

PROGRAMME SPECIFICATION

Bachelor of Arts with Honours in International Tourism Management

Awarding institution	Liverpool John Moores University
Teaching institution	LJMU
UCAS Code	NN28
JACS Code	N200, N800
Programme Duration	Full-Time: 3 Years, Sandwich Thick: 4 Years
Language of Programme	All LJMU programmes are delivered and assessed in English
Subject benchmark statement	Events, Hospitality, Leisure, Sport & Tourism (2019)
Programme accredited by	(TMI) Tourism Management Institute
Description of accreditation	This programme has been awarded Tourism Management Institute (TMI) Recognition. The TMI is the professional body for destination management practitioners, with members drawn from all levels of the private and public sectors: national, regional, sub regional and local. TMI seeks to support professional development within the sector, for potential entrants as well as existing practitioners. Assessment and recognition by TMI means that students can be confident the course will provide them with knowledge, understanding, skills and experience which will fully prepare them for a career in tourism destination management'.
Validated target and alternative exit awards	<p>Bachelor of Arts with Honours in International Tourism Management</p> <p>Bachelor of Arts Honours (SW) in International Tourism Management</p> <p>Diploma of Higher Education in International Tourism Management</p> <p>Diploma in Higher Education (SW) in International Tourism Management</p> <p>Certificate of Higher Education in International Tourism Management</p>
Programme Leader	Claudia Melis

Educational aims of the programme

To produce graduates with a comprehensive understanding of the contribution that disciplines and concepts play in explaining the nature and development of tourism

To produce graduates who understand the structure, operation and organisation of the tourism industry in both domestic and international dimensions

To produce graduates who have a comprehensive understanding of vocationally relevant management concepts applicable to the tourism industry

To produce graduates who can critically evaluate information and data and demonstrate independent thinking perhaps challenging previously held assumptions

To produce graduates who are able to function competently as reflective professionals and who can assume responsibility for themselves and others

To produce graduates who understand the impacts of tourism upon communities and the importance of sustainability and social responsibility within an international tourism context

To produce graduates who engage with the development of employability skills by completing a self-awareness statement.

In addition to the aims for the main target award, the sandwich programme aims to provide students with an extended period of work experience at an approved partner that will complement their programme of study at LJMU. This will give students the opportunity to develop professional skills relevant to their programme of study, as well as attitude and behaviours necessary for employment in a diverse and changing environment.

Alternative Exit/ Interim Award Learning Outcomes - Certificate of Higher Education

A student who is eligible for this award will be able to:

Demonstrate an understanding of the contribution of disciplines, concepts and principles in explaining the nature and development of tourism

Demonstrate an understanding of the domestic and international dimensions of tourism

Demonstrate an understanding of the structure, operation and organisation of the tourism industry

Analyse, synthesise, summarise and interpret data or information

Design and use various research methods

Communicate results accurately and reliably to audiences using appropriate methods

Manage time and work to deadlines

Apply knowledge and approaches to the solution of familiar and unfamiliar problems

Engage with the development of employability skills by completing a self-awareness statement

Alternative Exit/ Interim Award Learning Outcomes - Diploma in Higher Education (SW)

A student who is eligible for this award will be able to:

A student who successfully completes a placement year will be eligible for the Sandwich award and will, in addition to the learning outcomes for the Certificate and Diploma in Higher Education, be able to demonstrate the professional and personal skills necessary for effective employment within a professional environment.

Alternative Exit/ Interim Award Learning Outcomes - Diploma of Higher Education

A student who is eligible for this award will be able to:

Demonstrate an understanding of management theories and principles applicable to tourism

Apply underlying concepts and principles including where appropriate, the application of those principles in an employment context

Effectively communicate information, arguments and analysis in a variety of forms

Self-appraise and reflect on personal development or achievements

Search for, select, and interpret information from a variety of sources and report results using appropriate communication skills

Develop qualities and skills in order to take personal responsibility and decisions in appropriate contexts

Demonstrate an understanding of the intercultural dimensions of tourism

Target award Learning Outcomes - Bachelor of Arts with Honours

A student successfully completing the programme of study will have acquired the following subject knowledge and understanding as well as skills and other attributes.

