



University of Central Lancashire

Course Handbook

MSc International Festivals and Tourism Management

2018/19

Course Leader: Dr Dorota Ujma

School of Lancashire School of Business and Enterprise



Please read this Handbook in conjunction with the University's Student Handbook.

All course materials, including lecture notes and other additional materials related to your course and provided to you, whether electronically or in hard copy, as part of your study, are the property of (or licensed to) UCLan and **MUST** not be distributed, sold, published, made available to others or copied other than for your personal study use unless you have gained written permission to do so from the Dean of School. This applies to the materials in their entirety and to any part of the materials.

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1. Welcome to the course

I would like to welcome you to the Division of Tourism, Hospitality and Event Management. More significantly, to offer a warm welcome as you become a member of the growing postgraduate community within the leading university in the North West of England. To those students who are returning to the University of Central Lancashire, I hope that you have had a good break and are looking forward to the postgraduate programme of study that awaits you.

A total of four separate MSc awards and one MA Internship award are available within the overall postgraduate programme suite of the division. Each represents a dynamic course that examines a range of management issues within the Tourism, Hospitality and Event sector. Throughout the course(s) emphasis is placed on developing a range of **professional and managerial knowledge and skills** that are applicable not only to one sector but also other sectors within and outside the tourism and leisure industry. In addition, emphasis is also placed on developing an advanced understanding of the management issues within an increasing global world and the challenges that exist within it.

The purpose of this handbook is twofold. First, it aims to address many of the administrative questions that you may have during the early stages of the course. This may relate to enrolment or registering for the appropriate number of modules. Secondly, it addresses many academic issues including the modules that are available during each stage of the course. This handbook should be used alongside other university guides.

The handbook has been structured and laid out in a number of sections. This is to ensure that the information is clear and accessible.

From past experiences, the first few weeks are a source of fun for students and we are very pleased to see our students enjoy their studies and personal time. The first few weeks can also be confusing. As a team of academics and administrators, we are here to help. Simply go to the Campus Administrative Services (CAS) Greenbank HUB based in Greenbank Building, , where one of the School Administrators will assist, or see your Course Leader or Academic Advisor.

The School is very proud of its postgraduate studies provision and a team of dedicated and enthusiastic staff will be in charge of teaching. In return we expect the highest levels of motivation and commitment from our students.

I would like to take this opportunity to wish you the very best in your studies.

Dot

Dr Dorota (Dot) Ujma

MSc / MA Course Leader in International Tourism, Hospitality and Event Postgraduate Programmes

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1.1 Rationale, aims and learning outcomes of the course

The aims of the courses are as follows:

MSc in International Festivals and Tourism Management

<ul style="list-style-type: none">• Develop the students' abilities to critically assess knowledge and understanding of business and management theory within the context of the academic study of tourism and festivals and improve business and management practices within tourism and festivals.
<ul style="list-style-type: none">• Prepare and develop students for a career in tourism and, or, festivals or a related occupation by developing professional and transferable skills.
<ul style="list-style-type: none">• Develop and extend the students' critical understanding of the theoretical and management issues underpinning the study of tourism and festivals and related areas.
<ul style="list-style-type: none">• Develop the students' ability to undertake independent, critical and substantive research and investigation within the area of international festivals and tourism.

Students will have to demonstrate that they have fulfilled a range of learning outcomes specific to each module. The learning outcomes from the modules aggregate to fulfil the programme learning outcomes. Students will be able to graduate from the programme upon the achievement of these outcomes.

The learning outcomes for the programme(s) are as follows and on completion of the course students will be able to:

1. Gain an extensive range of knowledge and problem solving approaches towards the subject of hospitality and events and be able to evaluate contemporary issues in hospitality and events and related areas.
2. Critically assess the importance of both theory and practice for effective hospitality and event management in a global business environment.
3. Write critically, and at length, on a specific topic related to tourism, events and / or hospitality.
4. Be able to exercise judgement as to the appropriateness and potential value of concepts, models, paradigms and ideologies to the understanding and management of organisations in the area of hospitality, events and related sectors.
5. Appraise a range of strategies for the determination, implementation and control of business policies, structures and plans at a strategic level in hospitality and events and be able to offer and apply rationally-constructed solutions.
6. Critically evaluate the theoretical aspects of hospitality and event management and develop a critical appreciation of the varying cultural contexts in which management and public sector policy decisions are made within the hospitality and events industries.
7. Apply research skills and analysis and display mastery of a specialised area of knowledge within hospitality and/ or events through an independent research study

8. Appraise personal and career development needs through self-reflection, action planning and implementation. Appreciate the importance of management development.

The above learning outcomes form an integral part of the modules within the programme and are key to their design and organisation. The exposition of these learning outcomes and their integration within the modular structure of the programme are shown in Section 8.1.

Successful completion of the MSc / MA programme is contingent upon the successful completion of the programme learning outcomes. The aggregate rating of these modules is normally 180 credits (20 credits per module). To successfully complete the Postgraduate Diploma, a minimum rating of 120 credits is required. This normally applies to students who have successfully completed the taught element, but not the research element of the programme. For the Postgraduate Certificate a minimum credit rating of 60 would be required. The above exit awards are particularly important to those students who may wish to complete only part of the Masters programme or who may wish to study part-time.



1.2 Course Team

Jane Shaw, Division Leader – Tourism, Hospitality and Events Management and teaching	Greenbank 148 ☎ 4905 💻 jshaw@uclan.ac.uk	
Dr Paul Fallon, Senior Lecturer in Tourism, Hospitality and Event Management Research and Teaching Managing International Partnerships	Greenbank 142 ☎ 4670 💻 PFallon2@uclan.ac.uk	
Dr Sean Gammon, Senior Lecturer, Sport and Tourism Research and teaching	Greenbank 130 ☎ 4919 💻 sigammon@uclan.ac.uk	
Dr Jo Guiver, Researcher and School Sustainability Lead	Greenbank 146 ☎ 4923 💻 jwguiver@uclan.ac.uk	
Kelly Henley, Associate Lecturer	Greenbank 146 ☎ 5483 💻 khenley@uclan.ac.uk	
Dr David Jarratt, Course Leader for THE Top-up degrees	Greenbank 130 ☎ 4917	

Course admin, research and teaching	 djarratt@uclan.ac.uk	
Angela Mackenzie, Senior Lecturer Disability Co-ordinator, Course Leader for Foundation Year Programmes Course administration and teaching	Greenbank 129  4910  ammackenzie@uclan.ac.uk	
Deborah Slater, Senior Lecturer / Placements Co-ordinator. Course Leader International Hospitality Management Research and teaching, internship organization and administration	Greenbank 129  4911  daslater1@uclan.ac.uk	
Dr Philip Stone, Senior Lecturer Research and teaching	Greenbank 130  4769  pstone@uclan.ac.uk	
Richard Sharpley, Professor of Tourism and Development Research and postgraduate supervision	Greenbank Building 137  4622  raisgarpley@uclan.ac.uk	
Dr Carley Sutton, Course Leader BA (Hons) Tourism / International Tourism Management Course admin, research and teaching	Greenbank 142  5894  csutton1@uclan.ac.uk	
Rod Train, Course Leader – BA (Hons) Event Management Managing links with the industry, course admin and teaching	Greenbank 131  5711  rtrain@uclan.ac.uk	
Dr Dorota Ujma, Course Leader MSc / MA Course Leader in International Tourism, Hospitality and Event Management H&EM Research Degree Tutor Course admin, research and teaching	Greenbank 131  5704  dujma@uclan.ac.uk	
Dr Daniel Wright, Associate Lecturer Research and teaching	Greenbank 142  4239  DWright3@uclan.ac.uk	
Amanda Payne, Associate Lecturer Research and teaching	Greenbank Building 131  4565  APayne@uclan.ac.uk	
Jean Metcalfe, Associate Lecturer Teaching	Greenbank Building 146  4535  JMetcalfe4@uclan.ac.uk	

