

# De Montfort University

## Module Specification

### Basic module information

**Module Title :**

Introduction to Tourism and Hospitality

**Short Module Title:** Introduction to Tourism and Hospitality

**Module Code:** ITHM1001N      **Credit value:** 30.00      **Credit level:** Academic Level 4

**Department:** C4 - Cultural Management

**Semester/year-long :** Block1,Block3

**Details of accreditation by Professional, Statutory or Regulatory body:**

NA

**Module Leader:** Dr Tijana Rakic

**Module Appraisers :**

Dr Tijana Rakic

**Module pre-requisites (module code/s only) :**

NA

**Maximum student numbers on module (if applicable):** NA

**DMUGlobal Content Y/N:** No

**Module description (including outline content) :**

This module is designed to introduce students to the ever-growing and changing Tourism and Hospitality sectors. Students will be introduced to the theoretical foundations as well as the historical emergence of contemporary tourism and hospitality industry. A fieldtrip into the city will support some of the historical contexts related to the emergence of contemporary tourism. The module will also explore the interrelationships between the two sectors as well as their linkages to other sectors such as the arts, heritage, festivals and events and creative industries. It will also explore the current opportunities and challenges of the tourism and hospitality sectors. The module also encourages students to think critically about the definitions of tourism and hospitality. Academic skills to support the learning for the Programme such as research methods, presentation delivery, referencing and essay writing will be incorporated into this module.

**Learning outcomes :**

- 1) Evaluate the origin, meaning and development of contemporary Tourism and Hospitality (Essay).
- 2) Debate theories and concepts which are used to understand Tourism and Hospitality (Essay)
- 3) Demonstrate awareness of the current opportunities/challenges of the Tourism and Hospitality sectors (Presentation).
- 4) Display an insight into the structure of the Tourism and Hospitality industries and the contribution they make to the global economy (Essay)

**Assessment**

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked code
Presentation	0.83	20	N			OPTO3
Essay	2000.00	80	N			OPTO1

**Anonymous marking exemption codes:** 1: Individually distinct work, 2: Reflection on development of own work 3:

Presentation 4: individually negotiated work 5: work placement/experience/assessment

**Assessment Notes :**

Formative work will be carried out during workshop sessions that will provide support for the development of the essay (2,000 words) and the presentation.

Presentation: (5 minutes) In the presentation students will identify and present a challenge which exists with the Tourism and Hospitality sectors.

**Reassessment :**

Reassessment is by failed component, in line with university regulations.

**Expected methods of delivery :**

This module will be delivered through lectures and workshops with practical group activities.

Lecture/Workshop 42 hours

Field Trips 2 hours

Tutorial 8 hours

Self-Directed Study 248 hours

Total 300 hours

**Remarks :**

NA

# De Montfort University

## Module Specification

### Basic module information

**Module Title :**

Journeys and Places

**Short Module Title:** Journeys and Places

**Module Code:** HPAU1000N **Credit value:** 30.00 **Credit level:** Academic Level 4

**Department:** C4 - Cultural Management

**Semester/year-long :** Block2,Block4

**Details of accreditation by Professional, Statutory or Regulatory body:**

NA

**Module Leader:** Dr Tijana Rakic

**Module Appraisers :**

Dr Tijana Rakic

**Module pre-requisites (module code/s only) :**

NA

**Maximum student numbers on module (if applicable):** NA

**DMUGlobal Content Y/N:** No

**Module description (including outline content) :**

This module, with its focus on journeys and places, offers an opportunity for students across a variety of undergraduate programmes in the school to explore a range of the key concepts underpinning their studies from a post disciplinary perspective during interactive lectures attended by all students, as well as an opportunity to apply these to their subject areas within their subject specific workshops and assessments. The themes covered during the module include themes such as journeys, spaces and the concept of welcome; (im)mobilities and journeys through time and space; representation and imaginative geographies; gender and placemaking; belonging and place attachment; journeys, places and identities; as well as themes related to sustainability and UN SDGs.

