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Refer to guidance notes for completion of each section of the specification.

Module Code:	BUS597
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Module Title:	MANAGING SUSTAINABLE PLANNING & DEVELOPMENT FOR HOSPITALITY, TOURISM AND EVENTS
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Level:	5	Credit Value:	20
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Cost Centre(s):	GAMG	JACS3 code:	N831
		HECoS code:	

Faculty	SLS	Module Leader:	Dr Marcus Hansen
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Scheduled learning and teaching hours	30 hrs
Total contact hours	30 hrs
Guided independent study	170 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) Hospitality, Tourism and Events Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
N/A

Office use only		
Initial approval:	28/01/2020	Version no: 1
With effect from:	01/09/2020	
Date and details of revision:		Version no:

Module Aims

This module aims to examine the contribution of hospitality, tourism and events to development goals, to introduce students to the components of sustainable planning and to critically assess the contribution of hospitality, tourism and events to broader sustainable development objectives.

Module Learning Outcomes - at the end of this module, students will be able to

1	Explain the role of stakeholders in sustainable planning and development of hospitality, tourism and events
2	Understand the concept of sustainable development
3	Evaluate the extent to which responsible tourism can be achieved
4	Evaluate the critical challenges of developing hospitality, tourism and events products in a sustainable manner

Employability Skills The Wrexham Glyndŵr Graduate	I = included in module content A = included in module assessment N/A = not applicable
<i>Guidance: complete the matrix to indicate which of the following are included in the module content and/or assessment in alignment with the matrix provided in the programme specification.</i>	
CORE ATTRIBUTES	
Engaged	I/A
Creative	A
Enterprising	N/A
Ethical	I/A
KEY ATTITUDES	
Commitment	I/A
Curiosity	I/A
Resilient	A
Confidence	I/A
Adaptability	I/A
PRACTICAL SKILLSETS	
Digital fluency	N/A
Organisation	A
Leadership and team working	N/A
Critical thinking	A
Emotional intelligence	N/A

Communication	I/A
Derogations	
None	

Assessment:
Indicative Assessment Tasks: <i>Guidance: please ensure you add indicative word count and durations within the narrative body of this section</i>
<u>Assessment 1 (2000 words)</u> Discuss the concept of sustainable development within either hospitality, tourism or events.
<u>Assessment 2 (2000 words)</u> Discuss the extent that responsible tourism can be a reality. Your answer should focus on a specific destination, visitor site or attraction, and critically assess whether tourist behaviour could be considered responsible. Your answer should consider responsible consumption, and also the management strategies of the destination/site/attraction.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	2,4	Essay	50%
2	1,3	Essay	50%

Learning and Teaching Strategies:
Students are to be taught 3 hours weekly for one semester, in a combination of lectures and seminars. Learning will be achieved through this environment as well as independent study time outside the classroom by the student and two assessments in the form of essays. Learning will also be achieved through one site visit, which will enable students to explore first-hand how sustainable planning and development takes place in North Wales. Guest lecturers are also likely to take place.

Syllabus outline:
<ol style="list-style-type: none"> 1. Introduction to planning and development 2. Planning and development within a global context 3. Sustainable and responsible tourism 4. Destination Management 5. Tourism impacts 6. The planning context within HTE 7. The planning process within HTE 8. Developing consensus 9. Carrying capacity

10. Beyond Growth
11. The future of planning and development within HTE

Indicative Bibliography:

Essential reading

Mason, P. (2015). *Tourism impacts, planning and management*. Routledge.

Other indicative reading

Cooper, C., & Hall, C. M. (2019, 4th edition). *Contemporary tourism: an international approach*. London: Goodfellow.

Dodds, R. and Butler, R. eds., 2019. *Overtourism: Issues, realities and solutions (Vol. 1)*. De Gruyter: Oldenbourg.

Fletcher, J., Fyall, A., Gilbert, D. and Wanhill, S., 2017. *Tourism: Principles and practice*. Pearson UK.

Getz., D. (2018) *Event Evaluation: theory and methods for event management and tourism*. Goodfellow Publishers: Oxford.

Inkson, C. and Minnaert, L., 2018. *Tourism management: an introduction*. Sage.

Jauhari, V. (ed.) (2014), *Managing Sustainability in the Hospitality and Tourism Industry: Paradigms and Directions for the Future*. Apple Academic Press.

Liburd, J., Carlsen, J. and Edwards, D. (eds.) (2013), *Networks for Innovation in Sustainable Tourism: Case Studies and Cross-Analysis*. Tilde Publishing.

Moutinho, L. and Vargas-Sanchez, A. eds., 2018. *Strategic Management in Tourism, CABI Tourism Texts*. Cabi.

Page, S. and Connell, J., 2006. *Tourism: A modern synthesis*. Cengage Learning EMEA.

Saarinen, J., Rogerson, C. M., & Hall, C. M. (Eds.). (2019). *Tourism planning and development: contemporary cases and emerging issues*. Routledge.

Sloan, P., Legrand, W. and Chen, J.S. (2013), *Sustainability in the Hospitality Industry*. 2nd ed. London: Routledge.

Sharpley, R. (2018), *Tourism, Tourists and Society*. 5th ed. Routledge

Journals

Tourism Management

Tourism Planning & Development

Journal of Destination Marketing & Management

Annals of Tourism Research

As examples, please see:

Getz, D. (2009). Policy for sustainable and responsible festivals and events: Institutionalization of a new paradigm. *Journal of Policy Research in Tourism, Leisure and Events*, 1(1), 61-78.

Hayes G., & Horne, J. (2011). Sustainable development, shock and awe? London 2012 and civil society. *Sociology*, 45(5), 749-764.

Jones, P., Hillier, D., & Comfort, D. (2017). The sustainable development goals and the tourism and hospitality industry. *Athens Journal of Tourism*, 4(1), 7-17.