University of the West of Scotland

Module Descriptor Template

Session:

Title of Module: Sports' Events & Tourism			
Code:	**SCQF Level: 8** **(Scottish Credit and Qualifications Framework)**	**Credit Points: 20**	**ECTS: 10** **(European Credit Transfer Scheme)**
School:	School of Health & Life Science		
Module Co-ordinator:	TBC		

Summary of Module
This module explores the core concepts and theories associated with sport tourism and sporting events. Students investigate drivers, motivations and the tourist sporting event market alongside the bidding, planning and staging processes associated with large scale sporting events and the sport tourism industry. 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 will assist the student in the development of key 'I am UWS Graduate Attributes' to allow those that complete this module to be: Universal: · Critical Thinker · Emotionally Intelligent · Collaborative Work Ready: · Problem -solver · Motivated · Potential Leader Successful: · Innovative · Resilient · Transformational

Module Delivery Method

Face-To-Face	Blended	Fully Online
☐	☒	☐

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.

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.

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

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Campus(es) for Module Delivery

The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
☐	☐	☐	☒	☐	☐	Add name

Term(s) for Module Delivery

(Provided viable student numbers permit).

Term 1	☒	Term 2	☐	Term 3	☐

Learning Outcomes: (maximum of 5 statements)
These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module.
At the end of this module the student will be able to:

L1	Engage critically in global debates about the technological, social, environmental and ethical dimensions of sports 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	Utilise case studies and examples of good practice to contextualise theories and concepts.

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: • A knowledge of the scope, defining features, and main areas of sports tourism and event 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 sports tourism and event management.
Practice: Applied Knowledge and Understanding	SCQF Level **8** Apply knowledge, skills and understanding: • 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	SCQF Level **8** Undertake critical analysis of concepts, information and issues related to sports 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	SCQF Level **8** Use a wide range of routine skills and some advanced and specialised skills associated with managing sports tourism and events, for example: 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	SCQF Level **8** Exercise autonomy and initiative in some activities at a professional level in sports 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:**

Learning and Teaching	
The teaching and learning approach will utilise a combination of blended and face to face delivery. Core theoretical content will be predominantly delivered through a series of online materials, including activities and required reading in preparation for taught sessions. Face to face sessions will comprise applied lectures, seminars, and practical sessions. Much of the learning will be achieved through directed independent study tasks, face to face lectures, group work and/or class discussion, applied practical sessions and creative problem solving.	
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)
Lecture/Core Content Delivery	12 Hours
Tutorial/Synchronous Support Activity	12 Hours
Asynchronous Class Activity	12 Hours
Independent Study	164
	Hours Total 200
**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)

Attendance Requirements

In line with the Academic Engagement and Attendance 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 Moodle, and complete assessments and submit these on time. Please refer to the Academic Engagement and Attendance Procedure at the following link: Academic engagement and attendance procedure

For the purposes of this module, academic engagement equates to the following: Attendance of teaching sessions (lectures, practical sessions, and tutorials), completion of asynchronous activities, and submission of assessments to meet the learning outcomes of the module.

Equality and Diversity

UWS Equality and Diversity Policy

This module is appropriate for any student. The learning activities include written, oral and practical work and, where required, appropriate student support will be put in place.

Please refer to the UWS Equality and Diversity Policy at the following link: 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)

Supplemental Information

Divisional Programme Board	Sport and Exercise
Assessment Results (Pass/Fail)	Yes ☐ No ☒
School Assessment Board	Sport and Exercise
Moderator	Tbc
External Examiner	tbc
Accreditation Details	N/A
Changes/Version Number	1

Assessment: (also refer to Assessment Outcomes Grids below)
Two forms of assessment are related to this module:
Assessment 1. Case study (Weighting 50%, LO 1)
Assessment 2. Presentation (Weighting 50%, LO2 and 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.)

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

Combined Total for All Components	100%	2