

University of Plymouth

Faculty of Arts and Humanities

Plymouth Business School

Programme Specification

BSc (Hons) International Tourism Management 1857

Final Approved Version

September 2019

1. BSc (Hons) International Tourism Management

Final award title

BSc (Hons) International Tourism Management

UCAS code N841

HECoS Code 100875, 100100,

2. **Awarding Institution:** University of Plymouth

Teaching institution: University of Plymouth

3. Accrediting body(ies)

- Institute of Hospitality – Date of re-accreditation: TBC
- Institute of Travel and Tourism – Date of re-accreditation: March 2022
- Tourism Management Institute – Date of re-accreditation: January 2023

Summary of specific conditions/regulations: none

4. Distinctive Features of the Programme and the Student Experience

The BSc (Hons) International Tourism Management degree programme aims to enable students to gain a thorough understanding of the development of tourism and have a critical awareness of the ethical issues that underpin best practice. In addition, the programme enables students to develop language skills and vocationally relevant managerial skills needed for employment or further study.

The programme is delivered either over 3 years full time or 4 years to include an optional industrial domestic or overseas placement, or a study placement abroad. This placement year is optional. There is a requirement of studying a language throughout the degree programme. The study of tourism at the University of Plymouth is well established and graduates have found exciting career opportunities all over the world. These include working with national tourism organisations, for specialist tour operators and travel organisations, and for tourism research and consultancy in the private sector. British management expertise is universally respected and, with the globalisation of the industry, new job opportunities are appearing in a host of countries, providing graduates with the option of travel.

5. Relevant QAA Subject Benchmark Group(s)

Students will have a comprehensive knowledge of tourism (in line with the national benchmark for tourism, contained within the 'hospitality, leisure, sport and tourism' benchmark) with areas of specialisation, determined by choice of project work. See the Threshold benchmark statement (Appendix 1) and the subject benchmark and module skills map (Appendix 2)

More information can be seen on Subject Benchmarks at this website:

<https://www.qaa.ac.uk/quality-code/subject-benchmark-statements>

6. Programme Structure

BSc International Tourism Management (ITM) Students will study at three levels, one for each year of study. All modules are 20 credits except the Honours Project which is 40 credits and runs across two semesters. An additional Career Investment Project (CIP) module is run at each stage, this module carries 0 credits.

Stage 1/ level 4 is not running in Academic year 2019/2020

	Stage 1/ Level 4	Stage 2 / Level 5	Stage 3 / Level 6
Semester 1 60 Credits	Introduction to Sustainable Tourism, Hospitality, Events and Cruise Management (HTM151)	Tourism Planning and Management (HTM248)	Honours Project (HTM314)
	Tourism Principles and Practice (HTM152)	Culture and Society (LCS 200)	Culture and Society (LCS 300)
	The Tourism Industry (HTM143)	Elective Module	Elective Module
Semester 2 60 Credits	Cross-Cultural Competence (LCS101)	Tourism Venture Creation (HTM241)	Honours Project (HTM314)
	Special Interest Tourism (HTM150)	Tourism, Hospitality and Events Research Methods (HTM238)	Film, Literary and Heritage Tourism (HTM312)
	Language/ EAP AY	Elective Module	Elective Module
CIP Modules (0 credits)	Career Investment Programme 1 (HTMP100)	Career Investment Programme 2 (HTMP202)	Career Investment Programme 3 (HTMP301)
Elective Modules You will choose two elective modules in Stage 2 (one language) and three elective modules in Stage 3 (one language)		Semester 1 Electives	Semester 1 Electives
		Tourism, Development and Culture (HTM216)	Business Strategy and Consultancy for Tourism, Hospitality and Events Sectors (HTM342)
		Language (Spanish, German, Mandarin French) All year	Leadership (HTM339)
		Semester 2 Electives	Crime and Sustainable Tourism (HTM335)
		Festival and Event Tourism (HTM243)	Professional and Academic Communication (ELC315)
		Tourism Technologies (HTM247)	Language (Spanish, German, Mandarin French) All year
		English for Academic Purposes (ELC)	Semester 2 Electives
	Language (Spanish, German, Mandarin French) All year	Crisis and Disaster Management in the Hospitality, Tourism and	

			Events Industries (HTM310)
			English for Global Communication (ELC312)
			International Business Communication (ELC314)
			Language (Spanish, German, Mandarin French) All year

7. Programme Aims

All tourism and hospitality programmes provide students with the opportunity to:

- demonstrate knowledge and understanding of those disciplines relevant to their programme of study;
- develop capabilities of analysis, synthesis and evaluation appropriate to their level of study;
- work effectively both as individuals and team members;
- plan and manage learning;
- apply knowledge, understanding and skills to the solution of problems relevant to their discipline(s);
- communicate effectively;
- apply appropriate practical and IT skills.

