

## Overview

<b>Programme Code</b>	35750
<b>Programme Title</b>	International Tourism Management
<b>Awarding Institution</b>	Liverpool John Moores University
<b>Programme Type</b>	Degree
<b>Language of Programme</b>	All LJMU programmes are delivered and assessed in English
<b>Programme Leader</b>	Thomas Fletcher
<b>Link Tutor(s)</b>	

## Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below
Recruitable Target	Bachelor of Arts Honours (SW) - SBAH	See Learning Outcomes Below
Alternative Exit	Bachelor of Arts (SW) - SBA	<p>Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject. In addition to the aims, 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. Students will be entitled to a BA (SW) on the successful completion of a placement year or study abroad year.</p>
Alternative Exit	Certificate of Higher Education - CHE	<p>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.</p>
Alternative Exit	Diploma of Higher Education - DHE	<p>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.</p>
Alternative Exit	Diploma in Higher Education (SW) - SDHE	<p>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.</p>

Alternative Exit	Bachelor of Arts - BA	Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject.
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<b>Alternate Award Names</b>	
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## External Benchmarks

<b>Subject Benchmark Statement</b>	UG-Events, Hospitality, Leisure, Sport and Tourism (2019)
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## Accreditation

### Programme Accredited by

PSRB Name	Type of Accreditation	Valid From Date	Valid To Date	Additional Notes
Tourism Management Institute (TMI)	Accredited by the Tourism Management Institute (TMI), the professional association for the destination management sector.			

## Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	September	LJMU Taught	3 Years
Sandwich Year Out, Face to Face	September	LJMU Taught	4 Years

## Aims and Outcomes

### 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.

### Learning Outcomes

Code	Description
PLO1	Demonstrate an understanding of management theories and principles applicable to tourism and leisure.
PLO2	Discuss the contribution of disciplines, concepts and principles in explaining the nature and development of tourism.
PLO3	Discuss the domestic and international dimensions of tourism.
PLO4	Discuss the impacts of tourism upon communities and the importance of sustainability and social responsibility within an international tourism context.
PLO5	Discuss the structure, operation and organisation of the tourism and leisure industry.
PLO6	Discuss the intercultural dimensions of tourism.
PLO7	Analyse, synthesise, summarise and interpret data.
PLO8	Critically assess and evaluate evidence.
PLO9	Apply knowledge and approaches to the solution of familiar and unfamiliar problems.
PLO10	Plan, execute and communicate a sustained piece of independent intellectual work which provides evidence of critical engagement and interpretation of appropriate data.
PLO11	Demonstrate and exercise independent thinking perhaps challenging previously held assumptions.
PLO12	Self-appraise and reflect on personal development or achievements.

<b>Code</b>	<b>Description</b>
PLO13	Apply underlying concepts and principles including where appropriate, the application of those principles in an employment context.
PLO14	Research and assess information in order to explain or solve problems.
PLO15	Synthesise, interpret, analyse and evaluate information and data relevant in a professional or vocational context.
PLO16	Understand the management of financial, human and physical resources.
PLO17	Identify creative solutions to organisational challenges.
PLO18	Recognise and apply safe professional working practices.
PLO19	Demonstrate qualities and skills in order to take personal responsibility and decisions in appropriate contexts.
PLO20	Communicate results accurately and reliably to audiences using appropriate methods.
PLO21	Manage time and work to deadlines.
PLO22	Use numerical data appropriately.
PLO23	Exploit ICT and resources efficiently and effectively.
PLO24	Plan and execute projects using appropriate techniques and procedures.
PLO25	To participate constructively in groups.
PLO26	Work effectively independently and with others.

## Programme Structure

### Programme Structure Description

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 5006LBBSW 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.

