

## KEY PROGRAMME INFORMATION

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| <b>Originating institution(s)</b><br>Bournemouth University  | <b>Faculty responsible for the programme</b><br>Bournemouth University Business School                          |
| <b>Final award(s), title(s) and credits</b><br><br><b>BA (Hons) Tourism Management</b><br>120 (60 ECTS) Level 4 / 120 (60 ECTS) Level 5 / 120 (60 ECTS) Level 6 credits  |   |
| <b>Intermediate award(s), title(s) and credits</b><br><br>A Certificate in Higher Education (Cert HE) Tourism Management is awarded to a student who exits with 120 credits (60 ECTS) achieved at Level 4.<br><br>A Diploma in Higher Education (Dip HE) Tourism Management is awarded to a student who exits with 240 credits (120 ECTS) achieved at Level 4 and 5.   |   |
| <b>UCAS Programme Code(s) (where applicable and if known)</b><br><br>N800  | <b>HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.</b><br><br>100100 |
| <b>External reference points</b><br><br>The UK Quality Code for Higher Education including: <ul style="list-style-type: none"> <li>○ Expectations and practices for standards and for quality;</li> <li>○ Themed advice and guidance documents;</li> <li>○ Qualifications Frameworks (incorporating the Framework for Higher Education Qualifications) (FHEQ);</li> <li>○ Characteristics Statements (Foundations Degrees, Master's Degrees, Doctoral Degrees)</li> <li>○ Credit Frameworks;</li> <li>○ Subject Benchmark Statements.</li> </ul> JISC Digital Capabilities Framework.<br>UN Sustainable Development Goals. |   |
| <b>Professional, Statutory and Regulatory Body (PSRB) links</b> <ul style="list-style-type: none"> <li>• The Association to Advance Collegiate Schools of Business (AACSB International)</li> <li>• Institute of Travel and Tourism (ITT) Centre of Excellence</li> </ul>  |   |
| <b>Places of delivery</b><br>Bournemouth University (Talbot Campus)  |   |
| <b>Mode(s) of delivery</b><br>Full-time;<br>Full-time sandwich.  | <b>Language of delivery</b><br>English  |
| <b>Typical duration</b>  |   |

## Programme Specification – Section 1

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| <p>The typical engagement for this programme will be 4 years (Full-Time Sandwich)</p> <p>Level 4: 1 year<br/> Level 5: 1 year<br/> Level P (optional) 1 year<br/> Level 6: 1 year</p>   |   |
| <p><b>Date of first intake</b><br/> September 2023</p>  | <p><b>Expected start dates</b><br/> September each year</p>   |
| <p><b>Maximum student numbers</b><br/> Not applicable</p>   | <p><b>Placements</b><br/> Placements are compulsory but the length of the placement is optional with a minimum of 6 weeks ('short') taken as part of a 3 year degree or a minimum of 30 weeks ('long') taken as part of a 4 year degree. Placements are normally required to be completed prior to progression to Level 6. Students will have to find their own placements but a dedicated placement coordinator will assist students in finding a placement.</p> |
| <p><b>Partner(s)</b><br/> Not Applicable</p>  | <p><b>Partnership model</b><br/> Not Applicable</p>   |
| <p><b>Date of this Programme Specification</b><br/> January 2024</p>  |   |
| <p><b>Version number</b><br/> v2.4-0924</p>   |   |
| <p><b>Approval, review or modification reference numbers</b><br/> E212202<br/> EC 2223 02<br/> BUBS2223 04, approved 24/11/2022, previously v2.0<br/> BUBS2223 10, approved 13/04/2023, previously v2.1<br/> BUBS2223 14, approved 16/03/2023, previously v2.2<br/> BUBS2324 10, approved 23/01/2024, previously v2.3</p> |   |
| <p><b>Author:</b> Dr Duncan Light</p>   |   |

