

BSc (Hons) International Tourism Management

Programme Specification

1. Programme title	BSc (Hons) International Tourism Management
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University, Hendon
4. Details of accreditation by professional/statutory/regulatory body	TMI
5. Final qualification	BSc (Hons) International Tourism Management
6. Year of validation Year of amendment	2018
7. Language of study	English
8. Mode of study	FT/PT

9. Criteria for admission to the programme

For year one admission, Middlesex University general entry requirements apply, including GCSE's (grade A to C) in mathematics and English language. Applicants whose first language is not English are required to achieve 6.0 in IELTS overall (with a minimum of 5.5 in each component) or an equivalent qualification recognised by Middlesex University.

The offer is 240 UCAS points. The equivalence of qualifications from outside UK will be determined according to NARIC guidelines. Applications are also welcomed from mature students with relevant work experience. Pre-accreditation may be given depending on the nature of work experience. Applicants with a relevant HND, Foundation degree or equivalent may apply for direct entry into level 5 or 6 depending on grades.

10. Aims of the programme

- To equip students with the knowledge and skills needed to advance in a career in international tourism and to facilitate recognition of the implications of management and social science perspectives on decision making for tourism professionals.
- To develop an understanding of international tourism, structure of the tourism industry, global trends within the tourism market, tourist behaviour, contemporary business/destinations and how to optimize the economic use of opportunities and resources in tourism.
- To examine and critically evaluate the various impacts of tourism upon global economies including pertinent issues associated with sustainable forms of tourism and the ethical obligations of tourism stakeholders
- To develop students' intellectual capacity through critical and reasoned arguments based on the collection, synthesis, analysis and interpretation of information on key management, marketing and policy issues in tourism and hospitality including carrying out an independent research project.
- To produce graduates who are professional and enterprising possessing a range of key personal, cognitive/intellectual, transferable and practical attributes enabling them to be innovative and adaptable to change, effective communicators, capable of working individually, in teams and across cultures; and with the ability to respond effectively to the demands of a diverse and dynamic economic sector.
- To develop graduates with a broad understanding of the complexity of international tourism and the career options it offers in travel and tourism management, events, hospitality, aviation, destination management and many more; giving students a head start in their careers.

11. Programme outcomes*

A. Knowledge and understanding

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

1. Concepts/theories that underpin academic and industry debates in international tourism
2. The complexity of the tourism sector and its dynamic nature in the global economy from multiple perspectives
3. The patterns and characteristics of tourism demand and supply and their effect on tourism provision and policy

Teaching/learning methods

Students gain knowledge and understanding through

- Classroom-based lectures, seminars, workshops and tutorials delivered at all levels of the programme with an emphasis on diverse, interactive methods of teaching fully supported by a wide range of online materials through the Mylearning facility and on-campus based activities, individual projects, directed reading, coursework and field trips (local and international). Lectures introduce and examine key concepts/theories and how they relate

<ol style="list-style-type: none"> 4. The controversial role of international tourism and its impact on a range of stakeholders and society at large 5. A range of current pervasive issues confronting international tourism management including; sustainability, globalisation, risk, technological advances and more 6. The significance of creativity and innovation for the development and management of contemporary tourism for a sustainable future 7. Essential skills relevant to the operation and strategic management of international tourism in a variety of contexts 	<p>to the real world. Seminars, workshops and tutorials are more interactive and provide opportunities for exchanging ideas while developing critical thinking skills. Q & A sessions in lectures will also contribute to the development of these skills.</p> <p>Assessment methods Students' knowledge and understanding is assessed by</p> <ul style="list-style-type: none"> • A variety of oral and written methods including coursework (essays, reports and portfolios) fieldwork reports, individual and group presentations and a final year project. Coursework enables students to demonstrate understanding of theory and practice, the ability to assemble evidence and use it to solve problems, awareness of different approaches and the capacity to sustain a coherent and reasoned argument and make judgements. Coursework methods, e.g. fieldwork reports, assess students' ability to assemble a range of materials and apply them effectively to the resolution of a particular problem. Students are given formative and summative feedback on their coursework and presentations to enable them to further progress their skills.
<p>B. Skills On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Apply key management skills such as planning and organising; effective communication, problem solving, team-working, decision-making and time-management to a range of tourism projects/work and other contexts 2. Generate innovative ideas suitable for a dynamic and fast-paced international environment, including the ability to forecast and evaluate the impact of tourism development in specific contexts. 3. Access, select and critically analyse a range of learning resources using 	<p>Teaching/learning methods Students learn cognitive skills through</p> <ul style="list-style-type: none"> • Individual assignments and group projects that are aimed at solving real life problems within specified periods of time such as 'planning and developing a tourism product' on the Contemporary Tourism Management module, 'policy evaluation' on the Tourism Policy-Making and Responsible Tourism Management modules, 'market research skills and creativity' are developed on the Consulting in Tourism and Creative Branding modules. Field trips and group work build research and team skills across the programme

