

## Course Specification

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<b>Status:</b>	Validated

## Core Information

<b>Awarding Body / Institution:</b>	University of Wolverhampton		
<b>School / Institute:</b>	Wolverhampton Business School		
<b>Course Code(s):</b>	LI043P01UV	Full-time	12 Months
	LI043P31UV	Part-time	2 Years
<b>Course Title:</b>	MA International Tourism and Hospitality Management		
<b>Hierarchy of Awards:</b>	Master of Arts International Tourism and Hospitality Management Postgraduate Diploma International Tourism and Hospitality Management Postgraduate Certificate International Tourism and Hospitality Management University Statement of Credit University Statement of Credit		
<b>Language of Study:</b>	English		
<b>Date of DAG approval:</b>			
<b>Last Review:</b>			
<b>Course Specification valid from:</b>	2020/1		
<b>Course Specification valid to:</b>	2026/7		

## Academic Staff

<b>Course Leader:</b>	Dr Crispin Dale
<b>Head of Department:</b>	Dr Janet Firth

# Course Information

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

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## Entry Requirements:

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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:

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This programme offers flexibility in terms of career choice and meets industry demand because there is a wide appeal amongst employers for graduates who have wide range of knowledge and expertise in the sector. The MA International Tourism and Hospitality Management course will equip you with the agile, reflexive and critical thinking skills which are vital for success in modern organisations. You will be able to use prior experience and certificated learning to gain credits against the programme.

The course is unique in bringing together the two subject areas and teaching on the course is undertaken by experienced practitioners. The teaching team have published widely in both subject areas and the Department has been recognised as a centre of excellence by the Institute of Travel and Tourism.

The course is based around four core pillars of digital business, sustainable business, innovative business and responsible business and students will explore the functional areas of business through these themes giving them an immersive experience which will result in a thorough understanding of the challenges and opportunities faced by organisations in the 21st century. For example, 7LI017 Tourism Planning & Development has its foundation in Sustainable Tourism Development with multidisciplinary approach to the topic of sustainability. Also, 7LI019 Contemporary and Global Issues in Tourism and Hospitality examines current issues and global cases in Innovation, Competitiveness, Digitalisation of tourism and hospitality business, Diversification, Leadership and People management, and Emerging market issues. This module incorporates state of the art research for the team and leading researchers in the field of tourism and hospitality.

The University of Wolverhampton is affiliated to Institute of Travel & Tourism (ITT), Association of British Travel Agents (ABTA) and Association for Tourism in Higher Education (ATHE).

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## Educational Aims of the Course:

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The MA International Tourism and Hospitality Management is designed to equip professionals to undertake a range of diverse operational and strategic management roles within the hospitality and tourism sectors. Studying on this programme you will be introduced to application of management concepts relating to hospitality and event organisations, including tourism planning, destination management and hotel related operations. You will also gain knowledge in the use and management of a range of property and venue types,

ranging from B&Bs to mixed development properties.

You will be able to work with technology and tools associated with the management of hospitality and tourism to create exceptional consumer experiences. You'll also be equipped with the skills to manage material, financial and human resources to ensure sustainability. You will be provided a contextual knowledge base from which you can interpret relevant concepts and theories and develop ideas not only to provide solutions to the complex challenges facing tourism and hospitality organisations but also communicate these solutions effectively to a range of audiences using a variety of medium including digital platforms.

If you are interested in owning and managing your own business and wish to acquire business skills this is the course for you! You will develop skills in enterprise, employability and entrepreneurship necessary for the creation of tourism and hospitality business in a wide range of settings.

#### Intakes:

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September  
January

#### Major Source of Funding:

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Office for Students (OFS)

#### Tuition Fees:

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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	Overseas	Full Time	£13350.00
2020/1	H	Full Time	£7650.00
2020/1	H	Part Time	£3825.00
2021/2	H	Full Time	£7800.00
2021/2	Overseas	Full Time	£13950.00
2021/2	H	31	£3900.00

#### PSRB:

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None

#### Course Structure:

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## January (Full-time)

### Year 1

Module	Title	Credits	Period	Type
7BU032	Strategic Operations Management	30	SEM2	Core
7LI019	Contemporary and Global Issues in Tourism and Hospitality	20	SEM2	Core

**Group 03 | Min Value: 60 | Max Value: 60**

7BU001	Financial Management of Projects	20	CRYRA	
7MG001	The Masters Research Project	60	CRYRA	

7LI017	Tourism Planning & Development	30	SEM1	Core
7LI018	Managing Hotel and Accommodation in the Digital World	20	SEM1	Core

## September (Full-time)

### Year 1

Module	Title	Credits	Period	Type
7LI017	Tourism Planning & Development	30	SEM1	Core
7LI018	Managing Hotel and Accommodation in the Digital World	20	SEM1	Core
7BU032	Strategic Operations Management	30	SEM2	Core
7LI019	Contemporary and Global Issues in Tourism and Hospitality	20	SEM2	Core

**Group 03 | Min Value: 60 | Max Value: 60**

7BU001	Financial Management of Projects	20	CRYRA	
7MG001	The Masters Research Project	60	CRYRA	

## September (Part-time)

### Year 1

Module	Title	Credits	Period	Type
7LI018	Managing Hotel and Accommodation in the Digital World	20	SEM1	Core
7LI019	Contemporary and Global Issues in Tourism and Hospitality	20	SEM2	Core