Programme Structure - 360 credit points	
<b>Level 4 - 120 credit points</b>	
<b>Level 4 Core - 120 credit points</b>	<b>CORE</b>
[MODULE] 4001LBSITM Introduction to International Tourism Approved 2022.01 - 20 credit points	
[MODULE] 4002LBSEVM Academic Skills and Digital Literacy Approved 2022.03 - 20 credit points	
[MODULE] 4003LBSITM Tourism and Place Approved 2022.01 - 20 credit points	
[MODULE] 4004LBSITM Managing Experience in the Visitor Economy Approved 2022.02 - 20 credit points	
[MODULE] 4005LBSITM Destination Liverpool Approved 2022.01 - 20 credit points	
[MODULE] 4006LBSEVM Marketing for Tourism and Events Approved 2022.03 - 20 credit points	
<b>Level 5 - 110 credit points</b>	<b>OPTIONAL</b>
<b>Level 5 Core - 110 credit points</b>	<b>CORE</b>
[MODULE] 5001LBSEVM Employability Skills Approved 2022.01 - 20 credit points	
[MODULE] 5002LBSITM Tourism, Culture and Society Approved 2022.01 - 20 credit points	
[MODULE] 5005LBSITM Investigating Tourism Approved 2022.01 - 10 credit points	
[MODULE] 5006LBSEVM Practical Digital Marketing Skills Approved 2022.01 - 20 credit points	

[MODULE] 5007LBSITM Responsible Tourism and Sustainability Approved 2022.01 - 20 credit points	
[MODULE] 5008LBSITM Engage Liverpool Approved 2022.01 - 20 credit points	
<b>Level 5 Optional - 10 credit points</b>	<b>OPTIONAL</b>
[MODULE] 5003LBSITM Visitor Attraction Management Approved 2022.01 - 10 credit points	
[MODULE] 5006LBSBW Modern Language for Business Approved 2022.01 - 10 credit points	
<b>Optional Study Semester - 60 credit points</b>	<b>OPTIONAL</b>
[MODULE] 5011LBSEVM Study Semester Abroad - Sport, Events and Tourism Approved 2022.01 - 60 credit points	
<b>Study Abroad Year - 120 credit points</b>	<b>OPTIONAL</b>
[MODULE] 5010LBSEVM Study Year Abroad - Sport, Events and Tourism Approved 2022.01 - 120 credit points	
<b>Sandwich Year - 120 credit points</b>	<b>OPTIONAL</b>
[MODULE] 5009LBSEVM Sandwich Year - Sport, Events and Tourism Approved 2022.01 - 120 credit points	
<b>Level 6 - 120 credit points</b>	
<b>Level 6 Core - 100 credit points</b>	<b>CORE</b>
[MODULE] 6001LBSEVM Dissertation Approved 2022.01 - 40 credit points	
[MODULE] 6002LBSITM Tourism and Heritage Approved 2022.01 - 20 credit points	
[MODULE] 6005LBSEVM Strategic Management Approved 2022.01 - 20 credit points	
[MODULE] 6006LBSITM International Tourism Development Approved 2022.01 - 20 credit points	
<b>Level 6 Optional - 20 credit points</b>	<b>OPTIONAL</b>
[MODULE] 6003LBSEVM Entrepreneurship and Innovation Approved 2022.01 - 20 credit points	
[MODULE] 6004LBSEVM Business Consultancy Approved 2022.01 - 20 credit points	

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

## 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.

## Opportunities for work related learning

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.

## Entry Requirements

Type	Description
Access awards	Pass in Access to Higher Education Diploma in a relevant subject.
UCAS points	112
BTECs	Minimum of 112 UCAS points from 6/12 Unit awards in a subject-related programme.
A levels	Minimum of 112 points based on the new UCAS Tariff system (applicants should have passed at least 2 A Levels or equivalent).



Other international 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.
Alternative qualifications considered	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%. 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.
GCSEs and equivalents	GCSE English Language and Maths Grade C or above or equivalent required
Irish awards	Minimum of 112 points required from 5 subjects at higher level.
Interview required	Mature applicants with sufficient relevant experience will be invited to attend interview.

### **Extra Entry Requirements**