**Learning outcomes :**

- 1) Explore the significance of the concepts of journeys and places along with any other relevant concept(s) covered during this module for your subject area (Assessment 1)
- 2) Demonstrate an in-depth understanding of a selection of relevant concepts such as (im)mobilities, spaces, places, imaginative geographies and identities in the context of your subject area (Assessment 1)
- 3) Apply a selection of relevant concepts such as (im)mobilities, spaces, places, imaginative geographies and identities within your subject area (Assessment 2)
- 4) Explore the relationships between relevant concepts such as (im) mobilities, spaces, places, imaginative geographies and identities within both your subject area and other relevant contexts (Assessment 2)

**Assessment**

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked code
Assessment 1		30	N			OPTO1
Assessment 2		70	N			OPTO1

**Anonymous marking exemption codes:** 1: Individually distinct work, 2: Reflection on development of own work 3:

Presentation 4: individually negotiated work 5: work placement/experience/assessment

**Assessment Notes :**

Assessment 1 other coursework (e.g. blog) or alternative assessment: all students will complete either a short 1,000 word other coursework (e.g. blog) or an alternative assessment equivalent to 1,000 words, such as a 10 minute presentation or any other relevant alternative assessment agreed between subject workshop leads and the module leader.

Assessment 2 essay or alternative assessment: all students will complete either a 2,000 word essay or an alternative assessment equivalent to 2,000 words such as a 10 mins presentation/performance accompanied by a 1,000 word theoretically informed narrative and reference list or any other alternative assessment agreed between subject workshop leads and the module leader, on the topic selected from a list of subject specific topics provided.

**Reassessment :**

Reassessment is by failed component, in line with University regulations.

**Expected methods of delivery :**

The module is taught over seven weeks, via lectures, workshops, field trips and tutorials.

Lectures will be attended by students across the subject areas and programmes in which this module features. The lectures will be 1 hour long and delivered in an interactive in style, designed to provide an in-depth introduction to the key concepts introduced as a part of this module.

Workshops in this module are designed as focused, subject specific, 3- hour sessions predominantly focusing on themes of each of the preceding lectures and attended by students in their subject groups. The workshops will be placing an emphasis on application of relevant concepts to subject specific contexts and practices.

Tutorial opportunities with the subject workshop tutor will provide students with the opportunity to advance their understanding of the theoretical context covered during this module as well as research and practical skills relevant for their subject specific studies.

Independent Learning in this module will be facilitated and supported through recommended further reading, independently sourced reading materials as well as case study materials with a view of encouraging students to take ownership of their studies. Independent learning will also play a vital role in students' work towards the completion of assessments as well as development of conceptually informed subject specific knowledge and skills which are relevant for their subject areas.

Lectures 12 hours

Workshops 36 hours

Independent learning 212 hours

Assessment 40 hours

Total: 300 hours

**Remarks :**

NA

# De Montfort University

## Module Specification

### Basic module information

**Module Title :**

Strategic Management in Tourism and Hospitality

**Short Module Title:** Strategic Mngmt in Tourism & Hospitality

**Module Code:** ITHM1003N      **Credit value:** 30.00      **Credit level:** Academic Level 4

**Department:** C4 - Cultural Management

**Semester/year-long :** Block3,Block1(b)

**Details of accreditation by Professional, Statutory or Regulatory body:**

NA

**Module Leader:** Dr Tijana Rakic

**Module Appraisers :**

Dr Tijana Rakic

**Module pre-requisites (module code/s only) :**

NA

**Maximum student numbers on module (if applicable):** NA

**DMUGlobal Content Y/N:** No

**Module description (including outline content) :**

This module is an introduction to the principles of Strategic Management in the Tourism and Hospitality sectors. These include the introduction to the key concepts of business strategy in tourism and hospitality, strategic objectives and an insight into the principles of implementation of these strategies in practice, within their respective contexts of operational, human resources, financial, as well as products and markets. Principles of financial management and the role and purpose of annual reports in tourism and hospitality are also covered. As a core part of the learning, students will need to demonstrate their understanding and ability to explain and apply core strategic management concepts to practical case studies in tourism and hospitality as well as provide an explanation into the key insights from industry annual reports, with a particular focus on demonstrating an understanding of profit and loss. This module develops the ability to understand and apply key strategic management concepts to relevant sector specific contexts. The learning on this module also supports learning for the Level module 4 Marketing for Tourism and Hospitality, the Level 5 module International Research Visit module and the Level 6 module Enterprise: Tourism and Hospitality Project.

**Learning outcomes :**

- 1) Explain the key insights from tourism and hospitality businesses annual reports and their profit and loss statements (Report).
- 2) Apply relevant key strategic management theories and concepts to a selected tourism or hospitality business (Case Study).
- 3) Analyse the internal and external environment of a selected tourism or hospitality business (Case Study)
- 4) Discuss the suitability of the current strategic objectives of a selected tourism or hospitality business in relation to its external environment (Case Study).