Jillian Webster – Supporting Lecturer Teaching	Foster Building  	
Dr Deborah Jepson - Associate Lecturer Teaching and research	Greenbank Building 354   TBC	

1.3 Expertise of staff

The programme is delivered by a team of academics at various stages of their career development, some of whom are internationally renowned. Professor Richard Sharpley is guiding the research team and is predominantly involved with the post-graduate research students. The Academic Team are research active, publishing in a variety of international journals, trade press and media outlets. Research informed teaching is particularly prevalent within the areas of service quality, sustainable tourism and transport. The Division also hosts the Institute of Transport and Tourism as well as The Institute for Dark Tourism Research. The programmes are focused on the global nature of the industry and many of the academics speak at international events and conferences.

The team involved in teaching on the programme are well qualified both academically and by their work experience. You are encouraged to read the mini biographies of staff on the School web page and check out information about their publications. Just [click here](#) to find out more about us.

1.4 Academic Advisor

You will be assigned an Academic Advisor who will provide additional academic support during the year. They will be the first point of call for many of the questions that you might have during the year. Your Academic Advisor will be able to help you with personal development, including developing skills in self-awareness, reflection and action planning.

You will be able to check who your Academic Advisor is through your My UCLan page. If you have any queries regarding this, please contact the Campus Administration Services (details below).



1.5 Administration details

Campus Admin Services provides academic administration support for students and staff and are located in the following hubs which open from 8.45am until 5.15pm Monday to Thursday and until 4.00pm on Fridays. The Hub can provide general assistance and advice regarding specific processes such as extenuating circumstances, extensions and appeals.

The hub telephone number is 01772 891998/ 891999

The hub email contact for the Lancashire School of Business and Enterprise is:
GreenbankHub@uclan.ac.uk



1.6 Communication



The University expects you to use your UCLan email address and check regularly for messages from staff. If you send us email messages from other addresses they risk being filtered out as potential spam and discarded unread.

Your Course Academic team will communicate with you via your UCLan email – it is vital that you check this regularly for updates relating to your course. Communicating with the Course Leader, Module Leaders and Academic Advisors, and other students is a fundamental and important part of studying in a higher education environment. You are encouraged to maintain regular contact with members of the course team, especially your Academic Advisor. This is normally the best way to deal with any academic or personal issues and these should be dealt with as soon as they emerge.

You can arrange appointments with all members of staff. All members of staff display their availability on their office door along with instructions on how to arrange appointments. You should make sure that you have a clear agenda of what you would like to discuss in order to make sure that appointments are an effective use of time.

MyUCLan is the University's online learning and portal environment. Here you can access support and information for all your learning, teaching and research activities across the University and organise your social life too.

Most of the course-related information will be posted on the Blackboard eLearn, our Virtual Learning Environment. On the eLearn platform you will find the site devoted to the International Hospitality Management course. You'll find there an electronic copy of this handbook, as well as additional information about events, certificates, work placements opportunities and guest lectures that may be beneficial to you. Information on room changes and timetable changes are posted on the timetable website.

Keep informed: it is your responsibility to make sure that you are aware of the information that is posted on the course and general notice boards.

1.7 External Examiner

The University has appointed an External Examiner to your course who helps to ensure that the standards of your course are comparable to those provided at other higher education institutions in the UK. The name of this person, their position and home institution can be found below. If you wish to make contact with your External Examiner, you should do this through your Course Leader and not directly. External Examiner reports will be made available to you electronically, usually they are uploaded on the School Student Office Blackboard Organization site. Your Student Representatives will also receive a copy at the Staff-Students Liaison Meetings.

The School will also send a sample of student coursework to the external examiner(s) for external moderation purposes, once it has been marked and internally moderated by the course tutors. The sample will include work awarded the highest and lowest marks and awarded marks in the middle range.

External Examiner for Tourism, Hospitality and Event Management Postgraduate Courses:

Professor Peterer Mason, University of South London,

2. Structure of the course



2.1 Overall structure

This section outlines the course structure and important information on the range of modules at each level is provided. Each module is a self-contained block of learning with defined aims, learning outcomes and assessment. All taught modules are worth 20 credits. In addition three modules are worth 60 credits; Internship TL4038, Management Consultancy Report TL4129 and the Dissertation module TL4185.

You must note the teaching sessions associated with all modules. The teaching session for some modules is Semester 1, while the teaching session for others is Semester 2. Postgraduate studies last throughout the year, usually from September to September.

Full time students must ensure that you are **register for 180 credits**.

2.2 Modules available

Compulsory Modules

You will automatically be registered for compulsory modules that form the dominant part of the programme of study. The teaching, learning and assessments that take place within the compulsory modules form the essential aspects of the programme at each level.

Optional Modules

In addition to the compulsory modules, you have the opportunity to select optional modules (for taught modules it is only available on the MA Internship course). You must adhere to the rules surrounding the selection of optional modules at each level. Please note that not all Option modules may run in any one year and will definitely not run if undersubscribed.

To register for modules or make changes to module registrations, you should fill in a **Module Change Form**. This must be signed by you and your Course Leader and submitted by the deadline indicated on the form. **It is important that your programme of study is correct and you must regularly check all details on your profile (including home and term-time address details) via myUCLan.**

It is your responsibility to ensure that all details are correct and up-to-date!

Overall structure of the Course – see overleaf

This matrix indicates each pathway available to study at postgraduate level within the division of Tourism, Hospitality and Event Management. Each pathway indicates the relevant curriculum by module title / module code / semester across the top of the table.

- **TL4000 Dissertation** is highly recommended to all MSc students. TL4129 (compulsory for MA students) is optional, however, it DOES require access into a specific case study; an organisation, its management, its employees or current determinant market trends.
- These modules have been designed to give students the opportunity to develop their academic, personal and professional skills throughout the programme of study

MSc / MA International Programme (All course titles commence with 'International')	TL4030 Principles & Practice of Tourism, Hospitality & Events	TL4029 Management Development in T, H & E	TL4019 International Tourism Management	TL4027 Managing Quality Service	TL4010 Research Methodology: Theory & Practice	TL4033 Tourism & Sustainability	TL4015 Global Hospitality: Themes and Brands	TL4036 Event Management	TL4031 Festivals, Arts, Cultural & Heritage Events	TL4038 Work based Knowledge, Experience and Practice	TL4129 Management Consultancy Project	TL4185 Dissertation
MSc	Semester ONE				Semester TWO					Semester THREE		
HOSPITALITY & TOURISM MANAGEMENT											OR	OR
HOSPITALITY & EVENT MANAGEMENT											OR	OR
FESTIVALS & EVENT MANAGEMENT											OR	OR
FESTIVALS & TOURISM MANAGEMENT											OR	OR
MA INTERNSHIP in Int. Tourism, Hosp and Events			OR	OR								

2.2.1 Modules available within the MSc /MA Programmes

TL4030 – Principles and Practice of Tourism, Hospitality and Events: [CORE for all postgraduates]

The module is designed to reflect the interrelated nature of Tourism, Hospitality and Events within the global marketplace of today. No prior knowledge of the service sector is presumed and the module combines theories and practice from a range of different institutions. Thus the Principles and Practice of Tourism, Hospitality and Events provides a comprehensive insight into the nature and management of the service sector. It offers an essential grounding into understanding the complex nature of changing consumerism operated within the world of international business.