In addition, for BSc (Hons) International Tourism Management students, the programme provides them with the opportunity to understand and analyse:

- the concepts and characteristics of tourism as an area of academic and applied study;
- the products, structure and interactions in the tourism industry;
- the role of tourism in the communities and environments that it affects;
- the nature and characteristics of tourists;
- the business environment and its impact on tourism;
- a particular language.

8. Programme Intended Learning Outcomes

8.1. Knowledge and understanding

On successful completion graduates should be able to:

- 1) demonstrate a detailed understanding of relevant concepts and characteristics appropriate in the study of tourism and be able to apply them creatively;
- 2) generalise and question the nature, structure and significance of tourism;
- 3) identify and illustrate the importance of planning, development and management of tourism and tourists in a variety of contexts;

- 4) demonstrate an understanding of the underpinning principles of business and the ability to apply them creatively;
- 5) integrate subject specific knowledge and transferable skills to develop a specialism in depth, conduct a research investigation, and effectively report the findings;
- 6) apply communication skills.

8.2. Cognitive and intellectual skills

On successful completion graduates should have developed the ability to:

- 1) analyse new and/or abstract information and situations without guidance, using a range of appropriate techniques;
- 2) transform abstract information and concepts towards a given purpose;
- 3) critically evaluate evidence to support conclusions and/or recommendations, reviewing its reliability, validity and significance;
- 4) deal with contradictory information and identify reasons for contradictions;
- 5) be confident and flexible in defining complex problems and apply appropriate knowledge and skills to their solutions.

8.3. Key and transferable skills

On successful completion graduates should have developed the ability to evidence:

- 1) Communication skills
- 2) Interpersonal and team working skills
- 3) Self management and professional development skills
- 4) ICT skills
- 5) Numeracy skills

8.4. Employment related skills

On successful completion graduates should have developed:

- 1) Problem solving and research methods skills
- 2) Understand a variety of common responses to gather relevant information
- 3) Learning skills (reflection/evaluation synthesis)

8.5. Practical skills

On successful completion graduates should have developed:

- 1) Presentation and oral communication skills
- 2) Written Communication skills
- 3) Computer and Information Management Technology Skills

9. Admissions Criteria, including APCL, APEL and DAS arrangements

All applicants must have GCSE (or equivalent) Maths and English at Grade C or above.

Entry Requirements for BSc (Hons) International Tourism Management	
A-level/AS-level	Normal minimum entry requirements are 96. Including a minimum of two A levels. Excluding general studies
BTEC National Diploma/QCF Extended Diploma	Overall merit/distinction profile to equate to 96 points
Access to Higher Education at level 3	Access to HE Diploma at Level 3 - pass required.
Welsh Baccalaureate	96 points
Scottish Qualifications Authority	96 points
Irish Leaving Certificate	Passed at Higher Level - acceptable only when combined with other qualifications
International Baccalaureate	26 overall to include 4 at any subject at Higher Level. If overseas and not studying English within IB, must have IELTS 6.0 overall with 5.5 in all other elements.

Other qualifications may be accepted for entry; information is provided on Programme Course pages specifying what these are and the level at which they need to be achieved.

10. Progression criteria for Final and Intermediate Awards

As per University regulations

11. Exceptions to Regulations: None

12. Transitional Arrangements N/A

13. Mapping and Appendices:

13.1. ILO's against Modules Mapping

See appendices 1 and 2

13.2. Assessment against Modules Mapping

A range of assessment strategies are used within the programmes. Each module

descriptor contains details about the weighting of assessment, and more detail regarding assessments is provided in the Module Handbook issued at the start of each module. The mix of assessment strategies includes the traditional ones of set essays and reports. In addition, students will also be assessed through individual and group presentations and portfolio assessments. Coursework assignment briefs are issued, giving directions and guidelines for the work to be completed successfully.

