Course Specification

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Produced By:	Oliver Jones
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton Business School		
Course Code(s):	LI040T01UV LI040T31UV	Full-time Part-time	4 Years 8 Years
UCAS Code:	N833		
Course Title:	BA (Hons) Tourism Management with Foundation Year		
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 Foundation and Preparatory Studies Tourism Management University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:			
Last Review:			
Course Specification valid from:	2020/1		
Course Specification valid to:	2026/7		

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

Distinctive Features of the Course:

Sustainable, resilent and reflexive thinking skills are at the heart of this tourism management programme. The course is designed to allow you to develop an awareness of modern tourism business practice through practical activities which aim to equip you with an holistic understanding of how a tourism business and destination functions.

A practical and practice-based programme, this course will equip you with the agile, reflexive and critical thinking skills which are vital for success in tourism organisations. The course is based around four core pillars of being digital, sustainable, innovative and responsible tourism professionals. You will explore the functional areas of tourism through these themes giving an immersive experience which will result in a thorough understanding of the challenges and opportunities faced by tourism organisations and destinations in the 21st century.

The University is an Institute of Travel and Tourism (ITT) Centre of Excellence which recognises leading universities who work particularly closely with the Institute to develop and maintain high professional standards throughout the travel and tourism industry. The tourism course will grant an annual ITT Centre of Excellence Student of the Year award to a student identified by the university. The course is also aligned to membership with the Association of British Travel Agents (ABTA) enabling you opportunity to access vital industry information and webinars. ABTA also facilitate an internship programme which you have the opportunity to apply for in the final year of your degree.

Educational Aims of the Course:

This exciting and innovative tourism management programme is designed for you to embark on an in-depth study of tourism management to develop analysis and evaluation skills that can be applied to real-world situations. Four pillars underpin this programme: innovation and enterprise, sustainability, responsibility and digital. You will explore the functional areas of tourism, such as management, marketing, human resources and operations, through the lens of these four main themes which run throughout the programme.

Innovation is a key force for successful economic growth and entrepreneurial thinking is a key aspect of this programme with you developing knowledge and understanding of a range of management practices and the ability to apply them effectively in an innovative manner.

Independent and transferable personal development skills are vital and you will have the opportunity to develop them through interactive learning activities and self-reflection to enable you to develop the professional skills required in the workplace. You will acquire core business skills through case studies, online activities and live projects, through interactions with tourism and business speakers and through reflecting on your own practice.

The course aims to supply future managers and professionals to various tourism management sectors as well

as to provide key knowledge, skills and attributes that are vital to modern organisations.

Potential graduate careers in tourism include personnel and human resource management, marketing and market research, business strategy and operations, small business management and start-up, business analytics, digital business and information management.

The Foundation Year (level 3) is designed to equip applicants who do not have the required qualifications to enter directly onto level 4, with a robust toolkit of the academic, digital and personal skills required for successful study in Higher Education and also with an understanding of, and insight to, the tourism discipline. Successful completion of the Foundation Year will allow progression onto level 4 of BA (Hons) Tourism Management.

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
2021/2	H	Full Time / Sandwich	£9250.00
2021/2	Overseas	Full Time / Sandwich	£12950.00
2021/2	H	Part Time	£3100.00
2021/2	Overseas	Part Time	£6475.00

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
3BU002	21st Century Management	20	SEM2	Core
3GK012	Preparing for Success at University	40	SEM2	Core
3BU003	Principles of Business	20	SEM1	Core
3GK013	Project-Based Learning	40	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
4LI016	Tourism Placemaking	30	SEM2	Core
4BU017	The Digital Business	30	SEM2	Core
4LI015	Tourism Principles	30	SEM1	Core
4LI020	Academic and Professional Skills	30	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
5LI021	Researching Leisure	30	SEM2	Core
5MK017	Customer Experience and Relationship Management	30	SEM2	Core
5LI019	Destination Marketing and Management	30	SEM1	Core
5MG001	The Professional Manager and Leadership	30	SEM1	Core

January (Full-time)

Year 4

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
6LI031	Destination Resilience and Sustainability	30	SEM2	Core
6BU020	The Professional Project	30	SEM2	Core

6LI027	Emerging Markets in Tourism	30	SEM1	Core
6LI032	Strategic Tourism Management	30	SEM1	Core

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
3BU003	Principles of Business	20	SEM1	Core
3BU002	21st Century Management	20	SEM2	Core
3GK013	Project-Based Learning	40	SEM2	Core
3GK012	Preparing for Success at University	40	SEM1	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
4LI016	Tourism Placemaking	30	SEM2	Core
4LI015	Tourism Principles	30	SEM1	Core
4LI020	Academic and Professional Skills	30	SEM1	Core
4BU017	The Digital Business	30	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
5LI019	Destination Marketing and Management	30	SEM1	Core
5MG001	The Professional Manager and Leadership	30	SEM1	Core
5LI021	Researching Leisure	30	SEM2	Core
5MK017	Customer Experience and Relationship Management	30	SEM2	Core

September (Full-time)

Year 4

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
6LI027	Emerging Markets in Tourism	30	SEM1	Core
6LI031	Destination Resilience and Sustainability	30	SEM2	Core
6BU020	The Professional Project	30	SEM2	Core
6LI032	Strategic Tourism Management	30	SEM1	Core

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:

UK Quality Code for Higher Education

Qualifications and Credit Frameworks

Subject Benchmark Statements

University Policies and Regulations

Equality Act (2010)

Learning Outcomes:

Foundation Year Course Learning Outcome 1 (UCCLO1)

Have factual, procedural and theoretical knowledge and understanding of a subject or field of work to complete tasks and address problems that while well-defined, may be complex and non-routine.

