

Course Specification

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Produced By:	Laura Clode
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton Business School		
Course Code(s):	LI001H01UV	Full-time	3 Years
	LI001H31UV	Part-time	6 Years
Course Title:	BA (Hons) Tourism Management		
Hierarchy of Awards:	Bachelor of Arts with Honours Tourism Management Bachelor of Arts Tourism Management Diploma of Higher Education Tourism Management Certificate of Higher Education Tourism Management University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	24/May/2017		
Last Review:	2016/7		
Course Specification valid from:	2009/0		
Course Specification valid to:	2022/3		

Academic Staff

Course Leader:	Dr Crispin Dale
Head of Department:	Dr Janet Firth

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

Entry at Level 4:

220 points including a minimum of 160 points from two full 6-unit awards or one full 12-unit award

GCSE or equivalent qualifications should include English and Maths at Grade C or above

Entry to level 4 may be given to all UK 14-19 'Diploma in Hospitality' 'Diploma in Retail Management' or 'Diploma in Travel and Tourism' students who complete and pass 220 UCAS points

If you've got other qualifications or relevant experience, check out the UCAS tariff information at www.ucas.com

Pre-requisites:

Students must have GCSE English at grade 'C' or above.

In some circumstances, students (especially mature students) may be set an essay to assess their current levels of academic skills.

Entry at Level 5:

(i) Students transferring from year 1 of specialist hospitality, travel or tourism related courses at other institutions, now wishing to study in a niche, specialist market can be considered for advanced level entry

(ii) Students who have completed international diplomas in tourism and hospitality related programmes who wish to study a niche, specialist award.

(iii) Those in work seeking CPD opportunities and taking one or more modules as associate or full time/part time students

(iv) Advanced entry to level 5 may be given to UK 14-19 'Advanced Diploma in Hospitality' 'Advanced Diploma in Retail Management' or 'Advanced Diploma in Travel and Tourism' students who complete and pass 450 UCAS points where this incorporates the agreed university HEI ASL. Alternatively these qualifications may provide evidence for Accredited Prior Learning for specific modules in the award.

Entry at Level 6:

- Those who have completed an FD in a travel, tourism, hospitality or event management related award will be considered for advanced standing

- Students completing two years of an undergraduate degree in a travel, tourism or hospitality related course

- International Students completing mapped diploma of study in a travel, tourism or hospitality related programmes.

You should note that we welcome mature applicants with work experience in a relevant industry.

International students need IELTS of 6 or above or equivalent. International student language requirements and application guidance can be found at <http://www.wlv.ac.uk/international/apply>

Distinctive Features of the Course:

University of Wolverhampton offers students an opportunity to study tourism with opportunities for practical application of learning through work placement, field trips, a consultancy project, a practical activity at level 5 and a virtual conference delivered in partnership with other Universities.

The teaching team bring with them a wealth of industry experience from across the world and from a wide range of public, private and voluntary sector organisations. The team is active in research and writing textbooks that inform the teaching on this course ((Managing Operations in the Travel Industry (2009), Research Themes in Tourism (2010) and a major Tourism Textbook (2011), all published by CABI) and continue to deliver applied research to ensure they remain at the cutting edge of industry developments.

The team have many associations with industry partners including The Tourism Society and The Tourism Management Institute (TMI). The team also work closely with large travel and tourism businesses such as TUI UK Plc and the European Tour Operators Association and are the department are members of The Association for Tourism in Higher Education (ATHE), the Association of Event Management Education (AEME), The Institute of Travel and Tourism (ITT) and The Council for Hospitality Management Education (CHME).

The University is an Institute of Travel and Tourism (ITT) Centre of Excellence which recognises leading universities who working particularly closely with the Institute to develop and maintain high professional standards throughout the travel and tourism industry. The University receives support in organising industrial placements, access to high level industry speakers, access to senior industry figures for research purposes and will grant an annual ITT Centre of Excellence Student of the Year award to a student identified by the university.

The teaching at the University is designed to meet the needs of a wide variety of learners, and benefits from technology supported learning so that you can develop your IT skills whilst developing and presenting exciting and industry-relevant assessments.

Finally the University of Wolverhampton continues to develop state of the art facilities which will greatly enhance your learning experience. A new purpose built facility opened in September 2015 and houses the University of Wolverhampton Business School. Designed to nurture talents and provide platform for engagement with the business community in the region, the University of Wolverhampton Business School building will provide state of the art facilities such as executive education suite, innovative teaching and learning spaces, an IT suite, consulting rooms and a central social space and café. This building and its facilities will provide conducive environment for student learning and HE experience.

Educational Aims of the Course:

BA (Hons) Tourism Management equips graduates with the skills and knowledge required to manage tourism within an evolving global marketplace. The course has a strong emphasis on enterprise and enables students to develop industry sought after competencies in order for students to progress their career within the dynamic, multi-faceted industry.

