**Module Descriptor**

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|---|---|---|---|
| **Title** | Sports' Events and Tourism | | |
| **Session** | 2026/27 | **Status** | Published |
| **Code** | SPOR08044 | **SCQF Level** | 8 |
| **Credit Points** | 20 | **ECTS (European Credit Transfer Scheme)** | 10 |
| **School** | **Health and Life Sciences** | | |
| **Module Co-ordinator** | Raleigh Gowrie | | |

**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

Successful completion (including achieving a pass) of this module SPOR08044 Sports' Events Tourism partially fulfils CIMSPA (the Chartered Institute for the Management of Sport and Physical Activity) endorsement for the professional standard: Aspiring Manager (along with several other modules across the duration of studies, including completion of L10, also required to achieve endorsement). CIMSPA have career advice and further learning resources available for members. From September 2026, UWS students can receive free membership of the student category. To use the professional standard in practice, practitioner membership is required.

| **Module Delivery Method** | **On-Campus**[1] ☒ | **Hybrid**[2] ☐ | **Online**[3] ☐ | **Work -Based Learning**[4] ☐ |
|---|---|---|---|---|
| **Campuses for Module Delivery** | ☐ Ayr<br>☐ Dumfries | ☒ Lanarkshire<br>☐ London<br>☐ Paisley | ☐ Online / Distance Learning<br>☐ 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** | 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. |
| **L4** | |
| **L5** | |

[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

| Employability Skills and Personal Development Planning (PDP) Skills | |
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| **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**<br>Demonstrating and working with:<br>A knowledge of the scope, defining features, and main areas of sports tourism and event management.<br>Specialist knowledge in the strategic planning processes associated with managing sports events.<br>A discerning understanding of a defined range of core theories, concepts, principles and terminology.<br>Awareness and understanding of some major current issues and specialisms.<br>Awareness and understanding of research and equivalent scholarly/academic processes related to sports tourism and event management. |
| **Practice: Applied Knowledge and Understanding** | **SCQF 8**<br>Apply knowledge, skills and understanding:<br>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.<br>In carrying out routine lines of enquiry, development or investigation into professional level problems and issues.<br>To adapt routine practices within accepted standards. |
| **Generic Cognitive skills** | **SCQF 8**<br>Undertake critical analysis of concepts, information and issues related to sports tourism and events.<br>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 8**<br>Use a wide range of routine skills and some advanced and specialised skills associated with managing sports tourism and events, for example:<br>Convey complex information to a range of audiences and for a range of purposes.<br>Use a range of standard ICT applications to process and obtain data.<br>Use and evaluate numerical and graphical data to measure progress and achieve goals/targets. |
| **Autonomy, Accountability and Working with Others** | **SCQF 8**<br>Exercise autonomy and initiative in some activities at a professional level in sports tourism and event management.<br>Exercise some responsibility for the work of others within a defined structure.<br>Take the lead on planning in familiar or defined contexts. |

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| | Practise in ways that show awareness of own and others' roles, responsibilities and contributions when carrying out and evaluating tasks. |

| **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.

On-campus learning events focus on providing active and interactive learning, supported by readings, resources and other activities for students to prepare (pre-learning event) and consolidate learning (post-learning event).

Asynchronous activities will be provided and designed as supplementary activities to support on campus learning events. These should be associated with learning event preparation or post learning event consolidation. Such activities will not be included within module contact time.

A 20-credit module constitutes 200 hours of total learning and assessment time for the student, or c.13 hours per week over a 15-week term.

| **Learning Activities**<br>During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below: | **Student Learning Hours**<br>(Note: Learning hours include both contact hours and hours spent on other learning activities) |
|---|---|
| Lecture / Core Content Delivery | 17 |
| Tutorial / Synchronous Support Activity | 16 |
| Laboratory / Practical Demonstration / Workshop | 3 |
| Independent Study | 164 |
| n/a | |
| n/a | |
| **TOTAL** | 200 |

**Indicative Resources**

**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

Bladen, C., Kennell, J., Abson, E. & Wilde, N., (2022) Events management: An introduction. Routledge.

Greenwell, T.C., Danzey-Bussell, L.A. & Shonk, D.J., (2024) Managing sport events. Human Kinetics

Lussier, R.N. & Kimball, D.C., (2023) Applied sport management skills. 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

**(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 attending and participating in all timetabled programme activities including on-campus and online teaching sessions, asynchronous online learning activities, placement, work-based elements, course-related learning resources, and complete assessments and submit these on time.**

**For the purposes of this module, academic engagement equates to the following:**

100% Attendance at all module events and consistent weekly engagement with online materials.

**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.**

In line with current legislation (Equality Act, 2010) and the UWS Equality, Diversity, and Human Rights Code, our modules are accessible and inclusive, with reasonable adjustment for different needs where appropriate. Module materials comply with University guidance on inclusive learning and teaching, and specialist assistive equipment, support provision and adjustment to assessment practice will be made in accordance with UWS policy and regulations. Where modules require practical learning or assessment, alternative formats and/or roles will be provided for students with physical disabilities which impact participation.

**(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**

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|---|---|
| **Divisional Programme Board** | **Sport Exercise Health** |
| **Overall Assessment Results** | ☐ **Pass / Fail** ☒ **Graded** |
| **Module Eligible for Compensation** | ☐ **Yes** ☒ **No**<br>**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** | Sport, Exercise & Health |
| **Moderator** | Angela Beggan |
| **External Examiner** | S Robson |
| **Accreditation Details** | |
| **Module Appears in CPD catalogue** | ☐ **Yes** ☒ **No** |
| **Changes / Version Number** | 2 |

| **Assessment (also refer to Assessment Outcomes Grids below)** |
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| **Assessment 1** |
| Case study. |
| **Assessment 2** |
| Presentation. |
| **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.<br>(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 | ☒ | ☐ | ☐ | ☐ | ☐ | 50 | 0 |

| **Component 2** | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Assessment Type** | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **Weighting of Assessment Element (%)** | **Timetabled Contact Hours** |
| Presentation | ☐ | ☒ | ☒ | ☐ | ☐ | 50 | 3 |

| **Component 3** | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Assessment Type** | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **Weighting of Assessment Element (%)** | **Timetabled Contact Hours** |
| | ☐ | ☐ | ☐ | ☐ | ☐ | | |
| **Combined total for all components** | | | | | | 100% | 3 hours |

**Change Control**

| **What** | **When** | **Who** |
|---|---|---|
| Delivery method updated, Delivery hours updated | 11/03/2026 | Raleigh Gowrie |
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