Foundation Year Course Learning Outcome 2 (UCCLO2)

Interpret and evaluate relevant information and ideas

Foundation Year Course Learning Outcome 3 (UCCLO3)

Be aware of the nature of the area of study or work

Foundation Year Course Learning Outcome 4 (UCCLO4)

Be aware of different perspectives or approaches within the area of study or work.

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.

CertHE Course Learning Outcome 3 (CHECLO3)

Evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work.

CertHE Course Learning Outcome 4 (CHECLO4)

Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments.

CertHE Course Learning Outcome 5 (CHECLO5)

Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility.

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.

DipHE Course Learning Outcome 5 (DHECLO5)

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.

DipHE Course Learning Outcome 6 (DHECLO6)

Demonstrate the qualities and transferable skills necessary for employment, requiring the exercise of personal responsibility and decision-making and undertake further training, developing existing skills and acquire new competences that will enable them to assume significant responsibility within organisations.

Ordinary Degree Course Learning Outcome 1 (ORDCLO1)

Develop and apply research, writing, numerical, digital and personal skills within a business context

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Ordinary Degree Course Learning Outcome 2 (ORDCLO2)

Apply relevant transferable skills to a career in business and management (for example, managing projects, communication, working in teams, research and appropriate technologies and critically reflect on the effectiveness of their own skills and knowledge in such application.

Ordinary Degree Course Learning Outcome 3 (ORDCLO3)

Examine contemporary and strategic issues through the application of relevant analytical concepts, models and theories.

Ordinary Degree Course Learning Outcome 4 (ORDCLO4)

Evaluate and demonstrate an informed understanding of ethical responsibilities contributing to their professional values and their role in organisations and society in the 21st century.

Ordinary Degree Course Learning Outcome 5 (ORDCLO5)

Critically appraise relevant knowledge and understanding of organisations, the external environment in which they operate and management theory when assessing and solving problems in different business scenarios.

Honours Degree Course Learning Outcome 1 (DEGCLO1)

Develop and apply research, writing, numerical, digital and personal skills within a tourism management context

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Honours Degree Course Learning Outcome 2 (DEGCLO2)

Critically appraise relevant knowledge and understanding of organisations, the external environment in which they operate and management theory when assessing and solving problems in different tourism management scenarios.

Honours Degree Course Learning Outcome 3 (DEGCLO3)

Apply relevant transferable skills to a career in tourism management (for example, managing projects, communication, working in teams, research and appropriate technologies and critically reflect on the

effectiveness of their own skills and knowledge in such application.

Honours Degree Course Learning Outcome 4 (DEGCLO4)

Examine contemporary and strategic issues through the application of relevant analytical concepts, models and theories.

Honours Degree Course Learning Outcome 5 (DEGCLO5)

Evaluate and demonstrate an informed understanding of ethical responsibilities contributing to their professional values and their role in organisations and society in the 21st century.

Honours Degree Course Learning Outcome 6 (DEGCLO6)

Develop skills of independent learning, analysis, synthesis and critical thinking through the application of tourism management concepts and principles and the related underpinning theories appropriate to a wide range of business organisations and situations.

Overview of Assessment:

Module	Title	Course Learning Outcomes
3BU002	21st Century Management	UCCLO1, UCCLO2, UCCLO3, UCCLO4
3BU003	Principles of Business	UCCLO1, UCCLO2, UCCLO3, UCCLO4
3GK012	Preparing for Success at University	UCCLO1, UCCLO2, UCCLO3, UCCLO4
3GK013	Project-Based Learning	UCCLO1, UCCLO2, UCCLO3, UCCLO4
4BU017	The Digital Business	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5
4LI015	Tourism Principles	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5
4LI016	Tourism Placemaking	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5
4LI020	Academic and Professional Skills	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5
5LI019	Destination Marketing and Management	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
5LI021	Researching Leisure	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
5MG001	The Professional Manager and Leadership	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
5MK017	Customer Experience and Relationship Management	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
6BU020	The Professional Project	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO6
6LI027	Emerging Markets in Tourism	DEGCLO1, DEGCLO2, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6LI031	Destination Resilience and Sustainability	DEGCLO1, DEGCLO2, DEGCLO5, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6LI032	Strategic Tourism Management	DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5

Teaching, Learning and Assessment:

This is a blended learning course with supportive and structured learning activities on Canvas supported by weekly in-class activities.

