Module Descriptor

Title	Events And Tourism Strategy And Policy		
Session	2026-2027	**Status**	
Code	TOUR10020	**SCQF Level**	**SCQF 10**
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Kalyan Bhandari		

Summary of Module

This module examines the political and strategic environment in which the events and tourism industries exists. Students will be asked to consider the growing importance of events and tourism to national and civic development and the legacy of event led regeneration strategies.

Students will explore the role of events and tourism in destination branding and give consideration to how such strategies are employed across the globe.

Students will be expected to develop a full understanding of the role of stakeholders in event and tourism led development strategies and to consider how sustainable event and tourism strategies are managed.

- Gain critical understanding of the historic rationale for the development of contemporary event and tourism policy/strategy
- Acquire critical understanding of the impacts of contemporary event and tourism policies
- Develop critical understanding of the legacies of events and their impacts on tourism policies and strategy
- Develop critical understanding of global applications of event and tourism policy and strategy formations

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	Critically examine the historic rationale for the development of contemporary event and tourism policy/strategy
L2	Critically discuss the impacts of contemporary event and tourism policies and strategies
L3	Critically discuss the legacies of events and their impacts on tourism, policies and strategy
L4	Demonstrate a critical appreciation of global applications of event and tourism policy and strategy formations
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 10** Demonstrate a critical understanding of the principal theories, concepts and principles in relation to event and tourism impacts and legacies. Develop a critical understanding of the stakeholders and strategic frameworks influencing the events and tourism sectors. Demonstrate a critical understanding of the role of events and tourism in destination development.
Practice: Applied Knowledge and Understanding	**SCQF 10** Identify and critically review the application a selection of principal strategies related to event and tourism led development.

[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

	Critically examine related event legacy issues in past and upcoming events. Investigate event legacy and development policies of several event and tourism related organisations.
Generic Cognitive skills	**SCQF 10** Critically identify, define, conceptualise and analyse complex/professional problems and issues in relation to event and tourism led development strategies. Critically review and consolidate knowledge, skills, practices and thinking in relation to event and tourism led development strategies.
Communication, ICT and Numeracy Skills	**SCQF 10** Present or convey, formally and informally, information about specialised topics to informed audiences. Communicate with peers, senior colleagues and specialists on a professional level. Use a range of ICT applications to support and enhance work
Autonomy, Accountability and Working with Others	**SCQF 10** Exercise autonomy and initiative in class and module study activities in so far as they relate to event and tourism impact/legacy analysis. Work both individually and in groups in practical tutorial based activities

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	12
Tutorial / Synchronous Support Activity	24
Asynchronous Class Activity	84
Independent Study	80
Please select	

Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Foley, M., McGillivray, D. and McPherson, G. (2012) Event Policy: From a Theory to Strategy, London: Routledge Richards, G. and Palmer, R. (2011) Eventful Cities, Oxford: Butterworth-Heinemann Smith, A (2013) Events and Urban Regeneration, London: Routledge Konstantinos, A., Stylidis, D. and Weidenfeld, A. (2018) Tourism Policy and Planning Implementation. London: Routledge. Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the module handbook.
(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 attending and participating in all timetabled programme activities including on-campus and online teaching sessions, asynchronous online learning activities, placement, work-based elements, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** The university is committed to providing a supportive learning environment that actively facilitates student success. In this module, attendance is expected and communicated in attendance if you will not be in your timetabled classes. You are academically engaged if you are regularly engaged with scheduled live sessions on-campus and online, including engaging with online learning activities in your own time, course-related learning resources, and with timely completion and submission of assessments.

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	☐ **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	MITE
Moderator	Adam Talbot
External Examiner	Natalie Semley
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	1

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Individual report
Assessment 2
Group 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**
	☐	☒	☒	☐	☐	50	0

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

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