A student who is eligible for this award will be able to:

1. Demonstrate an understanding of management theories and principles applicable to tourism and leisure
2. Discuss the contribution of disciplines, concepts and principles in explaining the nature and development of tourism
3. Discuss the domestic and international dimensions of tourism
4. Discuss the impacts of tourism upon communities and the importance of sustainability and social responsibility within an international tourism context
5. Discuss the structure, operation and organisation of the tourism and leisure industry

6. Discuss the intercultural dimensions of tourism
7. Analyse, synthesise, summarise and interpret data
8. Critically assess and evaluate evidence
9. Apply knowledge and approaches to the solution of familiar and unfamiliar problems
10. Plan, execute and communicate a sustained piece of independent intellectual work which provides evidence of critical engagement and interpretation of appropriate data
11. Demonstrate and exercise independent thinking perhaps challenging previously held assumptions
12. Self-appraise and reflect on personal development or achievements
13. Apply underlying concepts and principles including where appropriate, the application of those principles in an employment context
14. Research and assess information in order to explain or solve problems
15. Synthesise, interpret, analyse and evaluate information and data relevant in a professional or vocational context
16. Understand the management of financial, human and physical resources
17. Identify creative solutions to organisational challenges
18. Recognise and apply safe professional working practices
19. Demonstrate qualities and skills in order to take personal responsibility and decisions in appropriate contexts
20. Communicate results accurately and reliably to audiences using appropriate methods
21. Manage time and work to deadlines
22. Use numerical data appropriately
23. Exploit ICT and resources efficiently and effectively
24. Plan and execute projects using appropriate techniques and procedures
25. To participate constructively in groups
26. Work effectively independently and with others

Alternative target awards

A student who is eligible for the following awards will be able to:

Bachelor of Arts Honours (SW) in International Tourism Management -

In addition to the learning outcomes for the main target award, demonstrate the professional and personal skills necessary for effective employment within a professional environment.

Teaching, Learning and Assessment

The methods used to enable outcomes to be achieved and demonstrated are as follows:

Acquisition of skills (1-6) is gained through structured lectures, workshops, fieldwork and seminars. Group exercises and presentations ensure that students gain an understanding and experience of teamwork. Work related learning enables students to apply theory to practical situations. Independent study is encouraged and is supported by formal lectures, workshops and tutorial sessions. Students are encouraged to use a variety of ICT and media to broaden their understanding of the subject.

Formal evaluation of knowledge and understanding is achieved through a variety of methods including examinations, assessed coursework such as essays, reports, learning logs, blogs, journal posts, case studies portfolios and individual and group presentations (7-14).

Acquisition of intellectual skills (7-14) is secured throughout the programme as students engage in tasks within structured lectures, workshops, fieldwork, seminars, group exercises and workshops.

Intellectual skills (7-14) are assessed throughout the programme in examinations and coursework, for example case studies, essays, annotated bibliographies, individual and group reports, portfolios, research projects and presentations.

Acquisition of professional practical skills (15-20) is secured throughout the programme as students engage in tasks within structured lectures, workshops, fieldwork, seminars, group exercises and workshops. Additionally engagement with work-related learning considerably will boost students' professional practical skills.

Skills 15-20 are assessed through a variety of assessment methods including individual and group presentations, fieldwork projects and work related learning experience

The development of students' transferable skills (21-26) occurs throughout the programme; communication skills, effective time management, exploiting ICT, exploiting numerical data, working independently and with others, are fostered across modules and in group working, task-based seminars, workshops and work-related learning experience.

Communication skills are assessed across modules in tasks such as essays, reports, portfolios, blogs, journal posts, case studies, fieldwork projects, exam and research projects. Group-working skills are assessed through group-based projects.

