

## BSc (Hons) International Hospitality and Tourism Management

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### Programme Specification



<b>1. Programme title</b>	BSc (Hons) International Hospitality and Tourism Management
<b>2. Awarding institution</b>	Middlesex University
<b>3. Teaching institution</b>	Middlesex University Hendon;
<b>4. Details of accreditation by professional/statutory/regulatory body</b>	Middlesex University.
<b>5. Final qualification(s) available</b>	Batchelor of Science (Honours)
<b>6. Year effective from</b>	Sept. 2020-21
<b>7. Language of study</b>	English
<b>8. Mode of study</b>	FT/PT
<b>9. Criteria for admission to the programme</b>	Higher National Diploma in Hospitality Management or Travel and Tourism or equivalent with overall merit for students whose first language is not English an IELTS score of 6.0 is required.
<b>10. Aims of the programme</b>	

The programme aims to:

1. To prepare and develop graduates for a supervisory/management role in the hospitality and /or tourism industries.
2. To develop understanding and knowledge of the products, organisation and structure of the hospitality sector.
3. To develop students' intellectual capabilities of analysis and interpretation, critical evaluation, selection and synthesis, reasoned argument, research and problem solving.
4. To develop graduates who are autonomous learners and who are able to demonstrate effective leadership, group working, IT, numerical and communication skills.
5. To produce graduates with a range of generic, transferable attributes enabling them to communicate effectively, work individually and in teams to guidelines (both defined and self-defined), be innovative and adaptable to change, manage and reflect on their own learning and who can contribute and respond effectively to the demands of their chosen profession.
6. To produce students able to collect, analyse and interpret information on key issues in facing the industry and to use this to construct reasoned, evidenced argument a range of interpersonal and transferable graduate skills appropriate for a career in the tourist industry.
7. To develop the student's ability to apply theory to practice through the use of case studies.

## 11. Programme outcomes\*

### A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

1. the hospitality business environment.
2. the aims, motivations, and constraints facing management in a particular sector of the tourism and hospitality industry
3. the pressures facing particular disciplines and the development, analysis and assessment of private sector strategy or public sector policy.
4. relating the particular disciplines to changes in the structure of society.
5. current trends and issues in a particular disciplinary area of the hospitality or tourism industry.

### Teaching/learning methods

Students gain knowledge and understanding through a range of teaching methods.

Lectures and interactive seminars convey core material and stimulate critical discussion of contemporary issues. Lectures provide the contours of a topic so that students may be stimulated to read the material for the linked seminar session. Case studies in lectures link theory with reality.

Lectures shared by two staff demonstrate paradigmatic thinking and argument.

Interactive seminars encourage student participation and further reading.

Day trips confirm the relevance of their knowledge to practical situations. Trips in recent years have included Kenwood House, The World Travel Market, and the Greenwich World Heritage Site.