## PROGRAMME STRUCTURE

| Programme Award and Title: BA (Hons) Tourism Management   |             |                |                               |       |       |                                 |                  |  |
|---|-------------|----------------|-------------------------------|-------|-------|---------------------------------|------------------|--|
| Year 1/Level 4  |             |                |                               |       |       |                                 |                  |  |
| Students are required to complete six core units  |             |                |                               |       |       |                                 |                  |  |
| Unit Name   | Core/Option | No. of Credits | Assessment Element Weightings |       |       | Expected Contact hours per unit | Unit Version No. | HECoS Code<br>(plus balanced or major/ minor load) |
|   |             |                | Exam 1                        | Cwk 1 | Cwk 2 |                                 |                  |  |
| The Tourism and Hospitality Industries  | C           | 20             |                               | 50%   | 50%   | 36                              | 2.0              | 100100/100087                                      |
| Understanding the Tourist   | C           | 20             |                               | 30%   | 70%   | 36                              | 2.0              | 100875   |
| Marketing for Tourism and Hospitality   | C           | 20             |                               | 100%  |       | 36                              | 2.0              | 100100/100087 and 100075 (balanced)                |
| The Visitor Economy   | C           | 20             | 30%                           | 70%   |       | 36                              | 1.0              | 100875 (major)<br>100449 (minor)                   |
| Sustainable Tourism Destinations  | C           | 20             |                               | 100%  |       | 36                              | 1.0              | 100100   |
| Tourism, Wildlife and the Natural Environment   | C           | 20             |                               | 100%  |       | 36                              | 1.0              | 100875   |
| <p><b>Progression requirements:</b> To proceed to Level 5, students must normally achieve 120 Level 4 credits. Students who have failed 20 credits, or exceptionally 40 credits, may progress to the next stage where the Assessment Board allows the student to carry the credit into the subsequent level for the next reassessment opportunity.</p> <p>If a student completes a 'short' placement at the end of Level 4 it is not a requirement for progression to Level 5</p> <p><b>Exit qualification:</b> A Certificate in Higher Education (Cert HE) Tourism Management is awarded to a student who exits with 120 credits (60 ECTS) achieved at Level 4</p> |             |                |                               |       |       |                                 |                  |  |

## Programme Specification – Section 1

| <b>Year 2/Level 5</b>   |             |                |                               |       |       |                                 |                  |  |
|---|-------------|----------------|-------------------------------|-------|-------|---------------------------------|------------------|--|
| Students are required to complete five core units and one optional unit (including units available under the open curriculum)   |             |                |                               |       |       |                                 |                  |  |
| Unit Name   | Core/Option | No. of Credits | Assessment Element Weightings |       |       | Expected Contact hours per unit | Unit Version No. | HECoS Code<br>(plus balanced or major/ minor load) |
|   |             |                | Exam 1                        | Cwk 1 | Cwk 2 |                                 |                  |  |
| Tourism Operations Management   | C           | 20             |                               | 100%  |       | 36                              | 1.0              | 100100   |
| Managing People in Tourism and Hospitality  | C           | 20             |                               | 30%   | 70%   | 36                              | 2.0              | 100100/<br>100087                                  |
| Tourism and Technology  | C           | 20             |                               | 30%   | 70%   | 36                              | 1.0              | 100875   |
| Finance for Tourism and Hospitality   | C           | 20             |                               | 100%  |       | 36                              | 1.0              | 100100/<br>100087 and<br>100107<br>(balanced)      |
| The Tourist Experience  | C           | 20             |                               | 50%   | 50%   | 36                              | 1.0              | 100875   |
| International Tourism Destinations: Fieldwork Studies   | O           | 20             |                               | 100%  |       | 58                              | 1.0              | 100875   |
| Project Management for Tourism and Hospitality  | O           | 20             |                               | 40%   | 60%   | 36                              | 1.0              | 100100/<br>100087                                  |
| Live Event Development and Delivery   | O           | 20             |                               | 50%   | 50%   | 39                              | 1.1              | 100083   |
| The Changing Coastal Resort   | O           | 20             |                               | 100%  |       | 40                              | FMC 1.0          | 100100   |
| A unit from another programme under the open curriculum   | O           | 20             |                               |       |       |                                 |                  |  |
| <p><b>Progression requirements:</b> To proceed to Placement (Full-Time Sandwich) students must normally achieve 120 Level 5 credits. Students who have failed 20 credits, or exceptionally 40 credits, may progress to the next stage where the Assessment Board allows the student to carry the credit into the subsequent level for the next reassessment opportunity.</p> <p>If a student completes a 'short' placement at the end of Level 5 it is not a requirement for progression to Level 6.</p> <p><b>Exit qualification:</b> A Diploma in Higher Education (Dip HE) Tourism Management is awarded to a student who exits with 240 credits (120 ECTS) achieved at Level 4 and 5.</p> |             |                |                               |       |       |                                 |                  |  |
| <p><b>Year 3/Level 3: Optional placement year in industry/business:</b></p> <p><b>Progression requirements:</b> A minimum of 120 credits at Level 5 and satisfactory completion of either a short placement (minimum of 6 weeks) as part of a 3-year degree award, or a year-long placement</p>   |             |                |                               |       |       |                                 |                  |  |

## Programme Specification – Section 1

(minimum of 30 weeks) as part of a 4-year degree in a relevant industry/business/organisation is normally required to progress to Level 6. Short placements may be completed during Level 5.