At level four, the modules generally use the more traditional form of assessment focused on developing the skills related to knowledge and understanding, numeracy, technology, and communication (written and oral). The strategies used include assignments based on calculation/interpretation of data, literature searches and summarising information.

At level five, examples of assessment strategies include oral and visual presentations, a greater emphasis on correct and full referencing, and a more critical awareness and understanding of research methodologies. Students are expected to be more independent in their study, but co-operation within groups is also encouraged.

At level six, assignments will require more in the way of analytical/problem solving abilities; substantial research including primary research is expected for written assignments; reflection on the student's own development is also an aspect of assessed work. Case studies involving real life or hypothetical situations are also an important aspect of level six.

13.3. Skills against Modules Mapping

See appendices 1 and 2

13.4. Appendices

Appendix 1: Threshold benchmark statement

Appendix 1: Programme Specification Mapping (UG): module contribution to the meeting of Award Learning Outcomes
CORE MODULES: tick those Award Learning Outcomes the module contributes to through its assessed learning outcomes. Insert rows and columns as required.

Core Modules		Award Learning Outcomes contributed to (for more information see Section 8)																					Compen sation Y/N	Assessment Element(s) and weightings [use KIS definition] E1- exam E2 – clinical exam T1- test C1- coursework A1 – generic assessment P1 - practical	
		Knowledge & understanding						Cognitive & intellectual skills					Key & transferable skills					Employment related skills			Practical skills				
		1	2	3	4	5	6	1	2	3	4	5	1	2	3	4	5	1	2	3	1	2			3
Level 5	HTM 238					X		X	X	X		X	X			X		X				X	X	Y	C1 100%
	HTM 216		X	X				X	X	X	X		X	X				X		X	X	X	X	Y	C1 100%
	HTM 248	X		X	X			X	X	X			X	X				X				X		Y	C1 100%
	HTM 241	X		X	X			X	X	X			X	X			X	X	X	X	X	X	X	Y	C1 70% P1 30%
	LCS 200	X					X	X	X	X		X	X		X			X	X		X	X	Y	C1 100%	
	Languages						X						X		X					X	X	X		Y	P1 100%
Level 5 LOs		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Level 6	HTM 314		X		X	X		X	X	X	X	X	X	X	X	X	X	X		X	X	X	N	C1 100%	
	HTM 312	X	X	X				X	X	X	X	X	X	X	X		X		X	X			Y	C1 100%	
	LCS 300	X				X	X	X	X	X	X	X	X		X			X	X		X	X	Y	C1 100%	
	Languages						X						X		X				X	X	X		Y	P1 100%	
Level 6 LOs		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Confirmed Award LOs		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		

**ELECTIVE MODULES: tick those Award Learning Outcomes the module contributes to through its assessed learning outcomes.
Insert rows and columns as required.**

Elective Modules		Award Learning Outcomes contributed to (for more information see Section 8)																					Compensation Y/N	Assessment Element(s) and weightings [use KIS definition] E1 - exam E2 - clinical exam T1 - test C1 - coursework A1 - generic assessment P1 - practical	
		Knowledge & understanding						Cognitive & intellectual skills					Key & transferable skills					Employment related skills			Practical skills				
		1	2	3	4	5	6	1	2	3	4	5	1	2	3	4	5	1	2	3	1	2			3
Level 5	HTM 243	X	X	X				X	X	X			X	X		X		X			X	X	X	Y	C1 100%
	HTM 247	X	X					X	X	X	X	X	X	X	X			X	X	X	X	X	X	Y	C1 60% P1 40%
	HTM 216		X	X				X	X	X	X		X	X				X		X	X	X		Y	C1 100%
Level 5 LOs		X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Level 6	HTM 339	X		X				X	X	X	X	X	X	X	X						X	X	X	Y	C1 70% P1 30%
	HTM 310	X	X			X		X	X	X	X	X	X	X	X				X	X	X	X		Y	C1 100%
	HTM 335	X	X	X				X	X	X	X	X		X					X	X		X		Y	C1 100%
	HTM 342	X	X	X	X	X		X	X	X	X	X	X	X	X		X	X	X	X	X	X		Y	C1 100%
Level 6 LOs		X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Confirmed Award LOs		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		