**Assessment**

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked code
Report	1000.00	20	N			OPTO1

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked code
Case Study	2500.00	80	Y			OPTO1

**Anonymous marking exemption codes:** 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

#### **Assessment Notes :**

Formative work will be carried out during workshop sessions that will provide developed content to support the report and case study.

In the report students will demonstrate their understanding of the key insights from tourism and hospitality businesses' annual reports and their profit and loss statements.

In the case study students will select a suitable tourism or hospitality business which their assessment will focus on.

The case study cannot be marked anonymously as formative work in the sessions will mean that the tutor is likely to be able to identify individual student work.

#### **Reassessment :**

Reassessment is by failed component, in line with university regulations.

#### **Expected methods of delivery :**

This module will be delivered through lectures and workshops with practical group activities.

Lecture/Workshop: 42 hours

Field Trips: 0 hours

Tutorial: 8 hours

Self-Directed Study: 248 hours

Total: 300

#### **Remarks :**

NA

# De Montfort University

## Module Specification

### Basic module information

**Module Title :**

Marketing for Tourism and Hospitality

**Short Module Title:** Marketing for Tourism and Hospitality

**Module Code:** ITHM1004N **Credit value:** 30.00 **Credit level:** Academic Level 4

**Department:** C4 - Cultural Management

**Semester/year-long :** Block4,Block2(b)

**Details of accreditation by Professional, Statutory or Regulatory body:**

NA

**Module Leader:** Dr Tijana Rakic

**Module Appraisers :**

Dr Tijana Rakic

**Module pre-requisites (module code/s only) :**

NA

**Maximum student numbers on module (if applicable):** NA

**DMUGlobal Content Y/N:** No

**Module description (including outline content) :**

This module presents the opportunity for students to explore and apply the key concepts in tourism and hospitality marketing such as marketing communication tools and strategies, integrated marketing communications, branding, marketing semiotics and semiotics of promotional materials, consumers and consumption, as well as explore the importance of digital marketing and User Generated Content (UGC) in contemporary tourism and hospitality marketing. To support the learning for this module, a range of case studies across the international tourism and hospitality sectors will be introduced including the sharing economy platforms such as Airbnb, Booking.com, and the more recent platforms such as Moonback.com and Fairbnb Coop. An emphasis on sustainability and ethics in tourism and hospitality marketing will also be incorporated in the module. Throughout this module students will explore a variety of case studies in relation to both their marketing practice as well as engagement with sustainable and, in relevant contexts, also community based tourism development. The module encourages students to think critically about the latest issues and challenges for tourism and hospitality within the digital age.

**Learning outcomes :**

- 1) Apply key marketing theories and concepts to Tourism and Hospitality (report).
- 2) Explore current branding and marketing communications of a selected Tourism and Hospitality business (report).
- 3) Propose a preliminary draft proposal for a future marketing campaign of a selected tourism and hospitality business (report)
- 4) Demonstrate an awareness of the importance of digital marketing and User Generated Content (UGC) in contemporary Tourism and Hospitality marketing (report).

**Assessment**

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked code
Report	3000.00	100	Y			OPTO1

**Anonymous marking exemption codes:** 1: Individually distinct work, 2: Reflection on development of own work 3:

Presentation 4: individually negotiated work 5: work placement/experience/assessment

**Assessment Notes :**

Assessment workshops designed to support the development of report will be incorporated in the module. This will include formative work.

The report cannot be marked anonymously, as the formative work in the sessions will mean that the tutor is likely to be able to identify individual student work.

**Reassessment :**

Reassessment is by failed component, in line with university regulations.

**Expected methods of delivery :**

This module will be delivered through lectures and workshops with practical group activities.