### Year 3/Level 6

Students are required to complete three core units (one of which is either Dissertation (Tourism and Hospitality) or Consultancy Project (Tourism and Hospitality)). Students will also take two optional units, (which can include a unit from another programme under the open curriculum in Semester 2).

| Unit Name   | Core/Option | No. of Credits | Assessment Element Weightings |       |       | Expected Contact hours per unit | Unit Version No. | HECoS Code<br>(plus balanced or major/ minor load) |
|---|-------------|----------------|-------------------------------|-------|-------|---------------------------------|------------------|--|
|   |             |                | Exam 1                        | Cwk 1 | Cwk 2 |                                 |                  |  |
| Dissertation (Tourism and Hospitality)  | C/O         | 40             |                               | 100%  |       | 25                              | 2.0              | 100100/<br>100087                                  |
| Consultancy Project (Tourism and Hospitality)                                 | C/O         | 40             |                               | 30%   | 70%   | 25                              | 2.0              | 100087/100<br>100 (major)<br>100078<br>(minor)     |
| Strategy for Tourism and Hospitality  | C           | 20             |                               | 30%   | 70%   | 36                              | 1.0              | 100087/100<br>100 (major)<br>100078<br>(minor)     |
| Tourism Issues and Futures  | C           | 20             |                               | 70%   | 30%   | 36                              | 2.0              | 100875   |
| Digital Marketing   | O           | 20             |                               | 60%   | 40%   | 40                              | 1.1              | 100075   |
| International Human Resources Management for Tourism, Hospitality, and Events | O           | 20             |                               | 60%   | 40%   | 36                              | 1.0              | 100100/<br>100087<br>(major)<br>100078<br>(minor)  |
| Small Business Management   | O           | 20             |                               | 100%  |       | 39                              | 1.2              | 100083<br>(major)<br>101221<br>(minor)             |
| Sport Tourism   | O           | 20             |                               | 100%  |       | 36                              | 1.0              | 100875   |
| Tourism and Hospitality Design  | O           | 20             |                               | 100%  |       | 36                              | 2.0              | 100100/<br>100087                                  |
| Visitor Attraction Management   | O           | 20             |                               | 100%  |       | 36                              | 2.0              | 100100   |
| Wildlife and Ecotourism   | O           | 20             |                               | 100%  |       | 36                              | 2.1              | 100875   |
| Financial Management  | O           | 20             |                               | 100%  |       | 39                              | 1.0              | 100107   |
| International Event Management  | O           | 20             |                               | 40%   | 60%   | 39                              | 1.1              | 100083   |
| Managing Crises and Disasters   | O           | 20             |                               | 100%  |       | 36                              | 2.0              | 100823   |
| A unit from another programme under the open curriculum                       | O           | 20             |                               |       |       |                                 |                  |  |

## Programme Specification – Section 1

### Exit qualification: BA (Hons) Tourism Management

**Sandwich UG award:** Requires 120 (60 ECTS) credits at Level 4, 120 credits (60 ECTS) at Level 5, 120 credits (60 ECTS) at level 6 and successful completion of a Placement year.

Full-Time UG award: Requires 120 (60 ECTS) credits at Level 4, 120 credits (60 ECTS) at Level 5 and 120 credits (60 ECTS) 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 has been informed by a range of external points of reference:

- This programme specification has been developed with reference to the Subject Benchmark statement for Events, Hospitality, Leisure, Sport and Tourism (November 2019).
- The QAA Credit Framework for England
- The QAA Characteristics Statements
- The JISC Digital Capabilities Framework
- The UN Sustainable Development Goals
- AACSB 2020 Guiding Principles and Standards for Business Accreditation
- Employers and placement providers
- BU Tourism and Hospitality alumni

The Programme has also been informed by a range of internal reference points:

- BU 2025 Strategic Plan;
- BU policy 2B: Programme Structure and Curriculum Design Characteristics Policy (May 2021) which includes guidance on Common Academic Structure (4.3), Fusion Learning Approach (5.2), placements (5.4) and open curriculum (5.3);
- BU Policy 4K: Placements: Policy and Procedure (May 2021);
- BU Policy 6C: Principles of Assessment Design (July 2021).

