

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):	LI033J01UV LI033J31UV	Full-time Part-time	3 Years 6 Years
Course Title:	BA (Hons) Tourism and Economics		
Hierarchy of Awards:	Bachelor of Arts with Honours Tourism and Economics Bachelor of Arts Tourism and Economics Diploma of Higher Education Tourism and Economics Certificate of Higher Education Tourism and Economics University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	25/Jan/2018		
Last Review:	2017/8		
Course Specification valid from:	2017/8		
Course Specification valid to:	2023/4		

Academic Staff

Course Leader:	Amanda Ross
Head of Department:	Mrs Sarah Williams

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)

Distinctive Features of the Course:

University of Wolverhampton offers students an opportunity to study Tourism and Economics to gain a knowledge and understanding of the recent developments in economics and the application of economic concepts to current issues and challenges in the dynamic, multi-faceted tourism industry. There will be opportunities for practical application of learning through work placement, field trips and consultancy projects.

As part of your study of Tourism and Economics you will develop skills in the organisation and analysis of statistical data, the interpretation of economic issues and the communication of economic ideas. These skills have been identified as being in demand by employers by a number of surveys, such as the one carried-out by the Economics Network.

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 quantitative and IT skills whilst developing and presenting exciting and industry-relevant assessments.

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 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 Association of British Travel Agents (ABTA). The department is a member of The Association for Tourism in Higher Education (ATHE), the Association of Event Management Education (AEME) and The Institute of Travel and Tourism (ITT).

Furthermore, the University is an Institute of Travel and Tourism (ITT) Centre of Excellence which recognises leading universities that work 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, and 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.

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.

There are many internal and external initiatives which have been developed to support students' employability development and to boost your career prospects with real life business experience. For example the Challenge Academy, organised and delivered by the university, is a network of students who undertake short-term projects on behalf of businesses. During the first and second year of the degree students take a module which gives them an opportunity to undertake a placement, in the final year there are opportunities to

undertake real life consultancy projects. Between the second and third year of the degree students have an opportunity to take a sandwich placement, which is a ten months paid placement in the industry. The University's Careers Centre provides assistance in finding suitable placements and making successful applications, from identifying a job role to CV writing, applications, interviews and assessment centres. Every module delivered as part of this course aims to give students exposure to the industry, this is either through a field trip or an industry speaker guest talk. All university students are eligible for the ERASMUS+ EU Placements. These are paid or unpaid placements organised in the area of students' study or interest in a number of European Union countries. There are two to twelve months summer or yearlong placements which are organised and funded by the scheme (flights, insurance, accommodation, transfers etc.). The University has a team of careers consultants and employability advisers who offer help with the above opportunities. There is also a virtual jobs boards called the Workplace which advertises a multitude of casual and permanent roles. These may be of interest to you whilst studying with us or as you look for your first post-university graduate job.

Educational Aims of the Course:

BA (Hons) Tourism and Economics combines the skills development from the economics subject with a knowledge and understanding of the key requirements of successful tourism organisations and it 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 for students to progress their career within the dynamic, multi-faceted industry. The course is also designed to make you attractive to prospective employers through the development of practical skills such as the ability to problem solve, work in groups, research and use research methods and work independently.

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:

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:

Quality Code - [Part A: Setting and Maintaining Academic Standards](#). Including;

[Qualifications Frameworks](#)

[Characteristics Statements](#)

[Credit Frameworks](#)

[Subject Benchmark Statements](#)

Subject Benchmark Statement: Economics (2015)

Quality Code - [Part B: Assuring and Enhancing Academic Quality](#)

[University Policies and Regulations](#)

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)

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

DipHE Course Learning Outcome 4 (DHECLO4)

Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively.

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, critically applying economic reasoning.

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 economics and 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 and develop these into exciting local, regional, national or international tourism products.

Ordinary Course Learning Outcome 4 (ORDCLO4)

Be able to demonstrate an understanding of the sources and content of economic data, develop and analyse information and effectively communicate this to colleagues, managers and customers to support tourism business development.

Ordinary Course Learning Outcome 5 (ORDCLO5)

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

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, critically applying economic reasoning.

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 economics and 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 and develop these into exciting local, regional, national or international tourism products.

Honours Course Learning Outcome 4 (DEGCLO4)

Be able to demonstrate an understanding of the sources and content of economic data, develop and analyse

information and effectively communicate this to colleagues, managers and customers to support tourism business development.

Honours Course Learning Outcome 5 (DEGCLO5)

Understand the influence and impacts of economics and tourism upon the community and the environment, 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 economics and tourism projects/business.

Overview of Assessment:

Module	Title	Course Learning Outcomes
4EC001	Microeconomic Principles	CHECLO1, CHECLO2
4EC002	Macroeconomic Principles	CHECLO1, CHECLO2
4FC001	Quantitative Analysis for Economics and Finance	CHECLO1, CHECLO2
4LI003	Introduction to Tourism	CHECLO1, CHECLO2
4LI005	Tourism Placemaking	CHECLO1, CHECLO2
4LI011	Academic Skills	CHECLO1, CHECLO2
5EC001	Economic Analysis and Methods	DHECLO1, DHECLO2, DHECLO4
5EC002	Microeconomic Theory and Policy	DHECLO1, DHECLO2, DHECLO4
5EC003	Macroeconomics and Policy	DHECLO1, DHECLO2, DHECLO4
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
6EC001	Industrial Organisation	DEGCLO1, DEGCLO2, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO4, ORDCLO5
6EC004	Researching Topics in Economics	DEGCLO1, DEGCLO2, DEGCLO4, DEGCLO5, DEGCLO6
6EC005	The Economics of Sustainable Development	DEGCLO1, DEGCLO2, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO4, ORDCLO5
6LI018	Tourism in Emerging Markets	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6LI020	Destination Marketing & Management	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6LI022	Research, Interpretation and Analysis	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5