Lecture/Workshop: 42 hours

Tutorial: 8 hours

Self-directed study: 160 hours

Collaborative Activities: 90 hours

Total: 300

**Remarks :**

NA



# De Montfort University

## Module Specification

### Basic module information

**Module Title :**

Programming & Planning Festivals

**Short Module Title:** Programming & Planning Festivals

**Module Code:** AMAN2200N    **Credit value:** 30.00    **Credit level:** Academic Level 5

**Department:** C4 - Cultural Management

**Semester/year-long :** Block1,Block3

**Details of accreditation by Professional, Statutory or Regulatory body:**

NA

**Module Leader:** Dr Tijana Rakic

**Module Appraisers :**

Dr Tijana Rakic

**Module pre-requisites (module code/s only) :**

NA

**Maximum student numbers on module (if applicable):** NA

**DMUGlobal Content Y/N:** No

**Module description (including outline content) :**

As the business environment becomes more complex so the need increases for those wanting a career as arts managers or event managers within the tourism industry to develop management competencies which integrate different disciplines and traditions. In this module students have the chance to develop their understanding of business and strategic planning for a one-off festival event in a 'real life' context. The core of the module is a festival case study that is used to introduce key concepts in programming and strategic planning and some management tools with which students can develop a business plan. It also addresses the principal areas of law that affect public events, the requirements to host sustainable events, and the case study provides an in depth understanding of accounting practice in the context of tendering and business planning for festival and small organisational activities.

**Learning outcomes :**

- 1) Illustrate and appraise the nature of planning and programming as practised by arts organisations (Presentation).
- 2) Examine the relationship between planning and financial control (Presentation).
- 3) Employ a budget for an organisation/event which shows detailed costings for both income and expenditure (Presentation).
- 4) Demonstrate how planning, financial control and programming relate to one another in the overall management of an arts festival/event (Presentation).
- 5) Analyse how English law impacts on the work of arts managers and event organisers in relation to festivals and events (Presentation).
- 6) Students will develop knowledge and skills of digital literacy, presentations, report writing including use of grammar, spelling and referencing that will enable them in their development as an articulate world citizen (Presentation).

**Assessment**

Type of	Duration or	Assessment	Final	Minimum	Essential	Anonymously
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Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked code
assessment	Volume?	weighting %	assessment Y/N	threshold mark %	component Y/N	marked code
Presentation	0.25	100	Y			OPTO3

**Anonymous marking exemption codes:** 1: Individually distinct work, 2: Reflection on development of own work 3:

Presentation 4: individually negotiated work 5: work placement/experience/assessment

#### **Assessment Notes :**

Presentation - 15 minutes.

Students will be provided with a festival case study, which links together the three parts of the module both for lectures and for assessment. Formative work will be carried out during workshop sessions that will provide content developed for the final presentation. The Presentation assessment enables students to address the key learning outcomes in a manner that duplicates a 'real world' context.

The Presentation cannot be marked anonymously for obvious reasons.

#### **Reassessment :**

Reassessment is by failed component, in line with University regulations.

#### **Expected methods of delivery :**

This module will be delivered through workshops that combine theoretical lectures with practical group activities.

Field Trip: 8 hours

Lecture/Large Group: 22 hours

Seminar: 22 hours

Tutorial: 8 hours

Online Learning: 28 hours

Reading: 126 hours

Collaborative Activities: 86 hours

Total: 300

#### **Remarks :**

NA

# De Montfort University

## Module Specification

### Basic module information

**Module Title :**

Research Methods: Dissertation

**Short Module Title:** Research Methods: Dissertation

**Module Code:** AMAN2204N **Credit value:** 30.00 **Credit level:** Academic Level 5

**Department:** C4 - Cultural Management

**Semester/year-long :** Block4,Block2(b)

**Details of accreditation by Professional, Statutory or Regulatory body:**

NA

**Module Leader:** Dr Tijana Rakic

**Module Appraisers :**

Dr Tijana Rakic

**Module pre-requisites (module code/s only) :**

NA

**Maximum student numbers on module (if applicable):** NA

**DMUGlobal Content Y/N:** No

**Module description (including outline content) :**

The aim of this module is to connect the academic and practical elements of the Arts and Festivals Management and International Tourism and Hospitality Management degrees. Being able to carry out research is as much a fundamental requirement of being an effective manager as it is of being an academic. Through this module students will have the opportunity to study research from an academic and applied perspective in preparation for either their third-year dissertation or placement. The module is expected that students will show evidence of how knowledge and understanding derived from the Research Methods lectures and assignments has been transferred into the research they carry out for their dissertation or placement proposal.

**Learning outcomes :**

- 1) Employ practical skills in research methods for Arts and Festivals Management or International Tourism and Hospitality Management (Proposal).
- 2) Reflect on the proposed dissertation proposal or placement organisation and analyse the potential benefits to yourself and your own learning objectives (Report).
- 3) Critically assess the uses of different research methodologies in various types of Arts and Festivals Management or International Tourism and Hospitality Management research (Proposal/Report).
- 4) Employ research skills to write a valid and feasible dissertation or placement proposal (Proposal).