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

- Demonstrate a critical understanding of the contemporary international tourism industry from both applied and academic perspectives;
- Can demonstrate critical knowledge and understanding of operational and strategic issues pertaining to the international tourism industry and its related sectors
- Can analyse and evaluate the complexities associated with the global nature of the tourism industry
- Demonstrate a detailed and critical understanding of key ethical issues and dilemmas associated with tourism development and practice, in the context of the United Nations Sustainable Development Goals;
- Can demonstrate the cognitive abilities of critical evaluation, analysis and synthesis;
- Are self-reliant, self-disciplined learners capable of working in an interdisciplinary environment;

## Programme Specification - Section 2

- Can meet the challenges presented by a career in a national or international environment appropriate to the tourism industry;
- Can demonstrate an ability to communicate ideas clearly across different media;
- Are able to manage their personal career development and lifelong learning.

### ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

This programme is fully aligned with the BU 2025 Strategic which places the Fusion of Learning, Research and Professional Practice at its core. It is also aligned with the core values of excellence, inclusivity, responsibility and creativity.

- The programme is underpinned by a fusion of a relevant and future-focussed curriculum with the research experience and professional practice expertise of the teaching team (Outcomes A1, A3; Actions 1, 2, 4);
- The programme seeks to enable students to develop skills of intellectual curiosity, citizenship and societal contribution, and creativity and innovation (Outcome A3; Action 4);
- The programme involves input from, and collaboration with, external stakeholders and partners (Outcomes A2, D1, D2, D3; Actions 52, 56);
- The programme encourages our students to understand sustainable and ethical practice, and a responsible approach to the environment (Outcomes C3, D2; Actions 44, 45);
- The programme incorporates an international focus and encourages students to adopt a global outlook, including the opportunity to study and/or work abroad (Outcomes A2, D3; Actions 4,5, 52);
- The programme is informed by recent market intelligence (Action 35);
- This programme equips students with the intellectual, practical and transferable skills for future employment (Outcomes D1, D2; Action 4).

This programme is underpinned by the Fusion Learning Principles. It offers teaching and learning that is inherently multi-disciplinary, and which is synthesised with research (that of both staff and students) and professional practice. Teaching and learning on this programme is personalised, inclusive, globally-focussed, enquiry-based, and underpinned by digital capability.

### 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.

Contact hours may take the form of timetabled / scheduled sessions, such as lectures, seminars, workshops, lab sessions, one-to-one tutorials, assessment feedback sessions and so on, but may also take the form of virtual contact, e.g. via email, Brightspace and other forms of technology. The number of hours for most units on this programme will normally be 39 but there are some exceptions:

- The optional *International Fieldwork Destinations: Fieldwork Studies* unit will involve a period of fieldwork (usually a week in duration) in an international destination, in addition to a short series of preparatory lectures. This will normally equate to around 60-65 hours of contact learning.



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- The Dissertation or Consultancy Project is based on 25 hours of contact, composed of lectures in research methodology, and individual supervision tutorials.

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, and fieldwork).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. The Level 6 Dissertation/Consultancy Project units 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, and external experts.

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

#### PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

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| <p><b>A: Subject knowledge and understanding</b></p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>   | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>   |
| <p><b>A1</b> Key concepts, theories and practices relating to the strategic and operational management of tourism organisations and destinations;</p> <p><b>A2</b> The effects of broader global changes and challenges on the tourism sector, including consideration of ethical issues associated with tourism development and management;</p> <p><b>A3</b> Issues of sustainability in the context of tourism;</p> <p><b>A4</b> The application of academic and management issues to a research topic of their choice;</p> <p><b>A5</b> The broader business environment in which tourism is situated;</p> <p><b>A6</b> Multi- and interdisciplinary perspectives in the study of tourism.</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>lectures (A1-A6);</i></li> <li>• <i>seminars (A1-A6);</i></li> <li>• <i>directed reading (A1-A6);</i></li> <li>• <i>use of the VLE (A1-A6);</i></li> <li>• <i>Independent study (A1-A6)</i></li> <li>• <i>dissertation research (A2, A4, A6).</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essays (A1-A3, A5-A6)</i></li> <li>• <i>Reports (A1-A3, A5-A6)</i></li> <li>• <i>Time-controlled papers (A1-A3, A5-A6)</i></li> <li>• <i>Dissertation (A1-A2, A4-A6)</i></li> </ul> |

