KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	**Faculty responsible for the programme** Bournemouth University Business School
Final award(s), title(s) and credits BA (Hons) International Hospitality and Tourism Management 120 Credits (60 ECTS)	
Intermediate award(s), title(s) and credits N/A	
UCAS Programme Code(s) (where applicable and if known) N226	**HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.** 10087 (55%) / 100875 (30%)/100079 (15%)
External reference points UK Quality Code for Higher Education- QAA (2014) National occupational standards, Sector Skills Councils standards (People 1st) QAA Subject Benchmark Statement EHLST (2016) QAA Subject Benchmark Statement Business & Management (2015) Institute of Hospitality Education Membership Scheme (www.instituteofhospitality.org)	
Professional, Statutory and Regulatory Body (PSRB) links UNWTO.TedQual. Themis Institute of Travel and Tourism (ITT) Centre of Excellence	
Places of delivery Bournemouth University	
Mode(s) of delivery Full-time	**Language of delivery** English
Typical duration 1 year	
Date of first intake September 2018	**Expected start dates** September
Maximum student numbers N/A	**Placements** N/A
Partner(s) Not applicable	**Partnership model** Not applicable
Date of this Programme Specification January 2024	
Version number 1.8-0924	
Approval, review or modification reference numbers E2017028 BU 1819 01, approved 14/11/2018, previously v1.0-0918 and FM1819 11, approved 28/01/2019 FM1920 08, approved 08/01/2020, previously v1.1 EC2021 01. EC2021 09, approved 05/01/2021 FM2021 09, approved 16/02/2021, previously v1.2 BUBS2122 02, approved 17/11/2021, previously v1.3 BUBS2122 12, approved 16/12/2021, previously v1.4 BUBS2122 15, approved 02/02/2022, previously v1.5 EC2122 27, approved 19/04/2022 BUBS 2223 03, approved 24/11/2022, previously v1.6 BUBS2324 10, approved 23/01/2024, previously v1.7	

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PROGRAMME STRUCTURE

Year 1/Level 6

Students are required to complete the Dissertation plus 2 core units, and choose 2 optional units.

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS Subject Code(s)	
			Exam 1	Cwk 1	Cwk 2			HECoS Subject Code and %	HECoS Subject Code and %
Dissertation (Tourism & Hospitality)	C	40	-	100		20	1.3	100087/ 100875 90%	100079 10%
Strategy for Tourism and Hospitality	C	20		30	70	36	1.0	100087/ 100100 (80%)	100078 (20%)
Tourism Issues & Futures	C	20	33	67		39	1.2	100875 90%	100079 10%
Digital Marketing	O	20	-	60	40	40	1.1	100087 90%	100079 10%
Small Business Management	O	20		100		39	1.2	100083 70%	101221 30%
Financial Management	O	20		100	-	39	1.0	100087 70%	100079 30%
Food, Culture & Travel	O	20	-	60	40	39	1.2	100087 100%	-
International HRM in Hospitality & Tourism	O	20	-	60	40	39	1.2	100087 90%	100079 10%
Tourism & Hospitality Design	O	20		100	-	39	1.2	100087 50%	100875 50%
Visitor Attractions Management	O	20		100	-	39	1.2	100875 90%	100079 10%
Exit qualification: BA (Hons) International Hospitality and Tourism Management **Full-time UG award:** Requires 120 credits at Level 6									

AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

AIMS OF THE PROGRAMME

This programme aims to develop critically informed, agile and resourceful graduates, who:

- Demonstrate a critical understanding of the principles and methods of working appropriately to the broad hospitality and tourism industries;
- Can demonstrate strategic management skills and knowledge relevant to the hospitality and tourism industries
- Analyse the complexity of the global nature of the hospitality and tourism industries
- Engage with research and industry best practice to co-create innovative solutions
- Have developed the cognitive abilities of critical evaluation, analysis and synthesis;
- Are self-reliant, self-disciplined learners capable of working in an interdisciplinary environment;
- Meet the challenges presented by a career in a national or international environment appropriate to the hospitality industry;
- Demonstrate an ability to communicate ideas clearly across different media;
- Are able to manage their personal career development and lifelong learning.

