

MODULE DESCRIPTOR

MODULE TITLE		Consultancy Study Visit			
MODULE LEVEL		7			
MODULE CREDIT POINTS		15			
SI MODULE CODE (if known)		44-7923-00S			
MODULE JACS CODE		TBC			
SUBJECT GROUP		Tourism			
MODULE DELIVERY PATTERN (✓ as applicable or give dates for non-standard delivery) NB "Semester 3" ends on 31 July each year					
LONG (2 semesters)		SHORT (1 semester)		NON-STANDARD DELIVERY	
Sem 1 & 2		Sem 1		Start Date	
Sem 2 & 3		Sem 2	✓	End Date	
		Sem 3			
MODULE ASSESSMENT PATTERN (✓ as applicable - also complete Table A, Section 5, below)					
Single Module Mark with Overall Module Pass Mark of 40%					✓
Single Module Mark - Pass/Fail only					
Up to Three Assessment Tasks with Pass Mark of 40% for each Task and Overall Module Pass Mark of 40%					
Up to Three Assessment Tasks - Pass/Fail only					
Other - if choosing "Other" please give further details of assessment pattern in the blank space below. <i>"Other" should be chosen where, for example, a PSRB has specified an overall Module Pass Mark of higher than 40% - if so, give details below and specify higher pass mark. Or, eg, where PSRB has specified an Individual Task Pass Mark of higher than 40% give details in space below and complete final column in Table A, Section 5)</i>					
Overall Module Pass Mark if other than 40% (subject to approval)					%
MODULE INFORMATION (✓ as applicable - also complete Table A, Section 5)					
Is a timetabled examination required for the assessment of this module?					
Is a timetabled examination required for the reassessment of this module?					
Is the module delivered wholly by Distance Learning (ie. not timetabled at SHU)					
Are any staff who are responsible for teaching on this module non-SHU employees?					*
MODULE STATUS (✓ as applicable to status of module in the context of current proposal)					
Unchanged: an existing module, presented as unchanged from previous years					
Modified: an existing module being modified as a result of this validation, eg. changes to delivery or assessment pattern, title, credit weighting etc					
New: new module to be approved through current validation process					✓
If status is 'Modified', please give date when modified version is to be available from				Modified Version Available from N/a	
Breakdown of notional study hours by type (Typically requires 10 hours of notional study time for 1 CATS credit)	Tutor-Led (Contact Hours)	Tutor-Directed Study	Self-Directed Study	TOTAL STUDY HOURS for this Module	
OTHER COURSES FEATURING THIS MODULE (please list below)					
*Destination management organisation staff will not be involved in the teaching of this module but may be involved in the assessment of students, and as industry project clients.					

1 AIM OF THIS MODULE

- The aim is to provide students with the opportunity to apply theoretical elements of their course to key issues and challenges facing tourist destinations through study visit-based learning and consultancy simulated study in order to develop their professional skills.

2 BY ENGAGING SUCCESSFULLY WITH THIS MODULE YOU WILL BE ABLE TO

- develop your consultancy, project management, problem solving and team working skills through study visit-based learning;
- work with tourism organisations to experience key issues and challenges facing tourism in practice within tourist destinations;
- develop your research and fieldwork skills through assessment based work at the study visit destination(s);
- enhance your skills of professional communication and presentation.

3 THESE ARE EXAMPLES OF THE CONTENT OF THE MODULE

Most of the teaching of this module will take place at the study visit destination(s). You will participate in either a residential study visit of up to one week in duration, or a series of one day study visits which will take place in the local region.

In addition to the study visit(s), there will also be teaching sessions that take place onsite at SHU before the study visit(s) to prepare you for your work in the field.

Onsite sessions will include the following themes:

- application of the consultancy process to tourism organisations
- fieldwork research methods and skills
- project management and project design
- scenario building and planning

The study visit(s) element of the module will include:

- visits to key visitor attractions and other tourism organisations in the study visit(s) region;
- involvement of employers from these visitor attractions and other tourism organisations through guest lectures and formal meetings with you.

4 THESE ARE THE MAIN WAYS YOU WILL BE SUPPORTED IN YOUR LEARNING TO ACHIEVE THESE OUTCOMES

- teaching sessions before the study visit(s) to ensure that you are fully prepared to work with tourism organisations at the tourist destination(s);
- feedback sessions during the study visit(s) to discuss key issues concerning tourist destinations and tourism organisations;
- you are expected to undertake directed reading to strengthen your understanding of the module themes and to support your learning on the study visit(s).

5 THESE ARE THE WAYS THAT WILL BE USED TO ENABLE YOU TO DEMONSTRATE YOU HAVE MET THE LEARNING OUTCOMES

You will be required to undertake a problem solving based project for a tourism organisation based at the study visit destination(s). You will work in groups to complete this work. This assessment will be divided into two elements:

1. An assessed group short report based on a project brief from your client, the tourism organisation. This report will outline your response to the client's project brief. You will receive formative feedback from this short report part way through the module.

2. An assessed group presentation and report of the project's key findings, solutions and recommended actions. This will be presented to module staff and clients from the tourism organisation. You will receive summative feedback from this presentation and report.

TABLE A: ASSESSMENT TASK INFORMATION

ASSESSMENT TASK	% weighting of overall module mark	Duration of task / word count / length of exam	In-module retrieval available?	Individual task pass mark ONLY IF OVER 40%**
Group based short report	20%	1,000 words	Yes	
Group based project presentation and report	80%	4,000 word report + presentation	No	

**** Complete this column *only if an individual task(s) has a pass mark over 40%* (NB: individual task pass marks over 40% will require approval as an exemption from Standard Assessment Regulations)**

6 THIS IS HOW YOU WILL BE GIVEN FEEDBACK ON YOUR PERFORMANCE

- You will receive both formative and summative written feedback in relation to the two assessments. You will receive formative feedback about your performance on the group based short report and this will be given before the study visit element of the module takes place.
- Module staff will run feedback sessions during the study visit(s) to assist you with the second assignment task and to help you relate this to the observations you make during the study visit(s).
- Teaching sessions will be held before and after the study visit(s) to support you with your work.

7 THESE ARE EXAMPLES OF THE KEY LEARNING RESOURCES YOU WILL USE

- There will be a BB site to support your learning on this module. This will contain learning resources related to tourism consultancy work, fieldwork research skills and case study material about the study visit(s) destination(s).
- The module handbook will provide you with details of indicative reading and research. Some useful texts are detailed below.

Consultancy texts

Block, P. (2000) *Flawless Consulting*. John Wiley & Sons, NJ.

Czerniawuska, P. (2002) *Value-Based Consultancy*. Palgrave.

Dembitz, A. and Essinger, J. (2000) *Breakthrough Consulting*. Prentice Hall, Edinburgh.

Kemp, S. (2005) *Ultimate Guide to Project Management for Small Business*. Entrepreneur Press, Irvine, CA.

Markham, C. (2003) *Practical Management Consultancy*. 4th edition. Croner.

Tourism research texts

Ritchie, B. W., Burns, P. and Palmer, C. (2004) *Tourism Research Methods: Integrating Theory with Practice*. CABI

Finn, M., Elliott-White, M. and Walton, M. (2000) *Tourism and Leisure Research Methods: Integrating Theory with Practice*. Longman.

Jennings, G. (2001) *Tourism Research*. Wiley.

Veal, A. J. (2006) *Research Methods for Leisure and Tourism: A Practical Guide*. 3rd edition. Financial Times, Prentice Hall.