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|   | <ul style="list-style-type: none"> <li>• <i>Consultancy Project (A1-A2, A4-A6)</i></li> </ul>  |
| <p><b>B: Intellectual skills</b></p> <p>This programme provides opportunities for students to:</p>  | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level outcomes:</p>   |
| <p><b>B1</b> Critically evaluate arguments, assumptions, concepts and data using supporting evidence, in order to make judgments and to frame appropriate questions to achieve a solution to a problem;</p> <p><b>B2</b> Collate and integrate evidence from a range of sources to support findings and generate proposed solutions;</p> <p><b>B3</b> Critically apply knowledge and skills in a range of familiar and unfamiliar situations in tourism management;</p> <p><b>B4</b> Apply appropriate research methods (including data collection, analysis and presentation) to their own piece of applied or academic research.</p>  | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>lectures (B1-B3);</i></li> <li>• <i>seminars (B1-B3);</i></li> <li>• <i>directed reading (B1-B4);</i></li> <li>• <i>use of the VLE (B1-B4);</i></li> <li>• <i>Independent study (B1-B4)</i></li> <li>• <i>dissertation research (B1-B4).</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essays (B1-B3)</i></li> <li>• <i>Reports (B1-B3)</i></li> <li>• <i>Time-controlled papers (B1-B3)</i></li> <li>• <i>Dissertation (B1-B4)</i></li> <li>• <i>Consultancy Project (B1-B4)</i></li> </ul>                   |
| <p><b>C: Practical skills</b></p> <p>This programme provides opportunities for students to:</p>   | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:</p>  |
| <p><b>C1</b> Demonstrate understanding of tools, techniques and methods for designing and undertaking an independent piece of research;</p> <p><b>C2</b> Critically evaluate, apply and utilise techniques and practices in strategic and operations management within a tourism context;</p> <p><b>C3</b> Communicate professionally in a range of different contexts and scenarios, using a variety of media and/or channels;</p> <p><b>C4</b> Locate, extract and interpret data from multiple sources, acknowledging and referencing sources in accordance with prescribed referencing and ethical requirements;</p> <p><b>C5</b> Prepare and present data in a range of appropriate formats;</p> <p><b>C6</b> Demonstrate competency in the collection, analysis and interpretation of data.</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>lectures (C1-C2, C3-C6);</i></li> <li>• <i>seminars (C1-C6);</i></li> <li>• <i>directed reading (C1-C6);</i></li> <li>• <i>use of the VLE (C1-C2, C4-C5);</i></li> <li>• <i>Independent study (C1-C6)</i></li> <li>• <i>dissertation research(C1, C3-C6 ).</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essays (C2-C5)</i></li> <li>• <i>Reports (C2-C5)</i></li> <li>• <i>Time-controlled papers (C2-C5)</i></li> <li>• <i>Dissertation (C1-C6)</i></li> <li>• <i>Consultancy Project (C1-C6)</i></li> </ul> |

## Programme Specification - Section 2

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| <p><b>D: Transferable skills</b></p> <p>This programme provides opportunities for students to:</p>  | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:</p>  |
| <p><b>D1</b> Communicate effectively and with confidence by oral, written and visual means;</p> <p><b>D2</b> Work successfully in collaboration with others (including in an online environment), adopting a leadership role where and when appropriate;</p> <p><b>D3</b> Plan and manage their own continued personal and professional learning by setting appropriate and achievable goals;</p> <p><b>D4</b> Demonstrate their competence as self-directed, reflective learners who are able to continuously appraise their personal capability and work towards personal, career and academic development;</p> <p><b>D5</b> Demonstrate and advocate openness and sensitivity to diversity in terms of other people, cultures and practices.</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>lectures (D3-D5);</i></li> <li>• <i>seminars (D1-D5);</i></li> <li>• <i>directed reading (D3-D5);</i></li> <li>• <i>use of the VLE (D3-D5);</i></li> <li>• <i>Independent study (D3-D5)</i></li> <li>• <i>dissertation research (D1-D5).</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essays (D1, D3-D5)</i></li> <li>• <i>Reports (D1-D5)</i></li> <li>• <i>Time-controlled papers (D1, D3-D5)</i></li> <li>• <i>Dissertation (D1-D5)</i></li> <li>• <i>Consultancy Project (D1-D5)</i></li> </ul> |