<p>digital technology and relevant software to manage and present material creatively.</p> <ol style="list-style-type: none"> 4. Demonstrate an awareness of sustainability and ethical issues in the work place 5. Demonstrate autonomy in taking responsibility for own work and development 6. Choose and utilise a range of appropriate skills and techniques relevant to the management of people, operations, other resources and making effective decisions 7. Demonstrate competence in managing and delivering work/project in a chosen area of interest 8. Demonstrate the ability to work flexibly 	<ul style="list-style-type: none"> • Interactive lectures, seminars and workshops which are embedded with generic graduate skills. Employability is directly targeted from the outset at level 4 through 'The International Tourism Industry and Employability' core module while a strong focus on oral and written skills exists across the programme at all levels using discussions, debates, role plays, presentations, reports and essays. Team-working, cultural awareness and ethically informed practices are addressed in class-based teaching and in the execution of group projects and field work. All programme assessments require students to demonstrate creative and innovative thinking supported by technological know-how in information search, interpretation and presentation of ideas. Students can develop specific graduate skills in accordance with their areas of interest such as consultancy, aviation, customer service, hospitality and enterprise via the optional modules. Students also have the opportunity to undertake work-based learning in the form of an internship/placement or to pursue the dissertation option. Employability skills development is further enhanced with the support of a dedicated staff member who sources placement and internship opportunities and graduate schemes including Career Fairs for students to interact with industry and potential employers. Supervision on field trips and placements ensures that students maximise their learning. <p>Assessment methods Students' cognitive skills are assessed by</p> <ul style="list-style-type: none"> • A variety of assessment methods such as a range of coursework submissions (written, oral, individual and group based) which allow students to demonstrate their understanding of theory and practice and their ability to sustain a coherent and reasoned argument. Examples of coursework include oral presentations and written reports of tourism products they have
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	<p>created for clients, marketing campaigns they have analysed for tourism organisations, tourism destinations they have experienced and analysed</p> <p>Students' graduate skills are assessed at all levels as all modules seek to develop written communication skills and many also allow students to demonstrate oral presentation skills or group work skills. Graduate skills are also demonstrated and assessed through career orientations offered in consultancy, aviation, customer service, hospitality and enterprise and many more. The final project enables students to demonstrate their autonomous learning abilities most fully.</p>
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12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

This programme can be studied full time over three years (with the option of a fourth year to undertake a placement year) or part-time over six/seven years. We also offer 60 credit placement modules taking over the summer at level 5 and 6. Full-time students will normally take four 30 credit modules in the first year. Most modules have three/four hours a week contact and several tourism modules also have a field work component which will normally involve travel to a local tourism destination, though occasionally it can involve travel further afield and can involve overnight stays. All modules have formative assessments or activities and summative assessments take the form of coursework, presentations or an examination. Most modules have a mix of assessment types. All students are given feedback on formative assessment before the summative assessment is completed. Feedback is also given on summative assessment.

During the first year of study (Level four), students will take three Tourism modules (Opportunities and Resources in Tourism, Tourism and Society and The International Tourism Industry and Employability) and one Marketing module (Marketing Theory and Practice), a key aspect of the tourism industry. These modules provide a broad understanding of Tourism, exploring key management and marketing theories, academic debates, current trends and employability skills sought in the industry which will encourage students to develop a critical perspective on the tourism Industry. These modules also develop students' basic learning and academic abilities through field work to provide the basis for future modules. Field work is supported by the Opportunities and Resources in Tourism module which will develop students' numeracy skills as well as knowledge of core economic concepts. All students will have developed basic IT competency by the end of their first year. The four modules are a basis for

understanding many contemporary issues in Global Tourism and provide background for the level two and three core modules – Contemporary Tourism Management, Researching People and Places, Experiential Learning Overseas, Creative Branding in Tourism and Tourism Policy-Making. At the end of the first year, students have the option of studying abroad through the Exchange programme or taking a placement for a year. Two summer placements can also be undertaken.