### Assessment methods

<p>6. the application of leadership and management theory to hospitality.</p> <p>7.the relationships and interaction between hospitality and tourism.</p> <p>8. the complexities involved in marketing and branding in tourism.</p>	<p>Essays aim to encourage students to show their understanding of key issues and debates through well-argued and substantiated communication.</p> <p>Projects and dissertations extend this, providing space to explore a topic in depth, situate it in a wider context and provide evidence to support the arguments made.</p> <p>Examinations test student knowledge of core material and their ability to marshal relevant concepts and data around particular questions. Portfolios show how students accumulate knowledge and understanding during a module.</p> <p>Consultancy reports apply abstract knowledge to real situations.</p> <p>Individual and group presentations test a student's ability to clearly and concisely convey knowledge and argument.</p> <p>Learning diaries link theory and social reality and providing a resource for future use.</p> <p>Practical tasks such as designing and implementing a business strategy, a brand audit or event, combines a range of knowledge and skills that bridge study and work.</p>
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<p><b>B. Skills</b></p> <p><b>On completion of this programme the successful student will be able to:</b></p> <ol style="list-style-type: none"> <li>1. apply key concepts from the academic and professional literature on the hospitality and tourist industries through the use of case studies.</li> <li>2. design, implement and assess strategy in various sub-sectors of the industry</li> <li>3. develop their ability to think creatively – including critical thinking skills, problem solving in complex situations, policy analysis and assessment, and their own self-appraisal.</li> <li>4. be confident in applying digital techniques and using digital media in developing policy.</li> <li>5. work in a small team.</li> <li>6. evaluate contemporary practice in the private and/or public sectors of the tourism and hospitality industry.</li> <li>7. research, analyse and interpret qualitative and quantitative secondary data so as to construct reasoned arguments.</li> <li>8. communicate persuasively using consultancy reports, poster presentations, projects and essays</li> <li>9. show awareness of the ethical issues facing the sector in its economic, social and environmental, impacts, as well as the issues that follow from the cultural diversity of modern societies that particularly impinge upon tourism.</li> <li>10. apply the concepts and techniques of the discipline to real life situations</li> </ol>	<p><b>Teaching/learning methods</b></p> <p><b>Students learn cognitive skills through:</b></p> <p>interactive seminars that require students to gather and synthesise appropriate material to explain and evaluate key issues, debates and controversies.</p> <p>seminars, including one run by the LET, and individual/ group tutorials that focus on critical reading, searching, literature review, report writing, argument, research and writing skills.</p> <p>case studies that illustrate policy transferability, problem formation and policy responses.</p> <p>day visits that apply theoretical material to real situations, provide access to practitioners and make their learning relevant.</p> <p>videos that offer opportunities to identify general issues from particular situations.</p> <p><b>Assessment methods - cognitive skills.</b></p> <p>Written assignments test students' ability to present well-supported and cogent arguments. Projects and dissertations extend this genre enabling students to write literature reviews, assemble more evidence and support claims, read academic literature, use case studies, search for appropriate sources and make connections between branches of knowledge.</p> <p>Examinations test students' ability to memorise relevant material, to interpret questions, and present a structured argument. Seen exams test similar skills but without the anxiety, while multiple choice tests consolidate what students have learnt. Individual and group presentations (poster, role play, power point) test a student's ability to convey material and arguments as well as teamwork. Practical work and consultancy reports make students interpret issues from the client's viewpoint. A dissertation conference develops student's communication skills, self-confidence and ability to exchange and discuss ideas.</p> <p>Learning diaries encourage student reflexivity and wholistic thinking.</p> <p>Digital stories combine an understanding of issues with creative thinking.</p>
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## **12. Programme structure (levels, modules, credits and progression requirements)**

### **12. 1 Overall structure of the programme**

This is a top-up programme that provides a bridge between the student's work on the Higher National Diploma – or equivalent – and the hospitality profession at graduate level. It is a one-year programme at level 6 that combines hospitality and tourism. The three core modules focus on marketing, customer service and the hotel and food services sector. The seven optional modules provide a mixture of hospitality and tourism, with two modules on events, one that adds a digital element to marketing and another module on supply chains in both sectors with a special focus on aviation. Two other modules look at different forms of tourism, heritage and urban, plus a dissertation for those students who wish to progress to postgraduate study.

All modules use an extensive range of examples and case studies to reflect the industry's global nature and the diversity of practice. Given the speed with which the industry is changing there is a strong focus upon transferable skills such as communication, argument, strategy design, familiarity with the digital economy and techniques and team working. The relationship between the two sectors is critical because it provides a context for students with a hospitality background who we expect to predominate, and opens them to a range of debates within tourism that they may not have encountered, such as notions of authenticity, over-tourism, and the distribution of costs and benefits. Much of the assessment involves practical work in developing strategies (such as marketing or events) for firms and consultants within the appropriate sector.

The programme uses a mixture of 15 and 30 credit modules in order to open a range of options than would not have been possible with just 30 credit modules. It is available as a part-time degree, with students taking the 60 credits of compulsory modules in year one, and the 60 credits of optional modules in year two.