Programme structure - programme rules and modules

Students will be offered the opportunity of either a study abroad or a placement year at Level 5 (they cannot do both). Students will be offered a semester abroad in semester 2 of Level 5 (60 credits). They are able to undertake a semester abroad and a placement year. However students cannot take up the study abroad year AND the semester 2 abroad option.

Semester 2 Abroad

60 credits at Level 5 will be replaced with appropriate study abroad. Students will be enrolled onto a single study abroad module (5011LBSEVM) which will replace the semester 2 modules on the standard programme. This study abroad should cover the same learning outcomes as the modules being replaced. The modules to be studied in the host institution must be agreed in advance.

Study Abroad Year

The programme will offer the opportunity of an additional study year abroad following Level 5. Students will be enrolled on a 480 credit honours with study abroad programme. Of those 480 credits, 120 will be taken via a Level 5 study abroad module (5010LBSEVM) the modules to be studied in the host institution must be agreed in advance.

Sandwich Year

The aim is to provide students with an extended period of work experience at an approved partner that will complement their programme of study at LJMU. This will give the students the opportunity to develop professional skills relevant to their programme of study, as well as attitude and behaviours necessary for employment in a diverse and changing environment. The placement year will follow Level 5 and students will be enrolled on a 480 credit honours sandwich programme and also onto the module 5009LBSEVM.

Level 5 Options

At Level 5 students can choose either 5003LBSITM Visitor Attraction Management or 5006LBSBW Modern Language for Business.

Level 6 Options

At Level 6 students can choose either 6003LBSEVM Entrepreneurship and Innovation or 6002LBSEVM Business Consultancy.

This programme specification applies to students starting the programme from September 2022 onwards. Students enrolled prior to September 2022 will be aligned to the previously validated programme specification, except they will study 6005LBSEVM Strategic Management module and not 6014SSLN International Marketing module.

Level 6	Potential Awards on completion	Bachelor of Arts with Honours
Core	Option	Award Requirements
6001LBSEVM Dissertation (40 credits) 6002LBSITM Tourism and Heritage (20 credits) 6005LBSEVM Strategic Management (20 credits) 6006LBSITM International Tourism Development (20 credits)	6003LBSEVM Entrepreneurship and Innovation (20 credits) 6004LBSEVM Business Consultancy (20 credits)	100 core credits at level 6 20 option credits at level 6
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5001LBSEVM Employability Skills (20 credits)	5003LBSITM Visitor Attraction Management (10 credits)	110 core credits at level 5 10 option credits at level 5

5002LBSITM Tourism, Culture and Society (20 credits) 5005LBSITM Investigating Tourism (10 credits) 5006LBSEVM Practical Digital Marketing Skills (20 credits) 5007LBSITM Responsible Tourism and Sustainability (20 credits) 5008LBSITM Engage Liverpool (20 credits)	5006LBSBW Modern Language for Business (10 credits)	
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4001LBSITM Introduction to International Tourism (20 credits) 4002LBSEVM Academic Skills and Digital Literacy (20 credits) 4003LBSITM Tourism and Place (20 credits) 4004LBSITM Managing Experience in the Visitor Economy (20 credits) 4005LBSITM Destination Liverpool (20 credits) 4006LBSEVM Marketing for Tourism and Events (20 credits)		120 core credits at level 4 0 option credits at level 4

Information about assessment regulations

All programmes leading to LJMU awards operate within the University's Academic Framework.
<https://www.ljmu.ac.uk/about-us/public-information/academic-quality-and-regulations/academic-framework>

Opportunities for work-related learning (location and nature of activities)

The programme has a range of activities that enable students to engage with industry and employers and experience the world of work. Guest lecturers and industry professionals are used throughout the programme to enhance and enrich the learning experience. Students are also informed of opportunities to go abroad through initiatives when these opportunities become available. In most cases these programmes offer students opportunities to venture abroad for several months during the summer period. The programme also has a sandwich placement year option as part of level 5.