## September (Part-time)

## Year 2

Module	Title	Credits	Period	Type
7LI017	Tourism Planning & Development	30	SEM1	Core
7BU032	Strategic Operations Management	30	SEM2	Core

Group 03 | Min Value: 60 | Max Value: 60

7BU001	Financial Management of Projects	20	CRYRA
7MG001	The Masters Research Project	60	CRYRA

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)

CMI Professional Standards

Learning Outcomes:

PGCert Course Learning Outcome 1 (PGCCL01)

Critically engage with hospitality and tourism management discourse for future employment or continuing personal and professional development

PGCert Course Learning Outcome 2 (PGCCL02)

Critically evaluate social, cultural, economic and technological trends in the leisure economy to effectively design and manage sustainable tourism and hospitality products/services

PGCert Course Learning Outcome 3 (PGCCL03)

Synthesise effective event and catering plans in order to deliver a competitive visitor economy product.

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PGDip Course Learning Outcome 1 (PGDCLO1)

Critically analyse key concepts, processes and theories and their application in professional practice to provide effective solutions to operational and strategic issues in hospitality and tourism management.

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PGDip Course Learning Outcome 2 (PGDCLO2)

Critically evaluate social, cultural, economic and technological trends in the leisure economy to effectively design and manage sustainable tourism and hospitality products/services

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PGDip Course Learning Outcome 3 (PGDCLO3)

Synthesise effective hospitality and tourism plans in order to deliver a competitive visitor economy product.

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PGDip Course Learning Outcome 4 (PGDCLO4)

Critically evaluate tourism and hospitality markets and the role of advanced technology in managing visitor/guest experience.

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PGDip Course Learning Outcome 5 (PGDCLO5)

Critically engage with hospitality and tourism management discourse for future employment or continuing personal and professional development.

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Masters Course Learning Outcome 1 (MACLO1)

Critically analyse key concepts, processes and theories and their application in professional practice to provide effective solutions to operational and strategic issues in hospitality and tourism management.

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Masters Course Learning Outcome 2 (MACLO2)

Critically evaluate social, cultural, economic and technological trends in the leisure economy to effectively design and manage sustainable products/services

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Masters Course Learning Outcome 3 (MACLO3)

Synthesise effective hospitality and tourism plans in order to deliver a competitive visitor economy product.

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Masters Course Learning Outcome 4 (MACLO4)

Critically evaluate tourism and hospitality markets and the role of advanced technology in managing visitor/guest experience.

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Masters Course Learning Outcome 5 (MACLO5)

Critically engage with hospitality and tourism management discourse for future employment or continuing personal and professional development.

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Masters Course Learning Outcome 6 (MACLO6)

Synthesise and analyse appropriate secondary and primary data to effectively address contemporary hospitality and tourism issues.

## Overview of Assessment:

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Module	Title	Course Learning Outcomes
7BU015	Sustainable Strategic Management	MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, MACLO6, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4, PGDCLO5
7BU021	The Masters Professional Project	MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, MACLO6
7LI017	Tourism Planning & Development	MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, MACLO6, PGCCLO1, PGCCLO2, PGCCLO3, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4, PGDCLO5
7LI018	Managing Hotel and Accommodation in the Digital World	MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, MACLO6, PGCCLO1, PGCCLO2, PGCCLO3, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4, PGDCLO5
7LI019	Contemporary and Global Issues in Tourism and Hospitality	MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, MACLO6, PGDCLO1, PGDCLO2, PGDCLO3, PGDCLO4, PGDCLO5
7MG001	The Masters Research Project	MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, MACLO6

## Teaching, Learning and Assessment:

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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.

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.

### Assessment Methods:

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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:

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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, e-Journals 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](http://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

A personal tutor is allocated to every student. Personal tutors maintain regular communication (virtual and/or face-to-face) with each of their designated tutees. Follow-up meetings are arranged with students who are not making satisfactory progress or who are at risk of withdrawal. Personal tutors assist students in their personal and academic development, planning and progression. As well as offering students advice and guidance to help them liaise with other staff and support facilities in their 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 students proactively on the course, both collectively and individually, and responds to inquiries and requests from students with regard to the academic programme of study.

The Faculty Enabling Tutor liaises with the Student Enabling Centre (SEC) regarding provision for specific



disabled students & disseminates information from the SEC 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 the University Student Enabling Centre 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:

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In the first instance, the course enables you to have a wider range of employment sector outcomes in either more traditional hospitality careers, or the tourism management area. Employability is incorporated in all the subject specific modules that seek to engage students with hospitality and tourism management discourse for future employment and continuing personal and professional development. Some aspects of the course include live project simulation in which you will engage with a real location to develop a practically feasible project. To meet the needs of those who may want to run their own business in tourism consulting, event catering, food service and travel operations entrepreneurial dimension is emphasised.

There is also the pathway of higher and further education teaching in terms of career path and development. Some of our master's students are in lecturing jobs in HEIs and FEIs in the UK. Students also have the option to progress to higher degree. A master's qualification prepares you for PhD study. Increasingly the department is attracting PhD students in the subject area.



THE UNIVERSITY OF OPPORTUNITY