Students in the second year will have three compulsory modules (one 30 credit and two 15 credits) and four optional choices (15 credits each). All students will take the core modules Contemporary Tourism Management, Researching People and Places and Experiential Learning Overseas. These modules will develop in-depth knowledge of core concepts and theories and also develop students' skills particularly in field work, group work, oral and writing skills and ability to use material effectively to develop a reasoned argument. The core modules also develop the student's research/problem solving skills, communication and team-working – necessary preparation for other assessments including work-based learning and the final year dissertation options. A range of optional modules is offered and provides students with the ability to start pursuing their career preferences in Tourism Management and Marketing in Aviation, Events, Enterprise and Revenue Management, Business, Sustainability, Consulting, Emerging Markets with Language options or taking a reflective work based module. Students could consider taking an exchange year during the second year by replacing what they would normally study in our partner universities.

In the final year critical emphasis is placed on developing and applying greater independent learning skills and on the development of well-substantiated critical argument. There are two compulsory modules for all students - Tourism Policy-Making and Creative Branding in Tourism. Tourism Policy-Making draws together many of the issues introduced earlier in the programme and focuses on analysing the policy implications of and planning responses to contemporary issues facing the global tourism industry while Creative Branding in Tourism develops knowledge and skills for marketing in hospitality and tourism with emphasis on examining strategic planning, e-marketing and critical issues in hospitality and tourism branding. Students choose four options from a range of Tourism and Hospitality specialisms including Events, Heritage Tourism, Customer Service Management, Hospitality Business Management, Tourism Supply Chain and Sector Analysis, Language options and a Dissertation or Work Placement Project.

For further information please refer to the programme structure diagram on page 10.

12.2 Levels and modules

Level 4		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
<p>Students must take all of the following:</p> <ul style="list-style-type: none"> • TOU1011 Tourism and society (30 credits) • TOU1012 Opportunities and resources in tourism (30 credits) • TOU1013 The international tourism industry and employability (30 credits) • MKT1120 Marketing theory and practice (30 credits) 	N/A	Students must pass at least 90 credits to progress
Level 5		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
<p>Students must take all of the following:</p> <ul style="list-style-type: none"> • TOU2011 Contemporary tourism management (30 credits) • TOU2013 Researching people and places (15 credits) • TOU2014 Experiential learning overseas (15 credits) 	<p>Students must also choose options worth 60 credits from the following:</p> <ul style="list-style-type: none"> • TOU2017 Consulting project in tourism (15 credits) • TOU2023 Aviation and passenger transport management (15 credits) • TOU2018 Tourism enterprise and revenue management (15 credits) • TOU2019 Tourism business (15 credits) • TOU2015 Responsible tourism management (15 credits) • TOU2016 Emerging markets: China and Latin America (15 credits) • TOU2024 Tourism Languages Spanish 1 (15 credits) • MBS233 Developing employability through work placement (60 credits across two terms) 	Students must pass at least 180 credits
Level 6		

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
<p>Students must take all of the following:</p> <ul style="list-style-type: none"> • TOU3011 Creative branding in tourism (30 credits) • TOU3013 Tourism policy-making (30 credits) 	<p>Students must also choose options worth 60 credits from the following:</p> <ul style="list-style-type: none"> • TOU3020 Customer service management in tourism and hospitality (15 credits) • TOU3021 Hospitality business management (15 credits) • TOU3022 Event planning and management (15 credits) • TOU3015 Event sector (15 credits) • TOU3023 Tourism in cities (15 credits) • TOU3024 Tourism Languages Spanish II (15 credits) • TOU3099 Dissertation- final year project (30 credits) • MKT3012 Social media and viral marketing (15 credits) • MBS3001 Work internship (30 credits) • MBS3431/3432 Developing Employability through Work placement project (30 credits) 	<p>360 credits</p>

Programme Structure Diagram *(with optional placement year)*

Year One (Level 4)

<i>Term 1</i>	TOU1012 Opportunities and Resources in Tourism (30 credits)	TOU1011 Tourism and Society (30 credits)	TOU1013 The International Tourism Industry and Employability (30 credits)	MKT1120 Marketing Theory and Practice (30 credits)
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Term 2

Year Two (Level 5)

<i>Term 1</i>	TOU2011 Contemporary Tourism Management (30 credits)	TOU2013 Researching People and Places (15 credits)	Option 1	Option 2
<i>Term 2</i>		TOU2014 Experiential Learning Overseas (15 credits)	Option 3	Option 4

<i>Optional Year-long Work Placement or</i>
<i>Exchange - Study Abroad</i>

Final year (Level 6)

<i>Term 1</i>	TOU3011 Creative Branding in Tourism (30 credits)	TOU3013 Tourism Policy- Making (30 credits)	Option 1	Option 2
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<i>Term 2</i>	Option 3	Option 4
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List of optional modules