This is a full time programme that aims to give students a thorough understanding of the hospitality and tourism industries as well as the managerial perspective on running hospitality and tourism organisations. This programme addresses the industry's needs for graduates with the knowledge, skills and competencies to take up a variety of roles within the hospitality and tourism industries and related sectors.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

Bournemouth University's mission is: "*creating* the most stimulating, challenging, and rewarding university experience in a world-class learning community by *sharing* out unique fusion of excellent education, research and professional practice and *inspiring* our students, graduates and staff to enrich the world".

The university's strategic plan is set out in the document 'BU 2018'. The BA (Hons) Tourism Management degree is aligned with the strategic plan in the following ways:

- It seeks to fuse education, with the research and professional practice experience of the teaching team;

- It involves partnerships with the tourism industry at a local, regional and national level (C3);

- It has a strong international focus, in the range of case studies used in teaching; in the opportunities for student placements; in the opportunity to study abroad; and in the opportunity for dissertation research. Students will therefore gain a global perspective and understand tourism/hospitality as global citizens (C5);

- The curriculum is underpinned by the established international excellence of the Department of Tourism and Hospitality (S2, S5);

- The curriculum includes opportunities for real-world learning opportunities (in the form of guest speakers, field visits and the opportunity to undertake a work placement) (S3);

- This programme will build on students' prior knowledge and experience by further enhancing their knowledge and understanding to meet the changing demands of the hospitality and tourism industries and will enable students to develop high-level graduate skills (I3);

- The programme seeks to inspire students to make a difference to the world (I5).

The BA (Hons) International Hospitality and Tourism Management programme is underpinned by the BU values of *excellence* (in teaching, research and professional practice); *achievement* (supporting and valuing our students and celebrating their success); *authenticity* (showing integrity and professionalism at all times); *creativity* (cultivating an enquiring spirit, entrepreneurial ethos, and taking advantage of opportunities to learn from other cultures and societies); and *responsibility* (a commitment to ethics and sustainability in the teaching of tourism).

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 and 7 Final Projects are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

A: Subject knowledge and understanding This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
A1 hospitality and tourism organisations, their external environment and how they are managed; **A2** develop their knowledge and understanding of academic and professional practice within a framework of critical evaluation and synthesis; **A3** demonstrate a critical awareness of the moral, ethical and legal issues underpinning good management practice; **A4** demonstrate subject-relevant managerial skills and knowledge by exposure to professional practice; **A5** a multi and inter disciplinary approach to study	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (A1-A5) • seminars (A1-A5) • directed reading (A1-A5) • blended learning (A1-A5) • use of the VLE (A1-A5) • independent research (A1-A5)
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • examinations (A1-A3) • coursework essays/reports (A1-A5) • independent research (A1-A5) • presentation/workshop (A1-A5)
B: Intellectual skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:
B1 critically evaluate arguments, assumptions, concepts and data using supporting evidence in order to make judgements and to frame appropriate questions to identify a solution to a problem; **B2** analyse and critically appraise scholarly output in order to manage and extend their own learning; **B3** integrate evidence from a range of sources to develop and support findings and hypotheses; **B4** carry out their own research through applying appropriate methods and techniques and existing knowledge.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (B1-B4) • seminars (B1-B4) • directed reading (B1-B4) • use of the VLE (B1-B4) • independent research (B1-B4)

	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • examinations (B1-B4) • coursework essays /reports (B1-B4) • dissertation (B1-B4)
C: Practical skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
C1 demonstrate a critical understanding of management and business issues particular to various hospitality and/or tourism stakeholders; **C2** identify and respond appropriately to the diversity that prevails within the global hospitality and tourism industries; **C3** identify trends, opportunities and innovations within the hospitality/ tourism industry and be able to effectively manage change;	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (C1-C3) • coursework essays (C1-C4) • independent research (C1-C4) • group exercises (C1-C4)
C4 Use appropriate oral/written skills to communicate effectively in business situations	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • examinations (C1, C4) • essays (C1-C4) • reports(C1-C4) • dissertation (C1-C4)
D: Transferable skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:

D1 communicate effectively and with confidence by oral, written and visual means; **D2** analyse numerical information within the context of their industry using appropriate techniques in order to make judgements and solve problems; **D3** work successfully in collaboration with others, adopting a leadership role where and when appropriate; **D4** demonstrate competence as self-directed, reflective learners who are able to continuously appraise their personal capability and work towards personal, career and academic development	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (D1-D4) • seminars (D1-D4) • use of the VLE (D1-D4) • directed reading (D1-D4)
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • essays (D1-D4) • reports (D1, D2, D4) • presentations (D1-D4) • examinations (D1, D3, D4) • dissertation (D1-D4)

ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Admission Regulations.