TL4029 – Management Development in Tourism, Hospitality and Events: [CORE for all postgraduates]

To consolidate personal competencies in a wide range of areas associated with management activity and practice. To encourage the maintenance of a life-long commitment to continuing professional development (CPD) To provide a range of development opportunities to indicate the content and approach taken in management development workshops and sessions. To ensure a positive and effective understanding of personal and professional career development.

TL4019 – Tourism Management [CORE for TOURISM postgraduates]

The module seeks to provide students with the opportunity to explore the major issues and current practice of tourism management as a major global economic entity and its need for sustainability. The module will focus on a number of key themes and critically examine the response of tourism managers in the private and public sectors to contemporary and future global challenges. The work of tourism scholars will be analysed in depth in order to assess the extent to which these provide a contextual framework and structure to overcome them successfully.

TL4027 – Managing Quality Service [CORE for HOSPITALITY postgraduates]

To provide students of hospitality and event management with an in-depth knowledge of integrated management issues across both sectors. Module content aims to ensure that students become aware of the key relationships between the management of human resources, risk, and service quality. In addition, the concepts and practice required to become an effective operations manager within hospitality and events is developed.

TL4010 – Research Methodology: Theory and Practice: [CORE for all MSc postgraduates]

This module is designed to equip students on the Schools MSc Programme or students about to embark on post-graduate research with the knowledge, techniques and skills to undertake a research project within the area of sports, tourism, hospitality and events. Students undertaking the module will gain a critical awareness of the strengths and limitations of the major research paradigms within multidisciplinary research, along with an understanding of issues and practices of research methodology and applications

TL4033 – Tourism and Sustainability [CORE for TOURISM postgraduates]

The aim of this module is to introduce and critically appraise the conceptual roots, evolution, principles and practice of sustainability and sustainable development. In so doing, it provides a theoretical and practical framework for exploring the relationship between tourism, development and sustainability and the means of managing and developing tourism within a sustainability context.

TL4015 – Global Hospitality: Themes and Brands

To provide the students with a critical understanding of international hospitality around the world and the concepts, applications and challenges that relate to contemporary practices in hospitality.

TL4036 – Event Planning and Management

The module aims to provide students with a critical understanding of a range of key event management concepts and issues prevalent to managing an event of function successfully. Such issues are illustrated and examined by planning, managing and the assessment of a real-world event.

TL4031 – Festivals, Arts, Cultural and Heritage Events

The purpose of this module is to allow the student an opportunity to critically evaluate key socio-cultural underpinnings of festivals and special events. The aim is for students to synergise broader conceptual notions of festivals with the successful commercial management of event products.

TL4038 – Work Based Knowledge, Experience and Practice [CORE for MA postgraduates]

The module involves a period of work placement of 12 weeks of equivalent. It aims to facilitate a range of postgraduate and managerial skills that are demonstrated and assessed within a vocational work-based environment. Appropriate experience and practice may be gathered in several different, yet complimentary forms dependent upon each student's knowledge, personal interest and individual career goals. Examples of differing forms of industrial practice might include a *period of work placement* within industry, the opportunity to *mentor/shadow* key personnel, contribute to *consultancy initiatives* or be involved within an active *project management scheme*.

TL4129 – Management Consultancy Project [CORE for MA postgraduates – OPTION for MSc]

The module entitled Management Consultancy Project provides the opportunity for students to demonstrate their academic knowledge and experience / skills within a research project of rigorous critical analysis upon an appropriate management topic in depth. The topic chosen for the project will be based on an issue central to the theme of management, career employability and contemporary service sector analysis. The focus for the project may be approached from either a theoretical / managerial / or experiential perspective to be then contextualised within a 'real world' and applied organisational context. TL4129 requires access into a specific case study; an organisation, its management, its employees or current determinant market trends.

TL4185 – Dissertation [OPTION for all MSc postgraduates]

A necessary requirement for Master's Degree level students and the essential distinction between those capable of a Postgraduate Diploma and those capable of a Master's Degree is the ability to take control of one's learning and demonstrate that the knowledge acquired and the enterprise skills developed in previous study can be utilised in an independent, and critically aware piece of work. The Dissertation provides the opportunity for students to demonstrate their knowledge and skills through a rigorous analysis of an area in depth. The topic chosen for the Dissertation will be based on an issue central to the theme of the Programme registration. The focus for the Dissertation may be on theoretical or managerial issues but must ultimately conform to both the module's learning outcomes and the assessment guidelines.

To register for modules or make changes to module registrations, you should fill in a **Module Change Form**. This must be signed by you and your Course Leader and submitted by the deadline indicated on the form.

It is important that your programme of study is correct and you must regularly check all details on your profile (including home and term-time address details) via myUCLan.

The Taught Element

This programme comprises taught and research elements. The taught element of the programme consists of a theoretical and applied (vocational) dimension.

The Theoretical Dimension

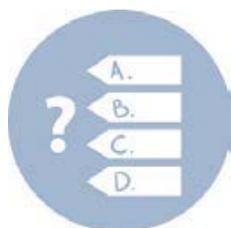
The fundamental building blocks of management and their application to the tourism, hospitality and events industry are examined throughout the taught modules in Semester 1. The key concepts and theories underlying a number of management disciplines are critically reviewed and their applications to the overall service sector industry are considered. It is in this part of the programme that students develop their knowledge, expertise and skills of the management of sport. Students examine the importance of **Management Development in T, H and E**, which represents the process of managing self and people within a T, H and E context. This part of the programme specifically aims to develop several personal skills relevant to the management of staff. These will include communication, motivation, and effective leadership.

Many students have no prior knowledge of the tourism, hospitality and events industry therefore **Principles and Practice of Tourism, Hospitality and Events** provides a comprehensive insight to the industry. All postgraduate students study these two core modules. A further four specialist modules are offered dependent upon the title of your award.

The Research Element

Research is formalised in the module, **Research Methodology: Theory and Practice**. Students acquire a detailed understanding of the philosophies behind research, from methodological choices to ethical considerations. Students are exposed to a variety of research approaches and appropriate analytical approaches to match as an end in itself, students will be able to identify management problems within a service context, identify the appropriate methods of inquiry, embark on a data gathering exercise, analyse data and make appropriate conclusions and recommendations. However, such knowledge and skills are embodied within the opportunities and challenges that presented in the form of the Master's

Dissertation. This large scale academic research project involves many of the key features in the Research Methodology module. The dissertation is an independent piece of work. The rewards for completing the dissertation are both extrinsic and intrinsic and many students comment on the dissertation as being one of the most rewarding parts of the programme. The **Management Consultancy Report** requires a research study of the same size and scale of the Dissertation yet offers a different focus. Here emphasis is placed upon organisational / vocational skills and secondary research



2.3 Course requirements

In order to achieve your specific Masters Management award students are expected to fulfil all the requirements of the programme. Students must complete all the compulsory modules indicated in the course structure and must achieve in total the required number of modules as indicated in academic regulations.