### FULL TIME PROGRAMME STRUCTURE

	<b>Compulsory</b> 30 credits	<b>Compulsory</b> 2x15 credits	<b>Optional Modules.</b> Students take 30 credits of optional modules in each term. 60 credits in total			
<b>Term 1</b>	TOU3011	TOU3020 Customer Service Management in Tourism and Hospitality 15 credits	TOU3015 Event Sector 15 credits	TOU3016 Tourism supply chain and sector analysis 15 credits	TOU3014 Heritage Tourism 15 credits	TOU3099
<b>Term 2</b>	Creative Branding in Tourism  30 Credits	TOU3021 Hospitality Business Management 15 credits	TOU3022 Event Planning and Management 15 credits	MKT3017 Digital Campaign planning and analysis 15 credits	TOU3023 Tourism in Cities 15 credits	Dissertation  30 credits.

### PART TIME PROGRAMME STRUCTURE

	<b>Compulsory</b> 30 credits	<b>Compulsory</b> 2x15 credits	<b>Optional 15 credit modules</b>			<b>Optional 30 credits</b>
<b>Year One</b>	<b>60 credits of compulsory modules</b>		<b>Year Two</b> Students take 30 credits in each term ( 60 credits in total)			
<b>Term 1</b>	TOU3011	TOU3020 Customer Service Management in Tourism and Hospitality 15 credits	TOU3015 Event Sector 15 credits	TOU3016 Tourism supply chain and sector analysis 15 credits	TOU3014 Heritage Tourism 15 credits	TOU3099
<b>Term 2</b>	Creative Branding in Tourism Compulsory  30 Credits	TOU3021 Hospitality Business Management 15 credits	TOU3022 Event Planning and Management 15 credits	MKT3017 Digital Campaign planning and analysis 15 credits	TOU3023 Tourism in Cities 15 credits	Dissertation  30 credits.

12.2 Levels and modules		
Level 6		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
<p>Students must take the following modules:</p> <p><b>TOU3011</b> Creative Branding in Tourism (30 Credits)</p> <p><b>TOU3020</b> Customer Service Management in Tourism and Hospitality. (15 credits)</p> <p><b>TOU3021</b> Hospitality Business Management. (15 credits)</p>	<p>Students must take 60 credits The following modules are 15 credits other than TOU3099</p> <p><b>TOU3014</b> Heritage Tourism <b>TOU3015</b> The Event Sector <b>TOU3016</b> Tourism Supply Chain and Sector Analysis <b>TOU3022</b> Event Planning and Management <b>TOU3023</b> Tourism in Cities <b>MKT 3017</b> Digital Campaign Planning and Analysis <b>TOU3099</b> Dissertation (30 credits)</p>	N/A

12.3 Non-compensatable modules	
Module level	Module code
6	No modules may be compensated in a one-year programme at level 6

13. Information about assessment regulations
<p>Middlesex University Assessment Regulations apply to this programme, without exception.</p>

**14. Placement opportunities, requirements and support**

N/A

**15. Future careers / progression**

Students obtaining a degree qualification in tourism and hospitality are in high demand, in what is a fast-growing sector in this country and abroad. We expect the majority of students leaving this programme to obtain junior management positions or to find places on management training schemes in the national and international firms involved with accommodation, transport, attractions or that act as intermediaries. Alternatively,

we would expect them to find employment in the public sector, either in a destination management or marketing organisation, a local authority, or within such related fields as immigration, marketing, research or journalism. We also expect a fair proportion of this cohort to continue to postgraduate study in these or related fields as human relations, management or town planning.

**16. Particular support for learning (if applicable)**

Since students are new to the university and have a demanding programme, we provide them with an in-depth induction to the library and particularly subject-specific journals and databases, as well as the support services of the Learning Enhancement Team.