Intakes:

September
January

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2020/1	H	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00
2020/1	H	Part Time	£3050.00
2020/1	Overseas	Part Time	£6125.00

PSRB:

None

Course Structure:

January (Full-time)

Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
4MK007	Principles of Marketing	20	SEM2	Core
4HR002	Introduction to People at Work	20	SEM2	Core
4LI005	Tourism Placemaking	20	SEM2	Core
4LI011	Academic Skills	20	SEM1	Core
4LI003	Introduction to Tourism	20	SEM1	Core
4BU006	Learning for Business Success	20	SEM1	Core

January (Full-time)

Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5HR002	Leading and Managing in Organisations	20	SEM2	Core
5LI005	Employability: Managing Finance and Human Resources	20	SEM2	Core
5LI011	Research Themes in Leisure	20	SEM2	Core

5LI018	Services Marketing	20	SEM1	Core
5LI014	Business Travel and Tourism	20	SEM1	Core
5BE001	Entrepreneurial Creativity and Innovation	20	SEM1	Core

January (Full-time)

Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6BU011	Business Research Methods	20	SEM2	Core
6BU008	Strategy and Consultancy	20	SEM2	Core
6LI018	Tourism in Emerging Markets	20	SEM2	Core

6BU013	Independent Project	20	SEM1	Core
6LI020	Destination Marketing & Management	20	SEM1	Core

For this option group you must choose a minimum of 20 credits and a maximum of 20 credits

6BE001	Creating and Starting a New Business Venture	20	SEM1	
6MK002	Applied Marketing Strategy	20	SEM1	

September (Full-time)

Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
4LI011	Academic Skills	20	SEM1	Core
4LI003	Introduction to Tourism	20	SEM1	Core
4MK007	Principles of Marketing	20	SEM2	Core
4BU006	Learning for Business Success	20	SEM1	Core
4HR002	Introduction to People at Work	20	SEM2	Core
4LI005	Tourism Placemaking	20	SEM2	Core

September (Full-time)

Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5HR002	Leading and Managing in Organisations	20	SEM2	Core
5LI018	Services Marketing	20	SEM1	Core
5LI014	Business Travel and Tourism	20	SEM1	Core
5LI005	Employability: Managing Finance and Human Resources	20	SEM2	Core
5BE001	Entrepreneurial Creativity and Innovation	20	SEM1	Core
5LI011	Research Themes in Leisure	20	SEM2	Core

September (Full-time)

Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6BU011	Business Research Methods	20	SEM1	Core
6BU013	Independent Project	20	SEM2	Core
6BU008	Strategy and Consultancy	20	SEM2	Core
6LI020	Destination Marketing & Management	20	SEM1	Core
6LI018	Tourism in Emerging Markets	20	SEM2	Core

For this option group you must choose a minimum of 20 credits and a maximum of 20 credits

6BE001	Creating and Starting a New Business Venture	20	SEM1	
6MK002	Applied Marketing Strategy	20	SEM1	

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Academic Regulations Exemption:

None

Reference Points:

QAA subject benchmark

Framework for Higher Education Qualifications (FHEQ)

Equality Act 2010.

Learning Outcomes:

CertHE Course Learning Outcome 1 (CHECLO1)

"Demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study, and an ability to evaluate and interpret these within the context of that area of study"

CertHE Course Learning Outcome 2 (CHECLO2)

"Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study."

DipHE Course Learning Outcome 1 (DHECLO1)

"Demonstrate knowledge and critical understanding of the well-established principles of your area(s) of study, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge."

DipHE Course Learning Outcome 2 (DHECLO2)

"Demonstrate the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context"

DipHE Course Learning Outcome 3 (DHECLO3)

"Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study"

DipHE Course Learning Outcome 4 (DHECLO4)

"Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis"

Ordinary Course Learning Outcome 1 (ORDCLO1)

"Have the ability and knowledge necessary to work within the dynamic, changing and increasingly technology-reliant global tourism industry."

Ordinary Course Learning Outcome 2 (ORDCLO2)

"Have the skills to work in a range of tourism business environments, supported by a knowledge and understanding of concepts and characteristics of tourism and related business functions such as Marketing, Human Resources, Strategy and Operations Management that are necessary to be an effective manager."

Ordinary Course Learning Outcome 3 (ORDCLO3)

"Be able to identify the uniqueness of contemporary tourism resources around them and develop these into

exciting local, regional, national or international tourism products."

Ordinary Course Learning Outcome 4 (ORDCLO4)

"Be able to develop and analyse information and effectively communicate this to colleagues, managers and customers to support business development."

Ordinary Course Learning Outcome 5 (ORDCLO5)

"Understand the influence and impacts of tourism upon the community, environment and economy, and the careful balance required to develop tourism locally, nationally and globally."

Ordinary Course Learning Outcome 6 (ORDCLO6)

"Be able to develop critical evaluative skills, generate knowledge and implement proposed solution towards development and management of tourism projects/business."