If you are interested in studying a foreign language, the information on those modules can be found in the [Worldwise](#) section on the main University website.

2.4 Progression Information

Discussions about your progression through the course normally take place around January / February each year. It helps you to establish how well you are doing in your studies and, if applicable, what needs to be improved. The course team will tell you about the modules / combinations available and you will both agree on the most appropriate (and approved) course of study for you.

2.5 Study Time

2.5.1 Weekly timetable

Your timetable will be available online via <https://apps.uclan.ac.uk/WeeklyTimetable>. Please be aware your timetable may vary throughout the academic year therefore it is vital that you check your timetable on a regular basis.

2.5.2 Expected hours of study

Students often ask about the workload on the Course. 20 credits is a standard module size and equals 200 notional learning hours.

This is a full-time programme of study and attendance at the University is not just for formally timetabled sessions. We try to organise the timetables to provide for full days of scheduled activity although this is not always possible. We acknowledge that students need to spend time on private study, in accessing the LIS, in working on group activities, and in completing assignments for a large proportion of the time at university.

The normal amount of work involved in achieving a successful outcome to your studies is to study for 10 hours per each credit you need to achieve – this includes attendance at UCLan and time spent in private study.

The contact time with module tutors is not the total number of learning hours. The contact time is simply the number of teaching hours and is a fraction of the total learning hours. The total number of learning hours includes personal study hours. The total number of learning hours depends on the level of study. Students should at all levels expect to engage in no less than

36 hours of learning and study each week. The following table outlines the key components of the approximate learning hours.

Activity	Total number of hours
Lectures, seminars, workshops	12 - 15 hours
Personal learning and study, library research, writing assignments	24 - 30 hours
Total workload per week	36 - 45 hours

During the period of internship and dissertation, management consultancy report it remains normal to follow a typical full-time working week with extra time needed for the internship assignments. Remember: it is students' responsibility to manage their time effectively. Note that time is "perishable" and lost time can never be regained.

2.5.3 Attendance Requirements



You are required to attend all timetabled learning activities for each module. Notification of illness or exceptional requests for leave of absence must be emailed through to: GreenbankHub@uclan.ac.uk, you will then receive an automated response with an absence form that you must complete.

International Students

It is your responsibility under the UK Border Agency (UKBA), Points Based System (PBS) – that you **MUST** attend your course of study regularly; under PBS, UCLan is obliged to tell UKBA if you withdraw from a course, defer or suspend your studies, or if you fail to attend the course regularly. Your attendance will be monitored closely.

If you have not gained the required authorisation for leave of absence, do not respond to communications from the University and if you are absent for four weeks or more, you may be deemed to have withdrawn from the course. If this is the case, then the date of withdrawal will be recorded as the last day of attendance.

The School will monitor your attendance on a weekly basis to ensure that you are continuing to fully engage in your programme of study, if your attendance is poor than you will be referred and asked to attend a meeting with your course team, it is important that you respond to any correspondence regarding this.

You will be able to check your own attendance record through your myUCLan.

Each time you are asked to enter your details on SAM you must remember that the University has a responsibility to keep information up to date and that **you must only enter your own details on the system**. To enter any other names would result in inaccurate records and be dishonest. Any student who is found to make false entries can be disciplined under the student guide to regulations.

3. Approaches to teaching and learning

3.1 Learning and teaching methods

In the International Tourism, Hospitality and Event Management programmes a wide variety of learning mechanisms are used. The skills nature of managerial competence is a feature of all years. Theoretical issues will be developed with increasing complexity as we move from the foundation themes in semester one through to the specialisation in semester two and the critical research and writing required over the summer period, semester three.

The programme will be delivered with the following criteria in mind:

- The importance of offering a diverse range of teaching styles, both within modules where this is appropriate, and the programme as a whole.
- The need to ensure that the mode of delivery and learning for each module is appropriate to the aims and learning outcomes of both the module itself and the programme of study.
- The need to ensure the progressive development of knowledge and skill throughout the programme.
- The need to develop confidence and independence of learning in a progressive manner through the course and encourage a reflective and critical approach to the process of learning about management issues within this dynamic and competitive service sector.

We will encourage you to use a variety of resources available in the Library E-Resources to your advantage, to prepare for the sessions and enhance your skills and knowledge.

3.2 Study skills

The development of study skills are supported throughout the programmes in a number of ways, with the most significant of these being through the use of TL4185 Academic Study Skills.

Research study, academic writing and personal development and growth are inherent within all our programmes so as to equip you with the essential skills required to successfully undertake the postgraduate course and to develop vocational skills which will enhance your future employability or existing career. The modules within the programme and research strand combine to maximise your academic and managerial acumen. In addition to this bespoke service which we offer within the School, you are also able to obtain further additional assistance from university wide services such as WISER and the Library (it is also worth adding their resources to your list of organisations in Blackboard).

Please follow the links to:

WISER <https://www.uclan.ac.uk/students/study/wiser/index.php>

LIS <https://www.uclan.ac.uk/students/study/>

eLearn Blackboard support site <https://www.uclan.ac.uk/students/study/elearn/index.php>



3.3 Learning resources

3.3.1 Learning Information Services (LIS)

Extensive [resources](#) are available to support your studies provided by LIS – library and IT staff. Take advantage of the free training sessions designed to enable you to gain all the skills you need for your research and study.

The Library should become a well-known building to you. Their opening hours are posted on the following website:

Library Opening Hours https://www.uclan.ac.uk/students/study/library/opening_hours.php
From Monday 14th September the library building will open 24/7.

3.3.2 Electronic Resources

LIS provide access to a range of electronic resources – e-journals and databases, e-books, images and texts. Reading for each module can be found on the Reading Lists Online. Also, supporting materials for each module should be found on the eLearn Blackboard platform.

The link below will take you to the LIS page for the Tourism, Hospitality and Events Management section, where you can see subject guides and find how to access a range of online databases. If you need any specific help with the LIS you should contact the specialist subject liaison officer for our area - Jane Bruney, jbruney@uclan.ac.uk, ☎ 01772 892303.

THE Library Resource section

http://www.uclan.ac.uk/students/study/library/tourism_hospitality_guide.php

3.4 Personal development planning

The programme provides an intellectually rigorous programme of academic study and enables students to demonstrate a depth of understanding in issues central to hospitality management both theoretically and practically. The modules within the PDP and research strand are indicated as a 'green strand' in the overall course structure.

The modules on personal development enable students to develop professional and personal skills in order to enhance future career prospects. Students will evaluate their core skills and assess their personal, academic and professional competencies with the view of developing appropriate strategies to enhance these in the context of a service sector environment.