**Assessment**

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked code
Written Proposal	1000.00	20	N			OPT01
Report	2500.00	80	Y			OPT01

**Anonymous marking exemption codes:** 1: Individually distinct work, 2: Reflection on development of own work 3:

Presentation 4: individually negotiated work 5: work placement/experience/assessment

**Assessment Notes :**

Formative exercises focused on research methods and/or employability.

**Reassessment :**

Reassessment is by failed component, in line with University regulations.

**Expected methods of delivery :**

Lectures 14 hours

Workshops 28 hours

Assessment: 40 hours

Self-directed study: 218 hours

Total : 300 hours

**Remarks :**

NA

# De Montfort University

## Module Specification

### Basic module information

**Module Title :**

Tourism, Society and Culture

**Short Module Title:** Tourism, Society and Culture

**Module Code:** ITHM2001N **Credit value:** 30.00 **Credit level:** Academic Level 5

**Department:** C4 - Cultural Management

**Semester/year-long :** Block3,Block1(b)

**Details of accreditation by Professional, Statutory or Regulatory body:**

NA

**Module Leader:** Dr Tijana Rakic

**Module Appraisers :**

Dr Tijana Rakic

**Module pre-requisites (module code/s only) :**

NA

**Maximum student numbers on module (if applicable):** NA

**DMUGlobal Content Y/N:** No

**Module description (including outline content) :**

This module will enable students to gain an in-depth understanding of the complex relationships between tourism, society and culture. The module draws on insights from a range of relevant disciplines and fields of studies from the social sciences and humanities in its exploration of a range of relevant themes in this context such as the history of tourism; representations people, places and cultures; popular media and visual culture(s) of tourism; consumption of places; intercultural communication; and the fascinating relationships between heritage, tourism and identity as well as those between travel, tourism and art. The module frequently links its social science and humanities informed themes to a range of relevant concepts in tourism management and marketing, such as the concepts of destination image, overtourism and sustainability. Designed to underpin both an in-depth understanding of the multi-disciplinary field tourism studies as well as a range of potential future careers in tourism and related sectors, this module also features field trips to different cultural hubs in local cities to support an understanding of place, identity and heritage.

**Learning outcomes :**

- 1) Apply relevant concepts in relation to the history, representation and/or experience of tourism (Essay and Presentation)
- 2) Critically analyse the implications of tourism activity for people and place, in relation to concepts such as destination image, overtourism and/or sustainability (Presentation)
- 3) Demonstrate an in-depth understanding of the complex relationship between tourism, society and culture (Essay)
- 4) Understand the cultural significance of tourism for tourists and society (Essay).

**Assessment**

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked code
Essay	2500.00	60	Y			AM
Presentation	0.17	40	N			OPTO3

**Anonymous marking exemption codes:** 1: Individually distinct work, 2: Reflection on development of own work 3:

Presentation 4: individually negotiated work 5: work placement/experience/assessment

**Assessment Notes :**

Students will be able to select a destination which they will focus on for their presentation and will also be able to select their essay title from a list of relevant essay titles provided. The presentation will be 10 minutes.

**Reassessment :**

Reassessment is by failed component, in line with university regulations.

**Expected methods of delivery :**

This module will be delivered through workshops with practical group activities.

Lecture/Workshop 42 hours

Field Trips 10 hours

Tutorial 8 hours

Self-Directed Study 240 hours

Total 300 hours

**Remarks :**

NA

# De Montfort University

## Module Specification

### Basic module information

**Module Title :**

International Tourism and Hospitality Research Visit

**Short Module Title:** International Research Visit

**Module Code:** ITHM2002N

**Credit value:** 30.00

**Credit level:** Academic Level 5

**Department:** C4 - Cultural Management

**Semester/year-long :** Block1to4,Block3to2(b)

**Details of accreditation by Professional, Statutory or Regulatory body:**

NA

**Module Leader:** Dr Tijana Rakic

**Module Appraisers :**

Dr Tijana Rakic

**Module pre-requisites (module code/s only) :**

NA

**Maximum student numbers on module (if applicable):** NA

**DMUGlobal Content Y/N:** No

**Module description (including outline content) :**

In this module students develop their understanding of the needs of the traveller from the perspective of the Tourism and Hospitality sectors. The core of the module presents the opportunity for a 5-day international research visit to a European city. As an example, Amsterdam is the largest metropolitan area in The Netherlands and has many museums and cultural areas with a direct Eurostar line from London to Amsterdam which launched October 2020. This allows for many tourists and business travellers to take a sustainable option; travelling by train rather than plane. Amsterdam City Council has also launched a campaign (30th March 2023) to discourage 'nuisance tourists' such as the hen and stag weekends. The assessment for this module includes primary research, enabling students to also gain an understanding of the ethical processes required for research. Students who are unable to take the travel opportunity will be offered information gathered from the trip and will be supported and encouraged to complete the assessment by undertaking the research remotely. The assessment will be presented as a 'real life context' to the academic team and a partner within the travel industry such as a tour operator/travel agent or general manager of a hotel. Using knowledge gained from level 4, suggestions for sustainable travel should also be included.