Honours Course Learning Outcome 1 (DEGCLO1)

"Have the ability and knowledge necessary to work within the dynamic, changing and increasingly technology-reliant global tourism industry."

Honours Course Learning Outcome 2 (DEGCLO2)

"Have the skills to work in a range of tourism business environments, supported by a knowledge and understanding of concepts and characteristics of tourism and related business functions such as Marketing, Human Resources, Strategy and Operations Management that are necessary to be an effective manager."

Honours Course Learning Outcome 3 (DEGCLO3)

"Be able to identify the uniqueness of contemporary tourism resources around them and develop these into exciting local, regional, national or international tourism products."

Honours Course Learning Outcome 4 (DEGCLO4)

"Be able to develop and analyse information and effectively communicate this to colleagues, managers and customers to support business development."

Honours Course Learning Outcome 5 (DEGCLO5)

"Understand the influence and impacts of tourism upon the community, environment and economy, and the careful balance required to develop tourism locally, nationally and globally."

Honours Course Learning Outcome 6 (DEGCLO6)

"Be able to develop critical evaluative skills, generate knowledge and implement proposed solution towards development and management of tourism projects/business. "

Overview of Assessment:

Module	Title	Course Learning Outcomes
4BU006	Learning for Business Success	CHECLO1, CHECLO2
4HR002	Introduction to People at Work	CHECLO1, CHECLO2
4LI003	Introduction to Tourism	CHECLO1, CHECLO2
4LI005	Tourism Placemaking	CHECLO1, CHECLO2
4LI011	Academic Skills	CHECLO1, CHECLO2
4MK007	Principles of Marketing	CHECLO1, CHECLO2
5BE001	Entrepreneurial Creativity and Innovation	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5BU005	Supervised Work Experience	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5HR002	Leading and Managing in Organisations	DHECLO1, DHECLO2, DHECLO3
5LI005	Employability: Managing Finance and Human Resources	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5LI011	Research Themes in Leisure	DHECLO1, DHECLO2, DHECLO3
5LI014	Business Travel and Tourism	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5LI018	Services Marketing	DHECLO1, DHECLO2, DHECLO3, DHECLO4
6BE001	Creating and Starting a New Business Venture	DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO6
6BU008	Strategy and Consultancy	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO2, ORDCLO3, ORDCLO4
6BU011	Business Research Methods	DEGCLO1, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO4, ORDCLO5
6BU013	Independent Project	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO6
6LI018	Tourism in Emerging Markets	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5, ORDCLO6
6LI020	Destination Marketing & Management	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO6
6MK002	Applied Marketing Strategy	DEGCLO1, DEGCLO3, DEGCLO4, ORDCLO1, ORDCLO3, ORDCLO4

Teaching, Learning and Assessment:

Academic Skills will be developed through the level 4 'Academic Skills' Module, moving to more formal research methods at level 5, and culminating in the application of study skills to significant work-related and career-related activities in The Professional Project at level 6. These modules will provide students with opportunities to develop reflective portfolios and to learn and develop their skills for academic work through essay writing, report writing, presentations, questionnaires that include Honey & Mumford's Learning Styles to support reflection, in class activities and through formative and summative assessment in these modules.

The course will, over three years, develop students with an increasing emphasis and sophistication as they progress. Independent study skills will be cultivated through undertaking various tasks, student directed activities and projects. All modules will include online formative assessment, the use of media such as YouTube, DVDs and Videos, supported by technologies relevant to the subject area such as Google Earth ©, and Eventpro ©. Furthermore students will benefit from a range of in class activities, field trips to demonstrate and apply theory to practice and guest lectures from industry representatives from a range of tourism backgrounds.

Assessment Methods:

At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)
Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)
Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

Student Support:

Student support and guidance will be offered on a number of levels. Module tutors will provide guidance to students on topic related issues. Members of staff have office hours during which they will see students if this is outside of scheduled class time.

Students will be allocated personal tutors and the system is operated on the basis of University of Wolverhampton regulations.

Course committee meetings will be scheduled once each semester. This allows for representatives of students on the course to come together with staff to discuss any issues and problems and identify support as necessary.

Students are supported from the earliest stages of their course with the Academic Skills via sessions that are designed to prepare students for their study at university and to provide advice and guidance on fundamental aspects of University study including communications skills, personal development, academic conduct, referencing and the use of feedback from assessments. Reflective personal development practices are encouraged throughout the entire course duration within various modules which will help the student to monitor their progression.

Academic study skills are supported through a dedicated module, which starts by developing academic skills at early stage of the programme, and culminating in the application of study skills to significant work-related and career-related activities at level 6.

Employability in the Curriculum:

There are many career opportunities available to graduates of the BA (Hons) Tourism Management. The course prepares you for management roles in the public, private and voluntary sectors within job roles that include tourism officer, travel agency manager, holiday resort manager, tour manager, visitor centre manager and attractions manager. Positions held by previous graduates include The National Trust, English Heritage and The London Tourist Office. Graduates of this award may also progress to postgraduate study.