- Information and library service workshops
- Information technology workshops
- Programme Handbook and Module Handbooks and programme and module leaders/ tutors
- Student support, UniHelp advisers, careers service and disability support services
- Induction and orientation programme
- Access to graduate teaching assistants
- Access to student counsellors
- Module and programme material on MyLearning

**17. JACS code (or other relevant coding system)**

NNF8

**18. Relevant QAA subject benchmark group(s)**

Hospitality, leisure, sport and tourism.



## 19. Reference points

- QAA Guidelines for programme specifications
- QAA Qualifications Framework
- QAA Hospitality, Leisure Sport and Tourism Benchmarks
- School Curriculum and Development Strategy
- University Teaching, Learning and Assessment Strategy
- University Academic Regulations
- Framework for Higher Education Qualifications (FHEQ) benchmark
- Middlesex University Regulations
- Middlesex University Learning Framework – Programme Design Guidance, 2012

## 20. Other information

### Indicators of quality

- Student achievement
- Buoyant enrolment
- Student feedback evaluation forms
- External examiners reports on modules
- Student employability

Methods for evaluating and improving the quality and standards of learning are:

- External Examiner reports
- Annual Monitoring reports
- Boards of Study
- Student focus groups
- Module evaluation and report
- Peer teaching observations
- Student evaluation
- Validation and review panels

See Middlesex University's Learning and Quality Enhancement Handbook for further information

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

## Curriculum map for BSc (Hons) International Hospitality and Tourism Management

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

### Programme learning outcomes

Knowledge and understanding	
A1	The international tourism and hospitality business environment.
A2	The aims, motivations, and constraints facing management in a particular sector of the tourism and hospitality industry
A3	The pressures facing particular disciplines and the development, analysis and assessment of private sector strategy or public sector policy.
A4	Relating the particular disciplines to changes in society.
A5	Current trends and issues in a particular disciplinary area of the hospitality or tourism industry.
A6	The application of leadership and management theory to the hospitality and tourism sectors
A7	The relationship and interaction between the hospitality and tourism sectors
A8	The complexities involved in marketing and branding in tourism
Skills	
B1	dealing with the key concepts in the academic and professional literature on the hospitality and tourist industries

B2	designing, implementing and assessing a strategy in a particular sector of the hospitality and tourism industry.
B3	developing the ability to think creatively – including critical thinking skills, problem solving in complex situations, policy analysis and assessment, and their own self-appraisal.
B4	confidence in applying digital techniques and using digital media in developing policy in their respective sectors
B5	working in a small team.
B6	evaluating contemporary practice in private and/or public sectors in the tourism and hospitality industry.
B7	researching, analysing and interpreting qualitative and quantitative secondary data so as to construct reasoned arguments
B8	communicating persuasively using consultancy reports, poster presentations, projects and essays.
B9	awareness of the ethical issues facing the sector in its economic, social and environmental, impacts
B10	applying the concepts and techniques of the discipline to real life situations

	Programme outcomes																	
A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	
	Highest level achieved by all graduates																	
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	

Module Title	Module Code by Level																				
		A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10		
Creative branding in tourism (core)	TOU3011	x		x		x			x	x	x	x	x	x			x		x		
Customer Service management (core)	TOU3020	x		x				x		x						x	x		x		
Hospitality business management (core).	TOU3021	x	x	x	x	x	x			x					x	x	x		x		
Heritage tourism	TOU3014					x						x	x				x	x			
The event sector	TOU3015	x			x				x					x		x	x	x			
Tourism supply chain and sector analysis	TOU3016	x	x	x			x	x			x			x			x		x		
Event planning and management	TOU3022						x		x		x		x				x	x			
Tourism in cities	TOU3023	x		x		x		x	x						x	x	x	x			
Digital Campaign Planning and Analysis	MKT3017		x				x		x		x		x			x	x		x		
Tourism dissertation	TOU3099	x				x				x		x			x	x	x	x	x		

NB: although B9 is not covered by the core modules, students will be taking a minimum of two and at most four optional modules that do cover this outcome.