Module Descriptor

Title	Resourcing Events And Tourism		
Session	2026/27	**Status**	
Code	TOUR09038	**SCQF Level**	9
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Briony Sharp		

Summary of Module

This module examines the role of sponsorship and funding mechanisms within the events industry. The module will take a holistic approach to event sponsorship and resources by considering from bidding stage to delivery, all the key stakeholders, communities and industries involved. Students will be asked to consider how organisations secure sponsorship and funding for their events and the critical issues linked to this process. Students will be expected to develop a full understanding of a range of critical and ethical issues surrounding sponsorship and funding within the sector. Students will then be asked to consider what elements make crucial event resources such as people and volunteers. This module will explore and analyse the people factor in service, product and project development and evaluation of operational needs regarding human resources in Events and Tourism.

- The role of sponsorship and funding resources in events
- Evaluating sponsorship and funding outcomes.
- Critical issues in sponsorship and funding
- Human resource planning and management in events and tourism
- Volunteer recruitment, management and training in events and tourism
- Key resources integral to the successful bidding, securing, and delivering of events.

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 analyse the main theoretical concepts relating to the design, implementation and ethical considerations of the resourcing and funding processes within the events and tourism sectors
L2	Develop and evaluate strategies for planning and implementation of resourcing and funding activity within the events and tourism sectors
L3	Analyse the use of resources across the sectors including, but not limited to, areas such as recruitment & people management, volunteer management, catering, facilities, technology, promotional and marketing material.
L4	Review and evaluate people management approaches in a specific events or tourism context
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 functions and responsibilities of people management in events and tourism. Develop a critical understanding of the theory and practice relating to resource utilisation in the events and tourism working environment.
Practice: Applied Knowledge and Understanding	**SCQF 9** Identify and review a variety of electronic and other sources of information to gather research material on resourcing events and tourism.

[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

	Examine related opportunities for continuous improvement in events and tourism business practice.
Generic Cognitive skills	**SCQF 9** Identify and analyse routine event sponsorship and resourcing problems and issues. Draw on a range of sources to help resolve key issues in the sectors resourcing strategies.
Communication, ICT and Numeracy Skills	**SCQF 9** Use of standard ICT applications to analyse, present and display data, appropriate to the study of people management in Events and Tourism. Use and evaluation of numerical information in a range of Events and Tourism related contexts.
Autonomy, Accountability and Working with Others	**SCQF 9** Exercise autonomy and initiative in class and module study activities in so far as they relate to events and tourism sponsorship, funding and resources. 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	24
Tutorial / Synchronous Support Activity	12
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: Baum, T. (2006) Human Resource Management for Tourism, Hospitality and Leisure – an international perspective, Thomson Business Press Van Der Wagen, L and White, L (2015) Human Resource Management for the Event Industry, Routledge McDonnell, I. and Moir, M., 2013. Event sponsorship. Routledge. McGillivray, D. and 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:** 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	☐ **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	Jenny Flinn

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
Sponsorship Proposal 60%
Assessment 2
Individual Essay 40%
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**
Sponsorship Proposal	☐	☒	☒	☐	☐	60	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Individual Essay	☒	☐	☐	☒	☐	40	

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**
