Module Descriptor

Title	Tourism Operations & Management		
Session	2026/27	**Status**	
Code	TOUR08012	**SCQF Level**	8
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Dr. Kalyan Bhandari		

Summary of Module

This module will provide insights into the management and operations of tourism in the contemporary context. It will provide introduction to the growth and development of tourism, and tourism's engagement with associated sectors including transportation, accommodation, events & attractions, adventure & outdoor recreation, entertainment & food services, travel trade sector and other services. The module will also explore the management of tourism operations like HRM, Finance, and Marketing; and provides a critical appraisal of the role of government, DMOs, NGOs and INGOS in the planning and development of tourism. The module will help the students to develop critical understanding of the challenges associated with tourism management on a national and international level.

Definition, evolution and growth of tourism

Tourism's association with transportation, accommodation, food services, attractions, events, adventure and outdoor recreation, entertainment, travel trade sector and tourism services

The role of governments, DMOs, NGOs and INGOs in tourism development

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	Demonstrate an awareness of the nature of tourism and its operating systems
L2	Appraise and critique the role of various stakeholders in the development and management of tourism destination
L3	Demonstrate an understanding of the key challenges in the operation and management of tourism in the domestic and international contexts.
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 8** Demonstrate a critical understanding of tourism from the perspectives of operations and management and key issues associated with tourism management. Examine the role of government, NGOs and INGOS, destination management organisations and various ways in which destinations engage with them.
Practice: Applied Knowledge and Understanding	**SCQF 8** Investigate a range of practices to identify the effects of tourism on development on a specific destination. Identify the implications of these effects and suggest propositions for the future.
Generic Cognitive skills	**SCQF 8** Critically evaluate and synthesise ideas, concepts, information and issues, drawing on a range of sources in coming to particular conclusions about the development of tourism. Use problem-solving techniques to assess the ways in which destinations and tourism sectors across the globe might improve their performance.
Communication, ICT and Numeracy Skills	**SCQF 8** Be able to access, understand and evaluate a range of tourism data sources. Interpret complex primary materials and make effective use of information technology applications to present documents in an appropriate presentation format.
Autonomy, Accountability	**SCQF 8**

and Working with Others	Work individually and with others to prepare research information associated with the analysis of management issues in tourism. Develop awareness of individual and collective responsibility for effective performance within a team.

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	36
Independent Study	128
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: Page S.J. (2019) Tourism Management (6th Edition). London: Routledge. Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. (2017).Tourism: Principles and Practice (6th edition). Pearson: Harlow
(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:** Please refer to the Academic Engagement and Attendance Procedure at the following link: Academic engagement and attendance procedure

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. Students will be encouraged to consider a broad range of theories, particularly including feminist and post-colonial critiques and apply these to a range of events. Students will be encouraged to bring their own experiences to the material and use examples from their own country in assessment.
(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	Dr. Masood Khodadadi
External Examiner	A Miller
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Written Report 40%
Assessment 2
Written Essay 60%
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**
	☒	☐	☐	☐	☐	40%	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☒	☒	☐	☐	60%	

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