The online materials and face-to-face components of the module are integrated into a complimentary learning experience, which is engaging and relevant for students and resources are accessible online. Students are provided with a road map for studying each module in the form of a Homepage on Canvas.

Each Canvas Homepage sets expectations and includes an orientation to help students understand how to successfully navigate the different online components of the course and prepare for the face-to-face meetings.

The structure of each Canvas topic follows a standard Business School layout to ensure consistency and familiarity for students and to help them navigate the different modules they will be studying. The Canvas Pages are used to present learning inputs and related activities with a narrative flow; content is structured into bite sized inputs and activities of no more than 10-15 minutes, inclusive of any Panopto recorded slides. Each module Canvas page features a balance between interactive activities and short lecture inputs.

Regular opportunities are built in for formative feedback in class and online. For summative assessments on modules with more than one tutor a marking rubric is used to ensure consistency and you will receive summative feedback in line with the University policy within four working weeks of submission.

Blended learning lends itself to enquiry-based learning – this puts less emphasis on the lecture method of teaching and more on getting students to solve problems, evaluate situations, research topics or apply principles, which is more appropriate to business education. Face-to-face sessions are delivered in workshop mode with a set of task-based activities, which draw on the online content, and enable students to practically and critically explore the topic individually and in small groups.

Opportunities are built in for students to collaborate in peer-to-peer learning activities. This could include things such as small groups using a flipped learning approach, small group case study analysis, student-led assessment unpacking, group discussions, student-led seminars and problem-based learning.

The workshop and activity-based approach to learning enables multiple opportunities for formative feedback and self-diagnosis and testing to be built into the core content for each module, and there will be regular opportunities for small group and one-to-one tutorials for all students.

The modules are developed with Universal Design in mind, and to meet all accessibility standards. For instance, downloadable transcripts will be provided for all the videos – these may be created by Panopto and then edited into a useable text or may be scripted by the author in advance of the recording. We will also ensure that there are adequate descriptions provided all of graphs, charts, images etc used in PowerPoint slides included in the transcripts. There will also be alternative text for all graphics used in page, and we will ensure that all documents, PDFs etc are formatted to best be used by screen readers.

Case studies, examples and resources are drawn from a wide range of business cultures and contexts representing our diverse and international community.

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:

The University Library is the key source of academic information for students. The Library provides physical library resources (books, journal, DVDs etc.) and offers a range of study areas to allow you to study in the environment that suits you best: Social areas, quiet and silent areas. The Library also provides access to wide range of online information sources, including eBooks, e-Journals and subject databases.

The Library also provides students with academic skills support via the Skills for Learning programme. While on campus you can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. You can also 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

At Level 4 you will be allocated an Academic Coach to help you to settle in to University and make the most of your first year of study. For Level 5 and above, a personal tutor is allocated to you and they will maintain regular communication (virtual and/or face-to-face) with you to support you as you progress. Should you encounter any difficulties, follow-up meetings are arranged to ensure that you make satisfactory progress or are not at risk of withdrawal. Personal tutors can assist you in your personal and academic development, planning and progression, as well as offering you advice and guidance to help you liaise with other staff and support facilities in your school and the University, including study skills support.

The course leader will monitor the academic and experiential quality of the course through Award Boards, focus groups and other channels. The course leader also supports and directs you proactively on the course, both collectively and individually, and responds to enquiries with regard to your academic programme of study.

The Faculty Enabling Tutor liaises with Student Support and Wellbeing (SSW) regarding provision for specific disabled students & disseminates information from Student Support and Wellbeing on the needs of specific disabled students. The Faculty Enabling Tutors also monitor requests for, and provision of, specific examination and assessment arrangements, publicise 'surgery' arrangements and make available time to meet with individual disabled students to enable them to discuss their own school-specific disability issues where necessary. The tutor takes a pro-active role in monitoring the welfare and academic progress of disabled students within the school.

Where applicable, in-class semester assessments are arranged by the module tutor. The module tutor will, where appropriate, ensure that any arrangements made for students requiring special consideration will be checked by University Student Support and Wellbeing to ensure fairness and equality, and that the provisions of the University Equal Opportunities policy are met. These arrangements will apply to those students who have identified special learning requirements.

Employability in the Curriculum:

Enterprise and employability are at the heart of this practice-focused tourism management programme. You will engage in live projects, and problem-based learning, applying tourism concepts to a wide range of diverse organisation and destination environments. Case studies drawn from a diverse and international range of tourism businesses and destinations will aid understanding of the tourism context, while live projects will enable you to work first-hand with the challenges of a tourism business.

Critical management skills are embedded in the programme from the beginning and you will engage in a number of activities aimed at developing the personal and professional skills required in modern organisations. The course culminates in a Professional Project in which you will bring together all the skills you have acquired throughout your studies to create a business artefact relevant to a modern business environment. This will not only enable you to consolidate your employability skills, but also to demonstrate them to potential employers.

Students will be encouraged to reflect on the abilities and skills acquired and to consider them in the context of a tourism business. In their final year, students also have the opportunity to be mentored by a company director in our hugely successful Institute of Directors Mentoring Scheme.