The Standard Undergraduate Admission Regulations are available within section 3.1 of the *ARPP* on the BU website, and the appropriate link is included below:

https://intranetsp.bournemouth.ac.uk/pandptest/3a-undergraduate-admissions-regulations.doc

Applicants whose mother tongue is not English must offer evidence of qualifications in written and spoken English. Acceptable qualifications are: IELTS (academic) 6.0 (with a minimum of 5.5 in each of four categories) or direct equivalent.

PROGRESSION ROUTES

Recognition arrangements provide formally approved entry or progression routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria may apply. Please see the Recognition Register for a full list of approved Recognition arrangements and agreed entry criteria:

https://intranetsp.bournemouth.ac.uk/pandptest/7J_Recognition_Register_Public.xlsx

'In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation/Recognition/Progression route(s) for this programme may be subject to change. Where this happens students will be informed and supported by the Faculty as early as possible.

ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Assessment Regulations.

The University's Standard Assessment Regulations are available within section 6.1 of the *ARPP* on the BU website, and the appropriate link is included below:

https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-undergraduate%20(2).docx

Programme Skills Matrix

		Programme Intended Learning Outcomes															
		A1	A2	A3	A4	A5	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4
L E V E L 6	Dissertation	x	x				x	x	x	x	x	x			x	x	x	
	Strategy for Tourism and Hospitality	x	x	x	x	x	x	x	x	x								
	Tourism Issues & Futures			x	x		x	x										
	Food, Culture & Travel					x	x	x					x		x			
	Tourism & Hospitality Design	x	x	x		x		x	x		x							
	International HRM in Hospitality & Tourism	x	x		x		x	x	x		x		x	x	x		x	
	Digital Marketing	x	x	x		x		x	x	x	x	x		x	x			
	Visitor Attractions Management	x						x	x	x	x	x	x		x			
	Financial Management	x	x			x	x	x	x	x	x		x	x	x	x		x
	Small Business Management	x	x	x		x	x		x	x	x	x	x	x	x	x	x	x

A: Subject Knowledge and Understanding		**C: Practical skills**
This programme provides opportunities for students to develop and demonstrate knowledge and understanding of: **A1** hospitality and tourism organisations, their external environment and how they are managed; **A2** develop their knowledge and understanding of academic and professional practice within a framework of critical evaluation and synthesis; **A3** demonstrate a critical awareness of the moral, ethical and legal issues underpinning good management practice; **A4** demonstrate subject-relevant managerial skills and knowledge by exposure to professional practice; **A5** a multi and inter disciplinary approach to study		This programme provides opportunities for students to: **C1** demonstrate a critical understanding of management and business issues particular to various hospitality and/or tourism stakeholders; **C2** identify and respond appropriately to the diversity that prevails within the global hospitality and tourism industries; **C3** identify trends, opportunities and innovations within the hospitality/ tourism industry and be able to effectively manage change; **C4** Use appropriate oral/written skills to communicate effectively in business situations
B: Intellectual skills		**D: Transferable skills**
This programme provides opportunities for students to: **B1** critically evaluate arguments, assumptions, concepts and data using supporting evidence in order to make judgements and to frame appropriate questions to identify a solution to a problem; **B2** analyse and critically appraise scholarly output in order to manage and extend their own learning; **B3** integrate evidence from a range of sources to develop and support findings and hypotheses; **B4** carry out their own research through applying appropriate methods and techniques and existing knowledge.		This programme provides opportunities for students to: **D1** communicate effectively and with confidence by oral, written and visual means; **D2** analyse numerical information within the context of their industry using appropriate techniques in order to make judgements and solve problems; **D3** work successfully in collaboration with others, adopting a leadership role where and when appropriate; **D4** demonstrate competence as self-directed, reflective learners who are able to continuously appraise their personal capability and work towards personal, career and academic development