**Learning outcomes :**

1. Evaluate the nature of planning and budgeting a 5-day itinerary for 4 people travelling to a European City (Presentation).
2. Demonstrate an understanding of the relationship between the Tour Operator/Travel Agent and the Tourist (Presentation).
3. Demonstrate an understanding of the principles of sustainability for travel (Presentation).
4. Evaluate products available within the tourism and hospitality sectors (Presentation).

**Assessment**

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked code
Presentation	0.25	100	Y			OPTO3

**Anonymous marking exemption codes:** 1: Individually distinct work, 2: Reflection on development of own work 3:

Presentation 4: individually negotiated work 5: work placement/experience/assessment

**Assessment Notes :**

Presentation - 15 minutes

Students will be required to present details of a 5-day itinerary and budget for 4 people who travel to and tour a European City. The Presentation assessment enables students to address the key learning outcomes in a manner that duplicates a 'real world' context. The presentations will also be in front of an industry representative i.e tour operator, travel agent or hotel general manager.

The Presentation cannot be marked anonymously.

Formative Assessment: Students will submit a one-page overview of their proposed idea with a simple research plan (Gantt Chart).

**Reassessment :**

Reassessment is by failed component, in line with university regulations.

**Expected methods of delivery :**

This module will be delivered through workshops that combine theoretical lectures with practical group activities.

Field Trip and Preparation: 96 hours

Lecture/Large Group: 42 hours

Tutorial: 8 hours

Online Learning: 28 hours

Self-directed study: 126 hours

Total: 300 hours

**Remarks :**

This module may be taught alongside ITHM Top-Up Programme



# De Montfort University

## Module Specification

### Basic module information

**Module Title :**

Dissertation

**Short Module Title:** Dissertation**Module Code:** AMAN3100N **Credit value:** 30.00 **Credit level:** Academic Level 6**Department:** C4 - Cultural Management**Semester/year-long :** Block1to4,Block3to2(b)**Details of accreditation by Professional, Statutory or Regulatory body:**

NA

**Module Leader:** Dr Tijana Rakic**Module Appraisers :**

Dr Tijana Rakic

**Module pre-requisites (module code/s only) :**

NA

**Maximum student numbers on module (if applicable):** NA**DMUGlobal Content Y/N:** No**Module description (including outline content) :**

The Arts Management and International Tourism and Hospitality Management dissertations aim to offer students the opportunity to explore in some depth a topic of their own choice, in which they will need to demonstrate competence in the reviewing the relevant academic literature, conducting research and writing up the findings/results of their study. The module therefore aims to develop competence in self- managed study and to deepen the student's awareness of the value of in- depth research. Support will include individual tutorial time with a dissertation supervisor and 7 seminar sessions.

**Learning outcomes :**

- 1) Propose an appropriate area of focused research. (Dissertation)
- 2) Conduct a literature review (Dissertation)
- 3) Design and implement appropriate research (Dissertation)
- 4) Manage a range of source material. (Dissertation)
- 5) Construct logical and reasonable conclusions. (Dissertation)
- 6) Individually set up and manage a sustained period of self-directed study. (Dissertation)

**Assessment**

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked code
Dissertation	7000.00	100	Y			OPTO4

**Anonymous marking exemption codes:** 1: Individually distinct work, 2: Reflection on development of own work 3:

Presentation 4: individually negotiated work 5: work placement/experience/assessment

**Assessment Notes :**

Formative assessments will also be completed during the workshops to support student learning. These will be Milestone – Content Mind Map, Milestone – Mapping of Keywords and Organisations, Milestone – Research Building Image and Milestone – Draft of First Chapter.

The dissertation (7000 words) is an in-depth piece of original research which allows students to

develop their own intellectual skills and abilities. Assessment will be based on the breadth of secondary research undertaken as a part of the literature review, the methodology employed for their research and the handling of data, construction and clarity of argument, level of critical analysis and the quality of academic writing.