3.5 Preparing for your career

Your future is important to us, so to make sure that you achieve your full potential whilst at university and beyond, your course has been designed with employability learning integrated into it at every level. This is not extra to your degree, but an important part of it which will help you to show future employers just how valuable your degree is. These “Employability

Essentials” take you on a journey of development that will help you to write your own personal story of your time at university:

- To begin with, you will explore your identity, your likes and dislikes, the things that are important to you and what you want to get out of life.
- Later, you will investigate a range of options including jobs and work experience, working for others and self- employment,
- You will then be ready to learn how to successfully tackle the recruitment process.

It's your future: take charge of it!

[Careers \(Enterprise and Entrepreneurship\)](#) offers a range of support for you including:

- career and employability advice and guidance appointments
- support to find work placements, internships, voluntary opportunities, part-time employment and live projects
- workshops, seminars, modules, certificates and events to develop your skills

Daily drop in service available from 10.30am-3pm for CV checks and initial careers information. For more information come along and visit the team (in Foster building near the main entrance) or access our careers and employability resources via the Student Portal (<http://www.uclan.ac.uk/students/careers/index.php>).

The courses offered by the school allow for a great deal of flexibility in career choices and past students have gained employment with numerous different employers including local authorities, schools, health and fitness centres, cinemas, visitor attractions, hotels, airports, tourism companies, marketing and event services. Many of our past postgraduates have also embarked upon teaching as a career and have been able to enhance their chances of entry into this area by undertaking specific modules of particular relevance to teaching. You should also be aware that should you decide not to pursue a career not directly related to your degree subject you will still have developed the transferable skills needed to embark upon a wider range of career opportunities including retail management, the armed forces, and standard graduate training programmes. The graduate employment rate for the Division is consistent with the university average and you will have plenty of opportunity to engage with various types of organisations during your period of study.

Mapping the Programme against the Employability Framework

"Smarties"	Employability Skills	Module Name
	Personal Development	Management Development in THE
	Research Skills	All modules
	Problem Solving	All modules
	Reflection	Management Development in Tourism, Hospitality and Events Internship for THE Learning from Work
	Project Planning and Evaluation	Research Methodology Dissertation Management Consultancy Report Management Development for THE Festivals, Arts, Cultural and Heritage Events
	Social and Cultural Awareness	Principles and Practice of Hospitality Festivals, Arts, Cultural and Heritage Events International Tourism Management
	Work Experience	Internship for THE
	Business Skills	All modules
	Sector Skills	All compulsory tourism, hospitality and event related modules

	Innovation	Research Methodology
	Career Development	Internship: Work Based Knowledge, Experience and Practice, Management Development for THE, Management Consultancy Report
	Subject Skills	All core modules
	Team Working	Management Development in Tourism, Hospitality and Events All modules with the group-based assessments
	Communication Skills	All modules

4. Student Support

Please refer to the information included in section 4 of the University Student Handbook as the main source of information.

[The 'I'](#) is a central Student Information Centre and your first point of contact. You can obtain information on a wide range of topics including Council Tax Exemption Certificates, Bank and Confirmation of Study Letters, Portable Financial Credits, (continuing students only), Printing and Printer Credit, UCLan Cards, the 'I' shop and UCLan Financial Support Bursary (first year students only).

The 'I' is the first point of call for advice and support on all aspects of University life, from accommodation to Access to Learning grants, child care to car parking, as well as offering a wide range of products at The 'I' shop. The 'I' is located on the ground floor of the library. Follow this link to see [details of our services](#), opening times and drop-in sessions.

At the 'I' you can ask about:

- [Bank & Confirmation of Study Letters](#)
- [Council Tax Exemption Certificates](#)
- [Library Services and Support](#)
- [Printing and Printer Credit](#)
- [UCLan Cards](#)



4.1 Academic Advisors

Your Academic Advisors are here to work with you to help you understand your assignment feedback and help you reflect and action plan in order to improve your performance within and across academic years.

They will be able to help you plan for your intended future careers and encourage you to take up additional qualifications and opportunities that are available. They will help you collect evidence to create and dress CV's alongside the Careers support in this area. If you build your relationship with your Academic Advisor, you may find them a great source for your academic references (but please remember to ask for them).

Your Academic advisor will work with you to create an individualised learning / development plan that will see you becoming active, global citizens as per the UCLan Medium Term Strategy.

You will normally see your Academic Advisor at least once per semester and their primary role is to guide you on the academic aspects of your programme. However, if you are encountering personal problems or difficulties, your Academic Advisor will be able to provide assistance and where appropriate refer you to specialist services within the University such as the Student Counselling Service.

4.2 Students with disabilities

If you have a disability that may affect your studies, please either contact the Disability Advisory Service - disability@uclan.ac.uk - or let one of the course team know as soon as possible. With your agreement information will be passed on to the Disability Advisory Service. The University will make reasonable adjustments to accommodate your needs and to provide appropriate support for you to complete your study successfully. Where necessary, you will be asked for evidence to help identify appropriate adjustments.

Assessment arrangements for students with a disability

Arrangements are made for students who have a disability/learning difficulty for which valid supporting evidence can be made available. Contact the Disability Adviser for advice and information, disability@uclan.ac.uk

The disability contact for Tourism, Hospitality and Events is:

Angela Mackenzie

ammackenzie@uclan.ac.uk

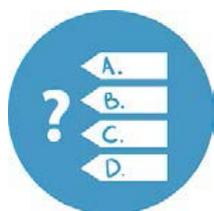
Tel: 01772 894910

4.3 Students' Union One Stop Shop

The Opportunities Centre is the Union's One Stop Shop to find employment or volunteering whilst you study. With thousands of jobs and voluntary positions advertised, agency work through the Bridge and information on over 2000 volunteer positions within the Union.

5. Assessment

Please note that all modules will be assessed. You are expected to attempt all required assessments for each module for which you are registered, and to do so at the times scheduled unless authorised extensions, special arrangements for disability, or extenuating circumstances allow you to defer your assessment.



5.1 Assessment Strategy

Assignments allow you to develop your own arguments and conclusions related to set tasks as there are often many possible solutions to a particular problem. Assessment is largely based on the ability to demonstrate clearly which approach you have taken and why.

The most appropriate method of assessment has been selected in order to meet the specified learning outcomes outlined in the module information pack. Assessment methods used include:

- Formal essays and reports
- Practical observations and skill competence
- Individual and group presentations
- Seminar papers on nominated topics
- Log books, diaries and portfolio of practical work
- Industry-based project.

The course team have devised the assessment strategy with the needs of the Hospitality industry in mind. You will find weightings assigned to each assessment in module information packs. The emphasis towards group work and presentational skills reflect the need and abilities of the industry more adequately than conventional examinations you would be expected therefore to have a professional approach to a wide range of assessment situations.

5.2 Notification of assignments and examination arrangements

The Module Information Packs (MIPs) and briefing sessions for assignments are designed to let you know what you should do to submit a successful assessment. Make sure that you attend these sessions!

All of the hand-in deadlines for formal assessments are published in the Module Information Packs at the start of the academic year. It is your responsibility to manage the research, synthesis and production of your assignments throughout the year to ensure you submit within the hand-in deadlines. Lead lectures, seminars and applied 'practicals' are designed to support your assignment submission and failure to attend any of these sessions may result in module tutors not offering additional individual tutorials.

