

University of the West of Scotland

Module Descriptor

Session: 2022/23

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Status: Published

Title of Module: Sport Tourism & Event Management
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Code: SPOR08029	SCQF Level: 8 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: 10 (European Credit Transfer Scheme)
School:	School of Health and Life Sciences		
Module Co-ordinator:	Raleigh Gowrie		

Summary of Module

This module considers sport event management, its development and processes and event impacts on organisations, regions and localities. Three themes permeate the module:

Sports event tourism: This theme explores the rationale for utilising sports events as a strategic driver of tourism at local, national and international levels. It considers the planning, design and marketing of planned sports events as visitor attractions and assesses their impact upon host destinations. Drawing upon relevant case studies, students develop an understanding of the competitive bidding environment and reflect upon the complex processes undertaken to secure major events. This theme also considers the future of major events within sustainable tourism strategies.

Strategic planning for sports events: This theme addresses the planning, developing and marketing of planned sports events. Management of sports events for social, economic, environmental and tourism benefit are examined.

Operational delivery of sports events: This theme considers the event planning process, principles of event management and event organisation of a sport event. The application of theory in event teambuilding, event planning, administration, marketing, finance, health and safety/risk, event monitoring and control techniques in relation to the organisation of a sport event are covered.

This module develops students in relation to the 'I am UWS' Graduate Attributes:

Universal – Inquiring, Emotionally intelligent and Socially responsible

Work Ready – Digitally literate, effective communicator and Socially responsible

Successful – Innovative, Creative and Transformational.

Module Delivery Method					
Face-To-Face	Blended	Fully Online	HybridC	HybridO	Work-based Learning
	✓				
<p>Face-To-Face Term used to describe the traditional classroom environment where the students and the lecturer meet synchronously in the same room for the whole provision.</p> <p>Blended A mode of delivery of a module or a programme that involves online and face-to-face delivery of learning, teaching and assessment activities, student support and feedback. A programme may be considered "blended" if it includes a combination of face-to-face, online and blended modules. If an online programme has any compulsory face-to-face and campus elements it must be described as blended with clearly articulated delivery information to manage student expectations</p> <p>Fully Online Instruction that is solely delivered by web-based or internet-based technologies. This term is used to describe the previously used terms distance learning and e learning.</p> <p>HybridC Online with mandatory face-to-face learning on Campus</p>					



HybridO

Online with optional face-to-face learning on Campus

Work-based Learning

Learning activities where the main location for the learning experience is in the workplace.

Campus(es) for Module DeliveryThe module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
			✓			

Term(s) for Module Delivery

(Provided viable student numbers permit).

Term 1		Term 2		Term 3	
	✓				

Learning Outcomes: (maximum of 5 statements)

On successful completion of this module the student will be able to:

L1. Critically engage in global debates about the technological, social, environmental and ethical dimensions of sport tourism and events.

L2. Review and assess the factors that have contributed to the development of sport events as a distinct niche within the broader events industry.

L3. Identify and analyse the characteristics, processes and management functions required to run a sport event.

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 Level 8. Demonstrating and working with: <ul style="list-style-type: none"> • A knowledge of the scope, defining features, and main areas of sport tourism and management. • Specialist knowledge in the strategic planning processes associated with managing sports events. • A discerning understanding of a defined range of core theories, concepts, principles and terminology. • Awareness and understanding of some major current issues and specialisms. • Awareness and understanding of research and equivalent scholarly/academic processes related to sport tourism event management.
Practice: Applied Knowledge and Understanding	SCQF Level 8. Apply knowledge, skills and understanding: <ul style="list-style-type: none"> • In using a range of professional skills, techniques, practices and/or materials associated with managing sports events, a few of which are advanced and/or complex. • In carrying out routine lines of enquiry, development or investigation into professional level problems and issues. • To adapt routine practices within accepted standards.

