with learning event preparation or post learning event consolidation. Such activities will not be included within module contact time. A 20-credit module constitutes 200 hours of total learning and assessment time for the student, or c.13 hours per week over a 15-week term.	
Learning Activities	Student Learning Hours
During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	(Note: Learning hours include both contact hours and hours spent on other learning activities)
Tutorial / Synchronous Support Activity	24
Asynchronous Class Activity	9
Laboratory / Practical Demonstration / Workshop	3
Independent Study	164
n/a	
n/a	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Archer, T., Paule-Koba, A., & Newland, B. (2015) Sports Facility & Event Management, Jones & Barlett Learning

Greenwell, C., Danzey-Buseell, L., & Shank, D. (2014) Managing Sports Events, Human Kinetics

Mallen, C. & Adams, L. (2013) Event Management in Sport, Recreation & Tourism: Theoretical & Practical Dimensions, Routledge

Masterman, G (2013) Strategic Sports Event Management (3rd edition). Routledge

Supovitz, F. (2014) The Sports Event Management & Marketing Playbook, Wiley & Sons.

(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the [Student Attendance and Engagement Procedure](#), Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

Attendance of teaching sessions (lectures, practical sessions, and tutorials), completion of asynchronous activities, and submission of assessments to meet the learning outcomes of the module.

Whilst we understand that there may be times when conflicting priorities make participation challenging, for you to gain the most from this module it is recommended that you participate in all scheduled live classes and complete your self-directed learning activities in a timely manner.

It may be difficult to pass the assessment associated with this module if you are not regularly engaging with the module work and live classes. We may reach out to check how things are going and offer support if we observe that you have not been attending sessions or completing online activities.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: [UWS Equality, Diversity and Human Rights Code](#).

In line with current legislation (Equality Act, 2010) and the UWS Equality, Diversity, and Human Rights Code, our modules are accessible and inclusive, with reasonable adjustment for different needs where appropriate. Module materials comply with University guidance on inclusive learning and teaching, and specialist assistive equipment, support provision and adjustment to assessment practice will be made in accordance with UWS policy and regulations. Where modules require practical and/or laboratory based learning or assessment required to meet accrediting body requirements the University will make reasonable adjustment such as adjustable height benches or assistance of a 'buddy' or helper.

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Sport Exercise Health
Overall Assessment Results	☐ Pass / Fail ☒ Graded
Module Eligible for Compensation	☐ Yes ☒ No If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.
School Assessment Board	Sport Exercise Health
Moderator	E Macrae
External Examiner	S Robson
Accreditation Details	
Module Appears in CPD catalogue	☐ Yes ☒ No
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Case study
Assessment 2
Presentation
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Case study	☒	☐	☐	☐	☐	50%	0

Component 2							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Presentation	☐	☒	☒	☐	☐	50%	0

Component 3							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours

	☐	☐	☐	☐	☐		
Combined total for all components						100%	0 hours

Change Control

What	When	Who