All coursework must be submitted with a Student Submission Form and Assessment Feedback Form (available on the Blackboard site for each module). The Student Submission Form must be completed and signed. It is a declaration that the work that has been submitted has not been plagiarised as well as providing appropriate details.

The Assessment Feedback Form is a medium for providing formal feedback on coursework. Coursework submitted without a completed Student Submission Form may be treated as a non-submission and marks may be deducted in accordance with the University regulations on late and non-submissions. Update needed – is it still the case?

5.3 Referencing

This is an important aspect of academic work and is very easy to understand. A key starting point in understanding referencing is to address the questions, what, why, when and how.

What is referencing?

Referencing is a simple issue but one that many students avoid getting just right. Referencing is the process of ensuring that any sources used are appropriately acknowledged. It is about being fair. If the ideas presented are not that of the students, its sources and authors need to be highlighted.

Why reference?

Learning to be an effective student is also about learning to be an effective academic. In other words, it is important to understand the ways that effective academics carry out their work. Referencing is carried out by all academics in a specific way appropriate to their discipline. Students' work becomes professional and demonstrates higher levels of academic attainment if methods and modes of referencing are learnt. If referencing is not learnt and applied, students will be deemed to be incompetent academics at first glance and this generally leads to a loss of substantial marks.

Essentially the purpose of referencing is to ensure that presented work is substantiated with and supported by appropriate theories and evidence. By referencing, presented work for the most part becomes more reliable and valid. As a result, examiners are more likely to reward greater credit to students for their work.

When to reference?

The need to reference occurs at either of two specific moments. If any ideas “that belong to an author” is being expressed, it must be identified as belonging to that author. If any **words** are being written from **the words of the author**, then these must be clearly identified as not the students’ but the author. There must be no doubt in the examiners mind as to when **your words and ideas start and finish** and **where the words and ideas of others are included**.

Another key moment is when specific ideas that are being presented in assignments need substantiating and justifying. This can often be done by using the work of others to provide evidence and support for the ideas that are being presented.

Throughout the three years of the degree, referencing should, for the most part, occur in the majority of written work (and presentations too). If there is any doubt, students must seek guidance from their module tutors.

How to reference?

Referencing within assignments can take many different forms. The **Harvard** style of referencing is the style that **must be** adopted in your academic work unless it has been specified otherwise. The following are some of the more common approaches and techniques within the style.

A common approach is to **directly** or explicitly quote the work of other academic(s) or author(s). It is normal for the direct quotation to be placed in quotation marks, followed by the surname of the author(s), the year of the publication and the page number(s) where the quote may be found. Where the **extract is longer than three lines of normal text**, it is convention to have the quote as a separate paragraph indented from the left and right margins without quotation marks.

An alternative is to make reference to the work of others **indirectly**. In this case quotations marks are not used and the page number is omitted. There are numerous sources of information in the University library on referencing. One such example is Brotherton, B. (2008) *Researching Hospitality and Tourism: A Student Guide*, Sage, London.

The list of references that has been used in compiling the work follows the conclusion to a piece of academic work. Note: This is not called a bibliography. The reference List will include all the references that have been used in the study. In addition, it should NOT include additional reading that has not been referred to or referenced in the study. All entries in the reference list, must be in alphabetical order.

The following are examples of how a reference list would appear.

References

Ball, S., Kirk, D., Jones, P., and Lockwood, A. (2003) *Hospitality Operations: A Systems Approach*, Continuum, London.
Brotherton, B. (2008) *Researching Hospitality and Tourism: A Student Guide*, Sage, London.
Ritzer, G. (2004) *The Globalization of Nothing*, Pine Forge Press, London

5.4 Confidential material

It is possible that during your programme of study you will require access to sensitive information, particularly when working in professional domains. It is essential that you ensure that any participants remain anonymous if they are reported as part of an assignment submission.

Students should be committed to pursue their research activities (project, investigation,

enquiry, survey, or any other interaction with people, including the use of data derived from that interaction) in an ethical manner. The practice of ethics is about conducting one's research activity in a disciplined manner within legal and other regulated constraints and with minimal impact on and detriment to others. In the process of research the student should

- safeguard the interests of those involved in or affected by their work
- report their findings accurately and truthfully
- consider the consequences of their work or its misuse for those they study and other interested parties.

Students are responsible for considering the ethical implications of all research activities and should familiarise themselves with the University's ethical framework available at:

<https://www.uclan.ac.uk/students/research/ethics.php>

If in doubt about any ethical issues related to their research students should consult their dissertation supervisor for advice.

5.5 Cheating, plagiarism, collusion or re-presentation

If you attempt to influence the standard of the award you obtain through cheating, plagiarism or collusion, it will be considered as a serious academic and disciplinary offence as described within the [Academic Regulations](#): G7 and the [Assessment Handbook](#) .

- Cheating is any deliberate attempt to deceive and covers a range of offences described in the [Assessment Handbook](#).
- Plagiarism describes copying from the works of another person without suitably attributing the published or unpublished works of others. This means that all quotes, ideas, opinions, music and images should be acknowledged and referenced within your assignments.
- Collusion is an attempt to deceive the examiners by disguising the true authorship of an assignment by copying, or imitating in close detail another student's work - this includes with the other student's consent and also when 2 or more students divide the elements of an assignment amongst themselves and copy one another's answers. It does not include the normal situation in which you learn from your peers and share ideas, as this generates the knowledge and understanding necessary for each individual to independently undertake an assignment; nor should it be confused with group work on an assignment which is specifically authorised in the assignment brief.
- Re-presentation is an attempt to gain credit twice for the same piece of work.

Within the School, all student assessments that are text-based are submitted via a software package called 'Turnitin. This is accessed through your module Blackboard space. While this package will provide you with your feedback and grade, its original purpose was to examine the originality of your work. Turnitin works by comparing your submitted assignments to an extremely large database of journals and books as well as websites and student work from UCLan and other Universities. If you copy information from these sources, 'Turnitin' will signpost these to the tutor in the final originality report. The tutor will then make a judgement as to whether you have plagiarised or not. This is a very robust tool and has identified plagiarism that may have gone unnoticed previously.

You will be shown how to access 'Turnitin' and will use it throughout the duration of your programme. If you would like to know more about the Originality check in 'Turnitin' then follow the link: http://turnitin.com/en_us/features/originalitycheck.

The process of investigation and penalties which will be applied can be reviewed in the [Assessment Handbook](#), section 5. If an allegation is found to be proven then the appropriate penalty will be implemented:

In the case of a single offence of cheating, plagiarism, collusion or re-presentation:

- the penalty will be 0% for the element of assessment, and an overall fail for the module.
- the plagiarised element of assessment must be resubmitted to the required standard and the mark for the module following resubmission will be restricted to the minimum pass mark (i.e. 40% for levels 4, 5 and 6 work, 50% for level 7 work).
- when it is detected for the first time on a resubmission for an already failed module, no further resubmission for the module will be permitted, and the appropriate fail grade will be awarded.

In the event of a repeat offence of cheating, plagiarism, collusion or re-presentation (irrespective of whether the repeat offence involves the same form of unfair means) on the same or any other module within the course:

- the appropriate penalty will be 0% for the module with no opportunity for re-assessment. This penalty does not preclude you being able to retake the module in a subsequent year.