Teaching, Learning and Assessment:

The students' knowledge of economics and tourism concepts is developed throughout all three years of the programme. Teaching and learning will mainly include;

- Lectures and workshops.
- Reading – both core and supplementary reading from books, journals and electronic sources.
- Case Analysis – to look at the application of theory and practice, to identify problems and recommend solutions.
- Group discussions – on provided themes to draw out and share personal experiences and learning amongst the wider group.
- Student led seminars.
- Problem-based learning approaches.
- Group and individual tutorials.
- Personal reflection.
- Group role play.
- Assessment preparation and feedback.
- Peer feedback.

Skills relating to academic research methods and analytical techniques are initially developed at Level 4 in the modules 4LI011 Academic Skills and 4FC001 Quantitative Analysis for Economics and Finance. The skills are used across the Level 5 modules, but are specifically deepened and widened in 5EC001 Economic Analysis and Methods and 5LI011 Research Themes in Tourism. The students will be able to demonstrate their research and analytical skills during the third year of the programme, specifically in the 6LI022 Research, Interpretation and Analysis and in the project module 6EC004 Researching Topics in Economics. The final year of the programme provides also students with a number of opportunities to apply economics reasoning to tourism in different markets, like the emerging markets as per module 6LI018 Tourism in Emerging Markets.

Students will be assessed on a wide variety of assessments, including;

- Seen and unseen exam paper.
- Essay.
- Report.
- Project work.
- Individual presentations.
- Group presentations.

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:

General University Support:

[University Learning Centres](#) are the key source of academic information for students. Learning Centres provide physical library resources (books, journal, DVDs, etc.) and offer a range of study areas to allow students to study in the environment that suit them best: Social areas, quiet and silent areas. Learning Centres also provide access to wide range of online information sources, including eBooks, eJournals and subject databases.

Learning Centres also provide students with academic skills support via the [Skills for Learning programme](#).

Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. Students can access a range of online skills material at: www.wlv.ac.uk/lib/skills

The [University Student Support website](#) offers advice on a variety of matters (careers, counselling, student union advice, etc.) Students can also access these services by booking appointment with the SU, careers, counselling services, etc.

Course Specific Support:

Students will benefit from support and guidance offered by the subject Course Leader as well as specific module leaders where appropriate. Students will receive support from personal tutors too, so that they can understand better their learning process, have the skills and understanding to act on the feedback, so as to become more effective and successful, collect evidence on their achievement to enhance their employability.

One-to-one consultation appointments are available via Student Appointment Management System (SAMS). In addition to that, tutors are available for 2 surgery hours each week.

The Faculty Student Support Office based in MU202 (Lord Swraj Paul Building - Business School building), provide additional support for students. There is a designated undergraduate student support advisor available to advise on student courses and other academic issues. Students are further supported by dedicated administrative support staff that are aligned to courses and/or subject areas.

Academic study skills are supported in the application of study skills to significant work-related and career-related activities in professional projects. Reflective personal development practices are encouraged throughout the duration of the course, which will help you to monitor your progression.

Study-group classes and workshops as well as re-sit preparation sessions when re-sits are taking place. Students will receive feedback formally and also informally throughout the modules and the course, through written feedback and where appropriate electronically, for both formative and summative assessments. The focus of the feedback will be constructive and advice-based to indicate best changes to make in style of study and delivery to progress and enhance the students learning.

Students undertaking a Research Project at Level 6 will be supported by an allocated academic tutor.

Tutorials to help with English academic writing and Maths are offered throughout the year to support students in their learning and assessments.

Students with disabilities or other needs will be supported by the Student Enabling Centre.

Employability in the Curriculum:

The graduates from this programme would have a range of skills that are in demand from employers, as demonstrated by the survey carried out by the Economics Network in 2014-15.

A degree in Tourism and Economics will prepare students for a range of career opportunities in regeneration, consultancy, destination management, as well as market research, as they will have developed the skills to 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 in a range of tourism business environments, supported by a knowledge and understanding of concepts and characteristics of economics and tourism and related business functions.

This course provides students with a range of skills, knowledge and abilities, work experience opportunities and a portfolio of work which demonstrates their employability. Students will have the opportunity to engage with the industry through guest talks and company visits, placements built into modules, ERASMUS study exchange, Wolverhampton Enterprise and Employability Award, annual Career Development Week, an accredited optional sandwich year between the second and third year and summer placements.

Specifically graduates of this course will:

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

2. Be able to identify the uniqueness of contemporary tourism resources, analyse information and effectively communicate this to colleagues, managers and customers to support business and develop this into exciting local, regional, national or international tourism products.
3. Critically apply economic reasoning to a range of situations and appreciate that a number of alternative explanations and prescriptions may exist.
4. Demonstrate an understanding of the sources and content of economic data and evidence and of those methods that be applied appropriately to the analysis of such data to the tourism subject area.
5. Effectively communicate economic ideas both verbally and in writing to a variety of specialist and non-specialist audiences.
6. Be able to develop critical evaluative skills, generate knowledge and implement proposed solution towards development and management of tourism projects/business.



THE UNIVERSITY OF OPPORTUNITY