**Reassessment :**

Reassessment is by failed component, in line with University regulations.

**Expected methods of delivery :**

The dissertation workshops will be delivered during Block 1-4; Block 3-2 with the deadline for final submission of the dissertation set during Block 4 and Block 2 respectively. Each student will be allocated a supervisor, an academic who will provide guidance and advice to the student and supervise their dissertation.

Lectures: 7 hours

Workshops: 7 hours

Supervision: 5 hours

Assessment: 70 hours

Self-directed study: 211 hours

Total : 300 hours

**Remarks :**

This module is taught alongside the ITHM Top-up Module.

Teaching & supervision will be throughout Blocks 1-4 (October intake) & Blocks 3-2(b) (February Intake).

Submission of dissertation in Block 4 (October intake) & Block 2(b) (February intake).

# De Montfort University

## Module Specification

### Basic module information

**Module Title :**

Destination Management and Marketing

**Short Module Title:** Destination Management and Marketing

**Module Code:** ITHM3001N      **Credit value:** 30.00      **Credit level:** Academic Level 6

**Department:** C4 - Cultural Management

**Semester/year-long :** Block3,Block1(b)

**Details of accreditation by Professional, Statutory or Regulatory body:**

NA

**Module Leader:** Dr Tijana Rakic

**Module Appraisers :**

Dr Tijana Rakic

**Module pre-requisites (module code/s only) :**

NA

**Maximum student numbers on module (if applicable):** NA

**DMUGlobal Content Y/N:** No

**Module description (including outline content) :**

This module presents the opportunity to build on the knowledge and skills gained from earlier modules, such as Marketing for Tourism and Hospitality, and to explore Destination Management and Marketing. The module focuses on themes such as tourism planning and development, destination life cycles, as well as destination branding and image, semiotics of promotional materials and the importance of integrated marketing communications for destinations. The module also provides an insight into the role of relevant organisations, such as National Tourism Organisations (NTOs) and Destination Management Organisations (DMOs), in both managing and marketing destinations. Through a reliance on a wide range of destinations and official tourism promotional campaigns, such as Amsterdam and IAmsterdam and Slovenia and I Feel sLOVEnia, the module will also highlight the relationships between tourism strategies and/or masterplans at destination level and their official tourism marketing campaigns. Through an understanding of the role and importance of DMOs for not only tourism and hospitality but also related sectors such cultural, heritage, leisure, festivals and events and creative industries, students will develop an in-depth understanding of destination management and marketing alongside skills such as critical thinking, teamworking, visual communication and presentation.

**Learning outcomes :**

1. Explore the historical and contemporary approaches to tourism planning and development at a selected destination (Group Presentation).
2. Discuss the planning requirements in the development, management and marketing of tourism at a selected destination (Group Presentation).
3. Demonstrate an ability to critically evaluate different planning traditions, including sustainable development, in tourism development (Group Presentation).
4. Examine the role of destination branding and integrated marketing communications in the creation of an official tourism promotional campaign for a selected destination (Infographic and Report).

**Assessment**

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked code
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Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked code
Group Presentation	0.25	50	N			OPTO1
Infographic and Report	2000.00	50	N			OPTO1

**Anonymous marking exemption codes:** 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

**Assessment Notes :**

The presentation will be 15 minutes, and infographics will be included within the report. Assessment workshops will be incorporated in the module and students will be advised on their selection of a suitable destination for the Infographic and Report.

**Reassessment :**

Reassessment is by failed component, in line with University regulations.

**Expected methods of delivery :**

Lecture/Workshop 42 hours

Field Trips 4 hours

Tutorial 8 hours

Self-Directed Study 246 hours

Total 300 hours

**Remarks :**

This module is taught alongside ITHM Top-Up Programme.