The penalties will apply if you transfer from one UCLan course to another during your period of study and module credits gained on the former course are transferred to the current course.

Contact the [Students' Union Advice and Representation Centre](#) by emailing: suadvice@uclan.ac.uk for support and guidance.

Please refer to the information included in section 6.6 of the University Student Handbook for full definitions. The University uses an online Assessment Tool called Turnitin. A pseudo-Turnitin assignment will be set up using the School space on Blackboard to allow students to check as many drafts as the system allows before their final submission to the 'official' Turnitin assignment. Students are required to self-submit their own assignment on Turnitin and will be given access to the Originality Reports arising from each submission. In operating Turnitin, Schools must take steps to ensure that the University's requirement for all summative assessment to be marked anonymously is not undermined and therefore Turnitin reports should either be anonymised or considered separately from marking. Turnitin may also be used to assist with plagiarism detection and collusion, where there is suspicion about individual piece(s) of work.

6. Classification of Awards

The University publishes the principles underpinning the way in which awards and results are decided in [Academic Regulations](#). Decisions about the overall classification of awards are made by Assessment Boards through the application of the academic and relevant course regulations.



7. Student Feedback

You can play an important part in the process of improving the quality of this course through the feedback you give. In addition to the on-going discussion with the course team throughout the year, there are a range of mechanisms for you to feedback about your experience of teaching and learning. We aim to respond to your feedback and let you know of our plans for improvement.

The Students Union can support you in voicing your opinion, provide on-going advice and support, and encourage your involvement in all feedback opportunities. They will be requesting that you complete the Postgraduate Student Survey (or the UCLan International Student Survey

The Students' Union and University work closely together to ensure that the student voice is heard in all matters of student-life. We encourage students to provide constructive feedback throughout their time at university, through course reps, surveys and any other appropriate means,

The Union's Student Affairs Committee (SAC), and members of Students' Council each have particular representative responsibilities, and are involved with decision making committees as high as the University Board. Therefore it is very important students engage with the democratic processes of the Students' Union and elect the students they see as most able to represent them.

7.1 Student Staff Liaison Committee meetings (SSLCs)

A course representative is a student who represents their fellow students' views and opinions to the course team, school, university and students' union. Course representatives work proactively and diplomatically to improve the academic and non-academic experiences of students.

The role of a course representative is extremely beneficial to both students on your course and the university. It enables students to have ownership of their student experience and voice their opinions and share positive practice with the course team, primarily the Student Staff Liaison Committee Meetings (see below).

Course representatives will be elected every year either in April or September. Alongside receiving recognition, support and respect being a course representative is a great opportunity to enhance your employability skills. If you are interested in becoming a course representative and wish to find out more about the role simply contact the [Students' Union Advice and Representation Centre](#) by emailing: coursereps@uclan.ac.uk.

The purpose of a SSLC meeting is to provide the opportunity for course representatives to feedback to staff about the course, the overall student experience and to inform developments which will improve future courses. These meetings are normally scheduled once per semester.

Meetings will be facilitated using guidelines and a record of the meeting will be provided with any decisions and / or responses made and / or actions taken as a result of the discussions held. The meetings include discussion of items forwarded by course representatives, normally related to the following agenda items (dependent on time of year).

The course team encourage student feedback in all areas and recognise that additional items for discussion may also be raised at the meeting

- Update on actions completed since the last meeting

- Feedback about the previous year – discussion of external examiner’s report; outcomes of National /UCLan student surveys.
- Review of enrolment / induction experience;
- Course organisation and management (from each individual year group, and the course overall);
- Experience of modules - teaching, assessment, feedback;
- Experience of academic support which may include e.g. Personal Development Planning, academic advisor arrangements;
- Other aspects of University life relevant to student experience e.g. learning resources, IT, library;
- Any other issues raised by students or staff.

Schedules of SSLC meetings are then circulated to the representatives through their UCLan email. Minutes from the meetings are circulated to all course leaders and course representatives who will then distribute to the whole course cohort. Minutes are also posted on a relevant School’s Organization Blackboard site.

Details of the Protocol for the operation of SSLCs is included in section 8.2 of the University Student Handbook.

8. Appendices

Programme Specification(s)

A total of five programme specifications are available for you to review should you choose to; one for each postgraduate course.

A copy of any of these programme specifications can be obtained by request to sstoacademicadministrator@uclan.ac.uk

*Should any further information or support be required then please do not hesitate to contact your **Course Leader, Dot.***

UNIVERSITY OF CENTRAL LANCASHIRE

Programme Specification

This Programme Specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided.

Sources of information on the programme can be found in Section 17

1. Awarding Institution / Body	University of Central Lancashire
2. Teaching Institution and Location of Delivery	University of Central Lancashire-Preston Campus
3. University Department/Centre	Lancashire School of Business and Enterprise
4. External Accreditation	
5. Title of Final Award	MSc in International Festivals and Tourism Management
6. Modes of Attendance offered	Full Time and Part-time
7. UCAS Code	
8. Relevant Subject Benchmarking Group(s)	Not Applicable
9. Other external influences	
10. Date of production/revision of this form	March 2016
11. Aims of the Programme	
<ul style="list-style-type: none"> • Develop the students' abilities to critically assess knowledge and understanding of business and management theory within the context of the academic study of tourism and festivals and improve business and management practices within tourism and festivals. • Prepare and develop students for a career in tourism and, or, festivals or a related occupation by developing professional and transferable skills. • Develop and extend the students' critical understanding of the theoretical and management issues underpinning the study of tourism and festivals and related areas. • Develop the students' ability to undertake independent, critical and substantive research and investigation within the area of international festivals and tourism. 	
12. Learning Outcomes, Teaching, Learning and Assessment Methods	
A. Knowledge and Understanding	
<p>A1. Gain an extensive range of knowledge and problem solving approaches towards the subject of tourism and festivals and be able to evaluate contemporary issues in tourism, festivals and related areas.</p> <p>A2. Critically assess the importance of both theory and practice for effective festivals and tourism management in a global business environment.</p> <p>A3. Write critically, and at length, on a specific topic related to tourism and festivals</p>	

Teaching and Learning Methods
Knowledge is acquired through a combination of lectures, seminars, workshops, presentations, simulation exercises, research posters and guest speakers. Directed reading and self-study will enhance both knowledge and understanding.
Assessment methods
The assessment will be by coursework comprising a mix of essays, case studies, reports and student led presentations and a Dissertation. Assessment methods will be both formative with feedback to students in seminars and summative end assignments. Further detail of assessment methods and individual briefs are provided in the School Assessment Handbook and the Module Information Pack respectively.
B. Subject-specific skills
B1. Be able to exercise judgement as to the appropriateness and potential value of concepts, models, paradigms and ideologies to the understanding and management of organisations in the area of festivals and tourism and related sectors.
B2. Appraise a range of strategies for the determination, implementation and control of business policies, structures and plans at a strategic level in tourism and festivals and be able to offer and apply rationally-constructed solutions.
Teaching and Learning Methods
Individual modules involve students developing and utilising one or more of these skills in preparing material for seminars, participating in activities and preparing assignments. Some modules have an emphasis on the political, sociological and philosophical aspects of the subject, whilst the major emphasis is on the management and application of tourism and festivals in a global context.
Assessment methods
Assessment of subject specific skills is undertaken both formatively and summatively through workshops, presentations and formal coursework.
C. Thinking Skills
C1. Critically evaluate the theoretical aspects of festivals and tourism and develop a critical appreciation of the varying cultural contexts in which management and public sector policy decisions are made in relation to festivals and tourism.
C2. Apply research skills and analysis and display mastery of a specialised area of knowledge within tourism and festivals through an independent research study.
Teaching and Learning Methods
Students are encouraged to question and present alternative approaches to different management concepts within festivals and tourism management. In particular students are expected to be able to contextualise management practice within a range of appropriate concepts and theories.
Assessment methods
Intellectual skill development is assessed through a variety of academic and vocational assessments. Examples range from individual to group work and include essays, reports, presentations, seminar papers and the demonstration of varied information technology use.

