Module Descriptor

Title	Politics And Policy In Events And Tourism		
Session	2026/27	**Status**	
Code	TOUR11006	**SCQF Level**	11
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Masood Khodadadi		

Summary of Module

The growth of global tourism and events is heavily reliant on effective policy and strategic planning. Informed tourism and event policy is shaped by creative, strategic, and resourceful individuals and agencies, including governments, the private sector, international organisations, academic institutions, and non-profit agencies. These stakeholders play a critical role in developing sustainable policies that extend beyond economic benefits to embrace environmental, cultural, and political dimensions.

Tourism and events are powerful tools for political and economic change, influencing governance, diplomacy, and international relations. From calls for tourist boycotts of politically controversial destinations to the use of events as platforms for political dialogue, the sector's impact is far-reaching.

This module aims to develop strong research, analytical, and technical skills alongside an appreciation of theoretical frameworks, concepts, methods, and approaches essential for successful tourism and event policy and planning. Key learning outcomes include:

- Developing a critical understanding of the relationship between tourism, events, and government policy.
- Gaining insight into the impact of national and international organisations on tourism and event planning and policy.
- Examining contemporary policy issues in tourism and events, particularly in relation to political influence and global governance.

By engaging with these themes, students will acquire a comprehensive understanding of the complexities of policy-making in tourism and events, preparing them to navigate the evolving landscape of this dynamic industry.

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	Identify and critically analyse the impacts of political change, human rights, terrorism and foreign policy issues on events and tourism strategies.
L2	Critically analyse the roles and functions of international governmental, non-governmental and sectorial organisations in events and tourism.
L3	Identify critical elements influencing the policy making process in events and tourism
L4	Critically analyse events legacies and impacts on government policy and strategies
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 11** Developing a critical understanding of a variety of global/regional/local issues related to international events/tourism politics, policy, impact and legacy.
Practice: Applied Knowledge and Understanding	**SCQF 11** Applying knowledge gained from internal and external speakers to disseminate to other students. Applying knowledge gained from personal research and disseminating this to other students via oral presentation.
Generic Cognitive skills	**SCQF 11** Ability to analyse the international and global political environment

[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

	Ability to analyse government policy and impacts on events/tourism Ability to analyse event legacy and impacts on policy
Communication, ICT and Numeracy Skills	**SCQF 11** Using and comprehending a variety of advanced Communication, ICT and Numeracy skills while undertaking international policy/legacy research and analysing data
Autonomy, Accountability and Working with Others	**SCQF 11** Developing an ability to make research and provide original work

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
Independent Study	164
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Butler, R. and Suntikul, W. (2017). Tourism and Political Change (2nd edition), Goodfellow Publishers. Edgell, D. L. Swanson, J. R. (2019). Tourism Policy and Planning. Routledge: Oxon. McGillivray, D. Turner, D. (2017). Event Bidding: Politics, Persuasion and Resistance. 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:**

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	☐ **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	Marketing, Innovation, Tourism & Events
Moderator	Kalyan Bhandari
External Examiner	N Semley
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☐ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Case Study Report **100%**
Assessment 2
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	☒	☒	☒	☒	☐	100%	0

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

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**