

PROGRAMME SPECIFICATION

Bachelor of Arts with Honours (Fnd) in International Tourism Management

Awarding institution	Liverpool John Moores University
Teaching institution	LJMU
UCAS Code	H138
JACS Code	N832
Programme Duration	Full-Time: 4 Years, Sandwich Thick: 5 Years
Language of Programme	All LJMU programmes are delivered and assessed in English
Subject benchmark statement	Events, Hospitality, Leisure, Sport & Tourism (2016)
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	Bachelor of Arts with Honours (Fnd) in International Tourism Management Bachelor of Arts with Honours (SW) (Fnd) in International Tourism Management Diploma of Higher Education (Fnd) in International Tourism Management Diploma in Higher Education (SW) (Fnd) in International Tourism Management Certificate of Higher Education (Fnd) in International Tourism Management
Programme Leader	Kelsy Hejjas

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 (Fnd)

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 and leisure 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) (Fnd)

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 (Fnd)

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

Demonstrate an understanding of management theories and principles applicable to tourism and leisure

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 and leisure

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

Alternative Exit/ Interim Award Learning Outcomes - Bachelor of Arts with Honours (SW) (Fnd)

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 all other learning outcomes, be able to demonstrate the professional and personal skills necessary for effective employment within a professional environment.

Target award Learning Outcomes - Bachelor of Arts with Honours (Fnd)

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

Teaching, Learning and Assessment

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

The acquisition of core knowledge is achieved through a range of teaching methods including lecture, seminar, tutorial and workshop. The core knowledge and understanding required for the programme determines the teaching methods used within modules. For example, lectures may be used to introduce core theories and concepts, with seminars, tutorials and workshops being utilised to build on core theories and explore in more detail further concepts, ideas and 'real-world' business issues.

The ability for students to consolidate their learning has been considered and developed within modules. As well as potentially using workshops, tutorials and seminars to practice and further explore theories and concepts, students will also develop their learning through on-line activities and directed reading.

In formulating the assessment strategy, the programme team aims to achieve an appropriate match between teaching and learning methods and assessment tasks in order to ensure that the programme offers variety in its assessment. The provision of formative assessment and feedback has also been considered within modules in order to provide students with the best opportunity to develop their knowledge and understanding of key subjects. Assessment methods for the programme include portfolios, presentations, research case-study, poster campaigns, on-line reflection, tests, essays, reports and examinations.

Programme structure - programme rules and modules

Each module credit represents 10 hours of study; therefore a 20 credit module would be equivalent to 200 hours of study. At each level of study 120 credits are required to complete the year, each level is made up of core modules.

Students will be offered the opportunity of study abroad at Level 5. The programme will offer the opportunity of a Study Abroad Semester equivalent to 60 credits of study at Level 5. Students will be enrolled on a 480 credit honours with study abroad programme. A 60 credit Level 5 study abroad module 5018SSLN will normally 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. The Level 5 mean for the final award mark will be calculated based upon the 120 credits at Level 5.

Students not undertaking a placement year are registered on the non-sandwich version of the programme and will have the opportunity of an additional study year abroad following Level 5. Students will be enrolled on a 600 credit honours with study abroad programme. Of those 600 credits, 120 will be taken via a Level 5 study abroad module 5017SSLN. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5.

Sandwich placement 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 600 credit honours sandwich programme and take the module 5016SSLN (Sandwich Year - Tourism Management). The Level 5 mean for the final award mark will be calculated upon the 240 credits at Level 5.

Level 6	Potential Awards on completion	Bachelor of Arts with Honours (Fnd)
Core	Option	Award Requirements
6010SSLN Individual Research Project (40 credits) 6011SSLN Tourism, Heritage and Culture (20 credits) 6012SSLN Responsible Tourism and Planning (20 credits) 6013SSLN Contemporary Issues in International Tourism (10 credits) 6014SSLN International Marketing (20 credits) 6015SSLN Tourism Business Enterprise (10 credits)		120 core credits at level 6 0 option credits at level 6

Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5010SSLN Managing Tourism Operations (20 credits) 5011SSLN Work Related Learning (20 credits) 5012SSLN Investigating Tourism (20 credits) 5013SSLN Tourism, Culture and Society (20 credits) 5014SSLN Applied International Tourism (20 credits) 5015SSLN Integrated Marketing Communications for Tourism (20 credits)		120 core credits at level 5 0 option credits at level 5

Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4005SSLN Management and Leadership in Tourism (20 credits) 4010SSLN The Business of International Tourism (20 credits) 4011SSLN Tourism Concepts (20 credits) 4012SSLN Tourism Marketing (20 credits) 4013SSLN Tourism Dynamics (20 credits) 4014SSLN Tourism and Leisure in Society (20 credits)		120 core credits at level 4 0 option credits at level 4

Level 3	Potential Awards on completion	
Core	Option	Award Requirements
3100FNDLBS Developing Skills for Business (20 credits) 3101FNDLBS Understanding Business Organisations and Operations (20 credits) 3102FNDLBS Essentials of Management (20 credits) 3103FNDLBS Introduction to Marketing and PR Communications (20 credits) 3104FNDLBS Data Analysis Techniques for Business (20 credits) 3105FNDLBS Programme Case Study (20 credits)		120 core credits at level 3 0 option credits at level 3

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. All students have to complete a compulsory 4 week placement within an appropriate organisation at level 5 in semester 1. Students negotiate learning outcomes with their LJMU WRL Tutor and the organisation and produce a learning agreement. Students are also informed of opportunities to go abroad through initiatives such as Erasmus and the British Council 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 72 points based on the new UCAS Tariff system (applicants should have passed at least 2 A Levels or equivalent).

BTEC National Diploma

Minimum of 72 UCAS points from 6/12 Unit awards in a subject-related programme.

Irish Leaving Certificate

Minimum of 72 points required from 5 subjects at higher level.

Access

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

Other

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

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 applicants must possess a minimum IELTS (or equivalent) score of 6.0 and a minimum of 5.5 in each component.

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.