Successful completion of most coursework at Master's level requires demonstration of analytical abilities.

D. Other skills relevant to employability and personal development

D1. Appraise personal and career development needs through self-reflection, action planning and implementation. Appreciate the importance of management development.

Teaching and Learning Methods

This will be part of an on-going process on the postgraduate modules but will be developed specifically through the Management Development in Tourism, Hospitality and Events module that will be taught in workshop session.

Assessment methods

A combination of a group exercise, individual self-reflection and management development issues related to group tasks.

13. Programme Structures*

14. Awards and Credits*

Level	Module Code	Module Title	Credit rating	
Level 7	TL4030	Principles and Practice of Tourism, Hospitality and Events (COMP)	20	Masters Degree –MSc International Festivals and Tourism Management Requires 180 credits at Level 6 or above with a minimum of 160 credits at Level 7
	TL4029	Management and Professional Development in Tourism, Hospitality and Events (COMP)	20	
	TL4019	International Tourism Management (COMP)	20	
	TL4031	Festivals, Arts, Cultural and Heritage Events (COMP)	20	
	TL4033	Tourism and Sustainability (COMP)	20	
	TL4010	Research Methodology: Theory and Practice (COMP)	60	
	TL4185	Dissertation (O) OR		
	TL4129	Management Consultancy Project (O)	60	

Level 7	TL4030	Principles and Practice of Tourism, Hospitality and Events (COMP)	20	Postgraduate Diploma – International Festivals and Tourism Management Requires 120 credits at Level 6 or above with a minimum of 100 credits at Level 7
	TL4029	Management and Professional Development in Tourism, Hospitality and Events (COMP)	20	
	TL4019	International Tourism Management (COMP)	20	
	TL4031	Festivals, Arts, Cultural and Heritage Events (COMP)	20	
	TL4033	Tourism and Sustainability (COMP)	20	
	TL4010	Research Methodology: Theory and Practice (COMP)	20	
Level 7	TL4030	Principles and Practice of Tourism, Hospitality and Events (COMP)	20	Postgraduate Certificate in Tourism, Hospitality and Event Management Requires 60 credits at Level 6 or above with a minimum of 40 credits at Level 7 including TL4030
	TL4029	Management Development in Tourism, Hospitality and Events (COMP)	20	
	TL4019	International Tourism Management (COMP)	20	
	TL4031	Festivals, Arts, Cultural and Heritage Events (COMP)	20	
	TL4033	Tourism and Sustainability (COMP)	20	
	TL4010	Research Methodology (COMP)	20	

15. Personal Development Planning

The module, Management Development in Tourism, Hospitality and Events enables students to develop professional and personal skills in order to enhance future career prospects. Students will evaluate their core skills and assess their personal, academic and professional competencies with the view of developing appropriate strategies to enhance these in the context of a service sector environment. The research dissertation will enable students to focus on a specific academic area contextualise this in terms of detailed research and investigation of an area of personal interest.

16. Admissions criteria

(including agreed tariffs for entry with advanced standing)

**Correct as at date of approval. For latest information, please consult the University's website*

A second class honours degree or equivalent. Non-standard applications are considered on an individual basis and applicants may be interviewed. International students must attain an IELTS of 6.5 or above.

17. Key sources of information about the programme

- Course factsheets
- University Website www.uclan.ac.uk
- Postgraduate Advice Events
- School Leaflets

18. Curriculum Skills Map

Please tick in the relevant boxes where individual Programme Learning Outcomes are being assessed

Level	Module Code	Module Title	Core (C), Compulsory (COMP) or Option (O)	Programme Learning Outcomes						
				Knowledge and understanding	Subject-specific Skills	Thinking Skills	Other skills relevant to employability and personal development			

				A1	A2	A3	B1	B2	C1	C2	D1
e.g. LEVEL 7	TL4030	Principles and Practice of Tourism, Hospitality and Events	COMP	x				x	x		
	TL4185	Master's Dissertation	OPTION			x	x	x	x	x	x
	TL4129	Management Consultancy Project	OPTION	x	x	x	x	x	x	x	x
	TL4010	Research Methodology: Theory and Practice	COMP		x		x		x		
	TL4019	International Tourism Management	COMP	x	x		x		x		
	TL4033	Tourism and Sustainability	COMP	x	x		x	x	x		

	TL4029	Management and Professional Development in Tourism, Hospitality and Events	COMP	x	x		x					x
	TL4031	Festivals, Arts, Cultural and Heritage Events	COMP	x	x			x		x		

Note: Mapping to other external frameworks, e.g. professional/statutory bodies, will be included within Student Course Handbooks

19. LEARNING OUTCOMES FOR EXIT AWARDS:

Learning outcomes for the award of: PG Diploma in International Tourism, Hospitality and Event Management

A1. Gain an extensive range of knowledge and problem solving approaches towards the subject of tourism, hospitality and events and be able to evaluate contemporary issues in tourism, hospitality and events and related areas.

A2. Critically assess the importance of theory and vocational practice for effective tourism, hospitality and event management in a global business environment.

B1. Be able to exercise judgement as to the appropriateness and potential value of concepts, models, paradigms and ideologies to the understanding and management of organisations in the area of tourism, hospitality and events management and related sectors.

B2. Appraise a range of strategies for the determination, implementation and control of management policies, structures and plans at a strategic level in tourism, hospitality and events and be able to offer and apply rationally-constructed ideas and solutions.

C1. Critically evaluate the theoretical aspects of tourism, hospitality and event management and develop a critical appreciation of the varying vocational contexts in which management and service sector policy decisions are made within the tourism, hospitality and events industries.

Learning outcomes for the award of: PG Certificate in International Festivals and Tourism Management

A1. Gain an extensive range of knowledge and problem solving approaches towards the subject of tourism, hospitality and events and be able to evaluate contemporary issues in tourism, hospitality and events and related areas.

A2. Critically assess the importance of theory and vocational practice for effective tourism, hospitality and event management in a global business environment.

B1. Be able to exercise judgement as to the appropriateness and potential value of concepts, models, paradigms and ideologies to the understanding and management of organisations in the area of tourism, hospitality and events management and related sectors.

B2. Appraise a range of strategies for the determination, implementation and control of management policies, structures and plans at a strategic level in tourism, hospitality and events and be able to offer and apply rationally-constructed ideas and solutions.