Year Two (Level 5)

<i>Term 1</i>	<p>Optional modules (choose 30 credits maximum):</p> <p>TOU 2015 Responsible Tourism Management (15 credits)</p> <p>TOU 2018 Tourism Enterprise and Revenue Management (15 credits)</p> <p>TOU 2019 Tourism Business (15 credits)</p> <p>TOU2024 Tourism Languages Spanish 1(15 credits)</p> <p>MBS233 Developing Employability through Work Placement (30 credits)</p>
<i>Term 2</i>	<p>Optional modules (choose 30 credits maximum):</p> <p>TOU2016 Emerging Markets: China and Latin America (15 credits)</p> <p>TTOU 2017 Consulting Project in Tourism (15 credits)</p> <p>TOU 2023 Aviation and Passenger Transport Management (15 credits)</p> <p>MBS233 Developing Employability through Work Placement (30 credits)</p>

Final year (Level 6)

<i>Term 1</i>	<p>Optional modules (choose 30 credits maximum):</p> <p>TOU 3015 Event Sector (15 credits)</p> <p>TOU 3020 Customer Service Management in Tourism & Hospitality (15 credits)</p> <p>TOU3024 Tourism Languages Spanish II (15 credits)</p> <p>TOU 3099 Dissertation/ Final Year Project (30 credits)</p> <p>MKT 3012 Social Media and Viral Marketing (15 credits)</p> <p>MBS 3431/3432 Developing Employability through Work Placement Project (30 credits)</p>
<i>Term 2</i>	<p>Optional modules (choose 30 credits maximum):</p> <p>TOU 3021 Hospitality Business Management (15 credits)</p> <p>TOU 3022 Event Planning and Management (15 credits)</p> <p>TOU 3023 Tourism in Cities (15 credits)</p> <p>MBS 3001 Work Internship (30 credits)</p> <p>MBS 3431/3432 Developing Employability through Work Placement Project (30 credits)</p>

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	Module code
	None

13. Curriculum map
See attached on pages 14-15

14. Information about assessment regulations
Middlesex University and Business School Assessment Regulations apply to this programme.

15. Placement opportunities, requirements and support
A 12 month placement is offered at the end of year 2. The Careers and Employability service will provide support and advice in the search for an appropriate employer and provides students with appropriate Placement. It also provides students with appropriate guidance and support in preparation for during and after placement. The placement forms the basis for an assessed report based on the organisation. At the start of the placement students are allocated an individual supervisor who provides support and advice for the duration of the project. We also offer 60 credit placement modules taken over the summer at level 5 and 6.

16. Future careers (if applicable)

The private sector offers a range of management and technical positions in all the industries connected to tourism, from accommodation to aviation, tour operators, retail, entertainment and of course the attractions themselves. There is a vast range of attractions from theme parks to stately homes, heritage centres, conference centres, theatres and shopping malls, which offer generalist management jobs as well as specific tasks such as event and festival management, purchasing managers, marketing and communication, business development officers.

The public sector offers a wide variety of employment in tourist boards, museums, local authority tourism departments and central government. This could include strategic development, place marketing, town centre management, planning and regeneration. Many tourism attractions are run by the voluntary sector as non-profit organisations, including such organisations as the Youth Hostel Association, the National Trust, heritage railways and many museums. There are also jobs working for NGOs that undertake community-based projects throughout the world or that undertake research and political lobbying on contemporary issues in tourism such as climate change and sustainability. Many graduates also decide to take a postgraduate qualification, specialising in a particular aspect of tourism or business. That could include human resource management, marketing, teaching, MBA, town planning, law, conservation, sustainable development and computing among others.

17. Particular support for learning (if applicable)

- Induction and orientation programme
- Learning Resources including a Personal core e-text book
- Programme Handbook and Module Handbooks
- Student Learning Assistants
- Graduate Academic Assistant
- Access to student counsellors
- Student e-mail, internet access and free printing
- Career Fairs and Industry Speakers
- Subject specific journals and databases through the online library resources
- Multiple learning spaces equipped with computers
- Laptops for borrowing
- Learning Enhancement Team for academic skills support
- Drop in sessions for all modules
- Student support via UniHelp advisers, careers service and disability support service

18. JACS code (or other relevant coding system)	N881
19. Relevant QAA subject benchmark group(s)	Events, Hospitality, Leisure, Sport and Tourism Business and Management

20. Reference points

- QAA Subject Benchmark
- QAA and Middlesex Guidelines for Programme Specification
- Middlesex University Teaching, Learning and Assessment Strategy
- Middlesex University Academic Regulations
- QAA Qualifications Framework
- School Curriculum and Development Strategy
- The QAA Quality Code
- University policies, e.g. on access, equal opportunity, conduct
- Middlesex University Regulations for UG taught programmes
- Middlesex Learning and Quality Enhancement Handbook (LQEH)

21. Other information

Indicators of quality:

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

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

- External Examiner reports
- Annual Monitoring reports
- Programme Voice Leaders
- Student focus groups
- Module evaluation and report
- Peer teaching observations
- Student evaluation (e.g., NSS survey)
- 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.