# De Montfort University

## Module Specification

### Basic module information

**Module Title :**

Tourism and Hospitality Products: Natural, Cultural, Eco and Dark Tourism

**Short Module Title:** Tourism and Hospitality Products

**Module Code:** ITHM3002N      **Credit value:** 30.00      **Credit level:** Academic Level 6

**Department:** C4 - Cultural Management

**Semester/year-long :** Block1,Block3

**Details of accreditation by Professional, Statutory or Regulatory body:**

NA

**Module Leader:** Dr Tijana Rakic

**Module Appraisers :**

Dr Tijana Rakic

**Module pre-requisites (module code/s only) :**

NA

**Maximum student numbers on module (if applicable):** NA

**DMUGlobal Content Y/N:** No

**Module description (including outline content) :**

Tourists visiting destinations, visitors at visitor attractions and guests in hospitality businesses are increasingly turning towards different types of niche 'products', whether this is by visiting and immersing themselves in nature and participating in nature-based or eco- tourism experiences, experiencing heritage, arts, culture and events at a destination or engaging in slow or community-based tourism which includes activities such as slow travel and spending time with locals. This module both introduces the students to relevant theoretical concepts and provides insights to a range of case studies in different geographical contexts. The students rely on these in-depth insights to both demonstrate their theoretical understanding and create their own proposals for a new 'niche' experience designed for either visitors at a visitor attractions, tourists visiting a destination or guests in a hospitality setting. Students also have an opportunity to explore the factors which drive engagement with these tourism and hospitality niche products as well as reflect on ethical and sustainability related debates which apply to these.

**Learning outcomes :**

1. Provide an insight into the importance of different types of niche products or experiences in the context of contemporary tourism and hospitality sectors (Essay)
2. Explore the characteristics of different types of niche products and experiences in tourism and/or hospitality settings, while placing an emphasis on any ethical and/or sustainability related debates which might apply to these types of tourism and/or hospitality niches (Essay)
3. Demonstrate a critical awareness of the demand for niche tourism and hospitality products or experiences (Group Presentation)
4. Design a proposal for a new niche product or experience intended for visitors at a visitor attraction, tourists visiting a destination and/or guests in a hospitality setting (Group Presentation)

**Assessment**

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked code
Essay	2000.00	50	N			OPTO1

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked code
Group Presentation		50	N			OPTO2

**Anonymous marking exemption codes:** 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

**Assessment Notes :**

Time (15 minutes) will be allocated for students to present their work.

**Reassessment :**

Reassessment is by failed component, in line with University regulations.

**Expected methods of delivery :**

Lecture/Workshops 42 hours

Field Trips 0 hours

Tutorial 8 hours

Self-Directed Study 250 hours

Total 300 hours

**Remarks :**

This module is taught alongside ITHM Top-Up Programme.

# De Montfort University

## Module Specification

### Basic module information

**Module Title :**

Enterprise: Tourism and Hospitality Project

**Short Module Title:** Enterprise Project

**Module Code:** ITHM3003N      **Credit value:** 30.00      **Credit level:** Academic Level 6

**Department:** C4 - Cultural Management

**Semester/year-long :** Block2,Block4

**Details of accreditation by Professional, Statutory or Regulatory body:**

NA

**Module Leader:** Dr Tijana Rakic

**Module Appraisers :**

Dr Tijana Rakic

**Module pre-requisites (module code/s only) :**

NA

**Maximum student numbers on module (if applicable):** NA

**DMUGlobal Content Y/N:** No

**Module description (including outline content) :**

This module presents the opportunity for students to focus on entrepreneurial skills and produce an individual business plan for either the Tourism or Hospitality sector that serves as a commercial and employability relevant experience and synthesises existing knowledge and skills gained through-out the Programme. Students will explore gaps in the market and develop their own innovative proposal idea with SMART objectives. It requires students to compile a commercially viable business plan for a sustainable business that acts as a response to a societal challenge or opportunity. The final submission should also incorporate tools such as SWOT and PESTLE and will be communicated to an academic/and or industry professional.

**Learning outcomes :**

1. Evaluate a complex market situation and recognise a real-world business or societal challenge or opportunity to develop a business plan (Proposal and Business Plan).
2. Analyse relevant research data and industry insights and apply to a given problem. (Proposal).
3. Identify and reflect on self-development opportunities and areas for improvement as a professional and for the business plan (Business Plan).
4. Evaluate the factors, including sustainability and social responsibility that influence the development of organisations operating in Tourism or Hospitality (Business Plan).

**Assessment**

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked code
Proposal	1500.00	30	N			OPTO1
Business Plan	3500.00	70	N			OPTO2

**Anonymous marking exemption codes:** 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

**Assessment Notes :**

Proposal and Business Plan

**Reassessment :**

Reassessment is by failed component, in line with University regulations.

**Expected methods of delivery :**

Lecture/Workshop 42 hours

Field Trips 0 hours

Tutorial 10 hours

Self-Directed Study 248 hours

Total 300 hours

**Remarks :**

This module is taught alongside ITHM Top-Up Programme.