Generic Cognitive skills	<p>SCQF Level 8.</p> <ul style="list-style-type: none"> •Undertake critical analysis of concepts, information and issues related to the sport tourism and events. •Use a range of approaches to formulate and critically evaluate evidence-based solutions/responses to define and/or routine problems and issues.
Communication, ICT and Numeracy Skills	<p>SCQF Level 8.</p> <p>Use a wide range of routine skills and some advanced and specialised skills associated with managing sport tourism and events, for example:</p> <ul style="list-style-type: none"> • Convey complex information to a range of audiences and for a range of purposes. • Use a range of standard ICT applications to process and obtain data. • Use and evaluate numerical and graphical data to measure progress and achieve goals/targets.
Autonomy, Accountability and Working with others	<p>SCQF Level 8.</p> <ul style="list-style-type: none"> •Exercise autonomy and initiative in some activities at a professional level in sport tourism and event management. • Exercise some responsibility for the work of others within a defined structure. • Take the lead on planning in familiar or defined contexts. • Practise in ways that show awareness of own and others' roles, responsibilities and contributions when carrying out and evaluating tasks. • Work, under guidance, with others to acquire an understanding of current professional practice.

Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	Module Title:
	Other:	
Co-requisites	Module Code:	Module Title:

* Indicates that module descriptor is not published.

Learning and Teaching	
A series of key lectures examining functional areas of sport tourism and event management. Tutorials will build on theoretical knowledge in an event group setting. Lectures will be enhanced and given added value by guest lecturers from the event industries covering sport, cultural and festival disciplines.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	Student Learning Hours (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Tutorial/Synchronous Support Activity	24
Asynchronous Class Activity	12
Independent Study	164
	200 Hours Total

****Indicative Resources: (eg. Core text, journals, internet access)**

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Archer, T., Paule-Koba, A., & Newland, B. (2015) Sports Facility & Event Management, Jones & Barlett Learning

Greenwell, C., Danzey-Buseell, L., & Shank, D. (2014) Managing Sports Events, Human Kinetics

Mallen, C. & Adams, L. (2013) Event Management in Sport, Recreation & Tourism: Theoretical & Practical Dimensions, Routledge

Masterman, G (2013) Strategic Sports Event Management (3rd edition). Routledge

Supovitz, F. (2014) The Sports Event Management & Marketing Playbook, Wiley & Sons.

(**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)

Engagement Requirements

In line with the Academic Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the relevant learning platform, and complete assessments and submit these on time. Please refer to the Academic Engagement Procedure at the following link: [Academic engagement procedure](#)

Supplemental Information

Programme Board	Sport and Exercise
Assessment Results (Pass/Fail)	No
Subject Panel	Sport & Exercise L7-11
Moderator	Eilidh Macrae
External Examiner	S Robson
Accreditation Details	
Changes/Version Number	1.07 Revisions to learning activity to reflect hybrid learning. Modernised assessment processes. For AY: 22/23 Module hours amended. EE changed.

Assessment: (also refer to Assessment Outcomes Grids below)

Assessment 1. Case Study (Weighting 50%, LO 1 and 2)

Assessment 2. Creative output(Weighting 50%, LO 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 Handbook.)

Assessment Outcome Grids (Footnote A.)

Component 1

Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Case study	✓	✓		50	0

Component 2

Assessment Type	Learning	Learning	Learning	Weighting	Timetabled
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(Footnote B.)	Outcome (1)	Outcome (2)	Outcome (3)	(%) of Assessment Element	Contact Hours
Creative output/ Audiotapes/ Videotapes/ Games/ Simulations			✓	50	0
Combined Total For All Components				100%	0 hours

Footnotes

- A. Referred to within Assessment Section above
 B. Identified in the Learning Outcome Section above

Note(s):

1. More than one assessment method can be used to assess individual learning outcomes.
2. Schools are responsible for determining student contact hours. Please refer to University Policy on contact hours (extract contained within section 10 of the Module Descriptor guidance note).
 This will normally be variable across Schools, dependent on Programmes &/or Professional requirements.

Equality and Diversity

This module is aligned with the overall commitment to equality and diversity stated in the Programme Specifications, the module supports equality of opportunity for students from all backgrounds and with different learning needs. Using Moodle, learning materials will be presented electronically in formats that allow flexible access and manipulation of content. The module complies with University regulations and guidance on inclusive learning and teaching practice. Specialist assistive equipment, support provision and adjustment to assessment practice will be made in accordance with UWS policy and regulations. The University's Equality, Diversity and Human Rights Policy can be accessed at the following link: <http://www.uws.ac.uk/equality/>

[UWS Equality and Diversity Policy](#)

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)