Module Descriptor

Title	Eventful Places		
Session	2026/27	**Status**	Approved
Code	TOUR09034	**SCQF Level**	9
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Jenny Flinn		

Summary of Module

This module introduces students to the notion of eventful destinations and spaces. First, the module examines the way in which events play a key role in the development of destination marketing strategies across many sectors including business, marketing, and tourism. The students will then gain awareness of how places (physical, virtual and hybrid) are utilised for events by examining the scope and possibilities that resonate with current trends in contemporary culture. By the end of this module students will have gained a critical understanding of strategic elements employed within eventful places to meet the needs of stakeholders, they will appreciate the role events play in destination branding and development and be able to identify the wide range of industries involved in creating and maintaining eventful places.

•Demonstrate an understanding of the need for an integrated approach to the planning, development, and marketing of a destination

•Identify the role of eventful places in economic, social, and cultural development

•Analyse the use of events across the public, private and third sector in creating places and spaces

Module Delivery Method	**On-Campus[1]**	**Hybrid[2]**	**Online[3]**	**Work -Based Learning[4]**
	☒	☐	☐	☐

Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London	☐ Online / Distance Learning

[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

			☒ Paisley		☐ 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	Understanding and appreciate the key elements involved in developing and managing an event destination
L2	Critically evaluate and analyse the role events play for destinations economically, socially and culturally
L3	Apply knowledge to demonstrate how academic theory can support industry trends in producing contemporary event destinations and venues.
L4	
L5	

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 9** Demonstrate a broad knowledge of the scope, main areas and boundaries of event destination development, management, marketing and sustainability. Demonstrate a critical understanding of the theory and practice relating to managing eventful places.
Practice: Applied Knowledge and Understanding	**SCQF 9** Identify and review the application of a range of destination management techniques in an eventful places context Formulate a course of action based on information gathered and analysed/interpreted
Generic Cognitive skills	**SCQF 9** Demonstrate critical analysis and interpretation of event destinations, places and spaces. Investigate academic and applied event management and destination management research material.
Communication, ICT and Numeracy Skills	**SCQF 9** Use a variety of electronic and other sources of information to gather research material on event destinations, venues, spaces and places. Convey research information, findings and proposed courses of action to an audience in a clear and accessible manner.
Autonomy, Accountability	**SCQF 9**

and Working with Others	Working both individually and in groups in order to prepare research information and coursework – thus the individual is accountable to the group for work undertaken. Taking a leadership/managerial role as appropriate.

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.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	24
Tutorial / Synchronous Support Activity	18
Asynchronous Class Activity	24
Independent Study	134
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Morrison, A.M., 2013. Marketing and managing tourism destinations. Routledge. Smith, A., 2012. Events and urban regeneration: The strategic use of events to revitalise cities. Routledge Richards, G. and Palmer, R., 2012. Eventful cities. Routledge
(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 at lectures and workshop sessions, and engagement with the resources available to be able to make a contribution in class discussions and workshop 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.
(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	**Marketing, Innovation, Tourism & Events**
Overall Assessment Results	☒ **Graded**
Module Eligible for Compensation	☐ **Yes** **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	MITE
Moderator	K Bhandari
External Examiner	Natalie Semley
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☐ **No**
Changes / Version Number	25-26

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Presentation
Assessment 2
Individual Report
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
Presentation	☒	☐	☐	☐	☐	30	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Individual Report	☐	☒	☒	☐	☐	70	

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who