Appendix 2: Curriculum map

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 of	
A1	concepts/theories that underpin academic and industry debates in international tourism
A2	the complexity of the tourism sector and its dynamic nature in the global economy from multiple perspectives
A3	the patterns and characteristics of tourism demand and supply and their effect on tourism provision and policy
A4	the controversial role of international tourism and its impact on a range of stakeholders and society at large
A5	a range of current pervasive issues confronting international tourism management including; sustainability, globalisation, risk, technological advances and more
A6	the significance of creativity and innovation for the development and management of contemporary tourism for a sustainable future
A7	essential skills relevant to the operation and strategic management of international tourism in a variety of contexts
Skills	
B1	apply key management skills such as planning and organising; effective communication, problem solving, team-working, decision-making and time-management to a range of tourism projects/work and other contexts
B2	generate innovative ideas suitable for a dynamic and fast-paced international environment, including the ability to forecast and evaluate the impact of tourism development in specific contexts.
B3	access, select and critically analyse a range of learning resources using digital technology and relevant software to manage and present material creatively.
B4	demonstrate an awareness of sustainability and ethical issues in the work place
B5	demonstrate autonomy in taking responsibility for own work and development
B6	choose and utilise a range of appropriate skills and techniques relevant to the management of people, operations, other resources and making effective decisions
B7	demonstrate competence in managing and delivering work/project in a chosen area of interest
B8	demonstrate the ability to work flexibly

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

Module Title	Module Code by Level																
		A 1	A 2	A 3	A 4	A 5	A 6	A 7	B 1	B 2	B 3	B 4	B 5	B 6	B 7	B 8	
Tourism and society	TOU1011	✓	✓		✓	✓			✓		✓	✓	✓				
Opportunities and resources in tourism	TOU1012	✓		✓	✓	✓			✓				✓	✓		✓	
The International tourism industry and employability	TOU1013	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓			✓	
Marketing theory and practice	MKT1120			✓			✓	✓	✓	✓	✓		✓	✓		✓	
Contemporary tourism management	TOU2011	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	
Researching people and places	TOU2013		✓		✓	✓					✓		✓		✓	✓	
Experiential learning overseas	TOU2014		✓	✓	✓	✓			✓		✓	✓	✓	✓		✓	
Creative branding in tourism	TOU3011	✓		✓			✓		✓	✓	✓		✓	✓	✓	✓	
Tourism policy-making	TOU3013	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Emerging markets: China and Latin America	TOU2016	✓		✓		✓	✓		✓		✓				✓	✓	
Consulting project in tourism	TOU2017			✓			✓		✓	✓	✓		✓	✓	✓	✓	
Tourism enterprise and revenue management	TOU2018	✓					✓	✓	✓	✓	✓			✓	✓	✓	
Tourism business	TOU2019	✓	✓	✓			✓	✓	✓		✓	✓	✓			✓	
Responsible tourism management	TOU2015	✓	✓		✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	
Tourism languages Spanish II	TOU2024							✓			✓		✓			✓	
Aviation and passenger transport management	TOU2023	✓	✓		✓	✓	✓		✓		✓	✓	✓	✓		✓	
Event sector	TOU3015	✓		✓	✓	✓		✓			✓	✓	✓	✓	✓	✓	
Tourism languages Spanish II	TOU3024							✓			✓					✓	
Customer service management in tourism and hospitality	TOU3020	✓		✓				✓	✓	✓	✓	✓	✓	✓	✓	✓	

Hospitality business management	TOU3021	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Event planning and management	TOU3022	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓
Dissertation/Final year project	TOU3099	✓				✓		✓	✓		✓				✓	✓
Tourism in Cities	TOU3023	✓		✓		✓		✓		✓	✓		✓	✓	✓	✓
Social media and viral marketing	MKT3012		✓	✓			✓	✓	✓	✓	✓		✓	✓	✓	✓
Developing employability through work placement	MBS2333	✓					✓	✓	✓		✓		✓	✓	✓	✓
Work placement project	MBS3431	✓					✓	✓	✓		✓		✓	✓	✓	✓