Criteria for admission

A/AS Level

Minimum of 112 points based on the new UCAS Tariff system (applicants should have passed at least 2 A Levels or equivalent).

BTEC National Diploma

Minimum of 112 UCAS points from 6/12 Unit awards in a subject-related programme.

Irish Leaving Certificate

Minimum of 112 points required from 5 subjects at higher level.

Access

Pass in Access to Higher Education Diploma in a relevant subject.

Higher national diploma

A Higher National Diploma (HND) in a cognate subject area will be considered for entry into Level 6. Applicants are expected to have achieved an average of merit standard

Foundation Degree in a cognate subject will be considered for entry into Level 6. Applicants are expected to have achieved an average of 60%

Other

GCSE English Language and Maths Grade C or above or equivalent required

Students who have passed the Level 4 of a UK Foundation Degree in a related subject may apply for direct

entry into level 5 of this programme.

Students who have passed a UK Foundation Degree (such as Tourism and Leisure or Tourism, Leisure and Hospitality delivered at City of Liverpool College) may apply for direct entry into level 6 of this programme.

Mature entry

Mature applicants with sufficient relevant experience will be invited to attend interview.

Overseas qualifications

For undergraduate courses please apply through UCAS, applicants will be considered in line with normal entry requirements.

International Students English Language Requirements All International and EU students must meet the following minimum English Language requirements IELTS 6.0 with a minimum of 5.5 in each component

Students who pass the LJMU International Foundation Year with Study Group and NCUK with an overall grade of at least 50% and 60% in English will be permitted entry onto the programme at level 4.

External Quality Benchmarks

All programmes leading to LJMU awards have been designed and approved in accordance with the UK Quality Code for Higher Education, including the Framework for Higher Education Qualifications in the UK (FHEQ) and subject benchmark statements where applicable.

The University is subject to periodic review of its quality and standards by the Quality Assurance Agency (QAA) Published review reports are available on the QAA website at www.qaa.ac.uk

Programmes which are professionally accredited are reviewed by professional, statutory and regulatory bodies (PSRBs) and such programmes must meet the competencies/standards of those PSRBs.

Support for students and their learning

The University aims to provide students with access to appropriate and timely information, support and guidance to ensure that they are able to benefit fully from their time at LJMU. All students are assigned a Personal Tutor to provide academic support and when necessary signpost students to the appropriate University support services.

Students are able to access a range of professional services including:

- Advice on practical aspects of study and how to use these opportunities to support and enhance their personal and academic development. This includes support for placements and careers guidance.
- Student Advice and Wellbeing Services provide students with advice, support and information, particularly in the areas of: student funding and financial matters, disability, advice and support to international students, study support, accommodation, health, wellbeing and counselling.
- Students studying for an LJMU award at a partner organisation will have access to local support services

Methods for evaluating and improving the quality and standards of teaching and learning

Student Feedback and Evaluation

The University uses the results of student feedback from internal and external student surveys (such as module evaluations, the NSS and PTES), module evaluation questionnaires and meetings with student representatives to improve the quality of programmes.

Staff development

The quality of teaching is assured through staff review and staff development in learning, teaching and assessment.

Internal Review

All programmes are reviewed annually and periodically, informed by a range of data and feedback, to ensure quality and standards of programmes and to make improvements to programmes.

External Examining

External examiners are appointed to programmes to assess whether:

- the University is maintaining the threshold academic standards set for awards in accordance with the FHEQ and applicable subject benchmark statements
- the assessment process measures student achievement rigorously and fairly against the intended

outcomes of the programme(s) and is conducted in line with University policies and regulations

- the academic standards are comparable with those in other UK higher education institutions of which external examiners have experience
- the achievement of students are comparable with those in other UK higher education institutions of which the external examiners have experience

and to provide informative comment and recommendations on:

- good practice and innovation relating to learning, teaching and assessment observed by external examiners
- opportunities to enhance the quality of the learning opportunities provided to students

Please note:

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content, teaching, learning and assessment methods of each module can be found in module and programme guides.