

## MODULE DESCRIPTOR

<b>TITLE</b>	Business Tourism
<b>SI MODULE CODE</b>	19-5T01-00S
<b>CREDITS</b>	10
<b>LEVEL</b>	5
<b>JACS CODE</b>	N832
<b>SUBJECT GROUP</b>	TOURISM
<b>DEPARTMENT</b>	Service Sector Management
<b>MODULE LEADER</b>	DR. NICOLA PALMER

<b>MODULE STUDY HOURS (based on 10 hours per credit)*</b>			
<b>Scheduled Learning and Teaching Activities</b>	<b>Placement (if applicable)</b>	<b>Independent Guided Study</b>	<b>Total Number of Study Hours</b>
18		82	100

### **MODULE AIM**

- develop understanding of the business tourism sector and its component parts
- develop appreciation of the tasks involved in organising a business tourism event
- develop recognition of the main issues involved in organising a successful business tourism event
- develop appreciation of the importance of teamwork and detail in managing business tourism events
- develop reflective skills on the learning experience to inform future learning

### **MODULE LEARNING OUTCOMES**

By engaging successfully with this module a student will be able to

- review and apply key facts, principles, concepts and techniques relating to tourist behaviour (C/I);
- recognise the key issues involved in managing successful business tourism events(KU);
- demonstrate an ability to work effectively in a team and to appreciate the importance of deadlines (KS);
- understand the basic skills involved in negotiating commercial deals [K/S].

### **INDICATIVE CONTENT**

- definitions and a typology of Business Tourism
- key issues in the organisation of different types of business tourism events
- topical issues in business tourism event planning.

## **LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS**

Students will be supported in their learning, to achieve the above outcomes, in the following ways

6 One hour Lectures, 12 one hour seminars,

These may include:

- keynote lectures to provide a basic introduction to the main issues relating to business tourism
- tutorial sessions which will be student-centred and will explore issues related to the business tourism lecture programme
- individual group workshops relating to the ongoing group project
- self-study activities, facilitated by use of a Blackboard web site.

## **ASSESSMENT TASK INFORMATION**

<b>Task No.*</b>	<b>Short Description of Task</b>	<b>SI Code EX/CW/PR</b>	<b>Task Weighting %</b>	<b>Word Count or Exam Duration**</b>	<b>In-module retrieval available</b>
1	Individual Report	CW	100	2500	N

## **FEEDBACK**

Students will receive feedback on their performance in the following ways

Feedback for the report will be available via BlackBoard once the module teaching has ended. Tutors will be available to meet with students to discuss their feedback, if desired.

## **LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)**

### **Recommended Key Text**

Davidson R and Cope B (2002) *Business Travel: Conferences, Incentive Travel, Exhibitions, Corporate Hospitality and Corporate Travel*, Pearson

### **Supplementary and Alternative Texts**

Allen J (2002) *The business of event planning*, John Wiley & Sons

Appleby P (2005) *Organising a Conference: How to Run a Successful Event*, How To Books

Bowdin G et al (2010 - third edition) *Events management*, Elsevier Butterworth-Heinemann

Carey T (ed) (1999) *Professional Meeting Management - A European Guide*, Meeting Professionals International

Convention Industry Council (2005), *International Manual (1st Edition)*

Conway D (2004), *The Event Manager's Bible*, How To Books

Craven R E and Johnson L (2006), *The Complete Idiot's Guide to Meeting and Event Planning*, Alpha Books

Davidson R and Rogers A (2006) *Marketing Destinations and Venues for Conferences, Conventions and Business Events*, Elsevier Butterworth-Heinemann

Fisher J (2000), *How to Run a Successful Conference*, The Sunday Times

Friedmann S (2003), *Meeting & Event Planning for Dummies*, John Wiley & Sons

Goldblatt J J (1997) *Special events: best practices in modern event management. 2nd Ed.* Van Nostrand Reinhold

Harrill R (2005), *Fundamentals of Destination Management and Marketing*, IACVB and The Educational Institute of the American Hotel & Lodging Association

Hoyle L (2002), *Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions*, John Wiley & Sons

Lawson F (2000) *Congress, convention and exhibition facilities: planning, design and management*, Architectural Press

McCabe V, Poole B and Leiper N (2000) *The Business and Management of Conventions*, John Wiley & Sons

Montgomery R J and Strick S K (1995) *Meetings, conventions and expositions – an introduction to the industry*, Van Nostrand Reinhold

O'Toole W and Mikolaitis P (2002), *Corporate Event Project Management*, John Wiley & Sons

Peberdy D and Hammersley J (2009), *Brilliant Meetings*, Pearson Education

Peterson D C (1989) *Convention centers, stadiums and arenas*, Urban Land Institute

Price C H (1999) *The complete guide to professional meeting and event coordination*, George Washington

University

Rogers T (2008) *Conferences and Conventions: A Global Industry second edition*, Elsevier Butterworth-Heinemann

Rutherford D (1990) *Introduction to the conventions, expositions and meetings industry*, Van Nostrand Reinhold

Seekings D (1991) *How to organize effective conferences and meetings*, Kogan Page

Shone A and Parry B (2004), *Successful Event Management*, Thomson Learning

Shone A (1998) *The Business of Conferences*, Butterworth Heinemann

Swarbrooke J and Horner S (2001) *Business Travel and Tourism*, Butterworth-Heinemann

Tarlow P E (2002) *Event Risk, Management and Safety*, John Wiley & Sons

Tum J, Norton P, Nevan Wright J (2006), *Management of Event Operations*, Elsevier

Weber K and Chon K (eds) (2002) *Convention Tourism: international research and industry perspectives*, Haworth Hospitality Press

Weirich M L (1992) *Meetings and convention management*, Delmar

Weissinger S S (1992) *A guide to successful meeting planning*, John Wiley and Sons

**Periodicals** – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.

Tourism Management

Journal of Convention and Event Tourism

Journal of Travel Research

Journal of Travel and Tourism

Journal of Convention and Exhibition Management

**Internet sources** – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.

**[Business Visits and Events Partnership](#)**

<http://www.businessstourismpartnership.com/index.html>

**[Conference and incentive travel](#)**

<http://www.citmagazine.com/>

**[European Cities Marketing](#)**

<http://www.europeancitiestourism.com/>

**[Association of British Professional Conference Organisers](#)**

[www.abpco.org](http://www.abpco.org)

**[European Incentive Business Travel & Meetings](#)**

[www.eibtm.com](http://www.eibtm.com)

## SECTION 2 MODULE INFORMATION FOR STAFF ONLY

### MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

#### MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	<b>Sept 2013</b>

**MODULE DELIVERY PATTERN** - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	01/10/2013	17/12/2013
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
--	---

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	N/A
--	-----

#### MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*\*Choose one only – module cannot include both percentage mark and pass/fail graded tasks*

#### SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
---	---

*If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.*

#### FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 1
--	---------------

#### NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	