### LEVEL 5/DipHE OUTCOMES

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| <p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>   | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>  |
| <p><b>A1</b> The nature of tourism organisations and operations in a diverse range of contexts and destinations</p> <p><b>A2</b> The impact and implications of technological changes for tourism;</p> <p><b>A3</b> Key concepts, theories and practices relating to the management of people in a tourism context;</p> <p><b>A4</b> The impact of broader social, cultural and economic change on the practices and behaviour of tourists;</p> <p><b>A5</b> Key principles of financial management and planning and their application in the context of tourism.</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (A1-A5);</i></li> <li>• <i>Seminars (A1-A5);</i></li> <li>• <i>Directed reading (A1-A5);</i></li> <li>• <i>Use of the VLE (A1-A5);</i></li> <li>• <i>Independent study (A1-A5)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essay (A1, A3)</i></li> <li>• <i>Reports (A1-A2, A5)</i></li> <li>• <i>Digital artefacts (A2, A4)</i></li> <li>• <i>Presentations (A3-A4)</i></li> </ul> |

## Programme Specification - Section 2

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|---|---|
| <p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for students to:</p>  | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>   |
| <p><b>B1</b> Develop arguments based on concepts and data with the use of supporting evidence;</p> <p><b>B2</b> Apply academic knowledge to the analysis of a range of practical and operational tourism contexts;</p> <p><b>B3</b> Identify and apply appropriate concepts, theories and models to specific contexts or situations;</p> <p><b>B4</b> Develop numerical and accounting skills;</p>                      | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>lectures (B1-B4);</i></li> <li>• <i>seminars (B1-B4);</i></li> <li>• <i>directed reading (B1-B4);</i></li> <li>• <i>use of the VLE (B1-B4);</i></li> <li>• <i>Independent study (B1-B4)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essay (B1-B3)</i></li> <li>• <i>Reports (B1-B4)</i></li> <li>• <i>Digital artefacts (B1-B3)</i></li> <li>• <i>Presentations (B1-B3)</i></li> </ul>  |
| <p><b>C: Practical skills</b></p> <p>This level provides opportunities for students to:</p>   | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>   |
| <p><b>C1</b> Apply techniques and practices in the management of tourism operations;</p> <p><b>C2</b> Develop further their skills in locating, extracting and interpreting data from different sources, acknowledging and referencing sources in accordance with prescribed referencing and ethical requirements;</p> <p><b>C3</b> Develop further skills in the preparation and presentation of business reports;</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (C1-C3);</i></li> <li>• <i>Seminars (C1-C3);</i></li> <li>• <i>Directed reading (C1-C3);</i></li> <li>• <i>Use of the VLE (C1, C3);</i></li> <li>• <i>Independent study (C1-C3)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essay (C1-C2)</i></li> <li>• <i>Reports (C1-C3)</i></li> <li>• <i>Digital artefacts (C1-C2)</i></li> <li>• <i>Presentations (C1-C2)</i></li> </ul> |
| <p><b>D: Transferable skills</b></p> <p>This level provides opportunities for students to:</p>  | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>   |

## Programme Specification - Section 2

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| <p><b>D1</b> Communicate effectively in a range of different contexts and scenarios, using a variety of media and/or channels, and presenting data in a range of appropriate formats;</p> <p><b>D2</b> Refine and Enhance problem-solving skills;</p> <p><b>D3</b> Analyse numerical information within the context of their industry in order to make judgements and solve problems;</p> <p><b>D4</b> Perform effectively and professionally when collaborating with others in group situations;</p> <p><b>D5</b> Manage their own motivation, tasks and behaviour in creative and professionally appropriate ways;</p> <p><b>D6</b> Demonstrate openness and sensitivity to diversity in terms of other people, cultures and practices;</p> <p><b>D7</b> Plan and manage their own continued personal and professional learning by setting appropriate and achievable goals.</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (D2, D4-D7);</i></li> <li>• <i>Seminars (D1-D7);</i></li> <li>• <i>Directed reading (D1-D2, D4-D7);</i></li> <li>• <i>Use of the VLE (D1-D7);</i></li> <li>• <i>Independent study (D1-D7)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essay (D1-D2, D5-D7)</i></li> <li>• <i>Reports (D1-D7)</i></li> <li>• <i>Digital artefacts (D1-D2, D5-D7)</i></li> <li>• <i>Presentations (D1-D2, D4-D7)</i></li> </ul> |
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### LEVEL 4/Cert HE OUTCOMES

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| <p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>   | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>   |
| <p><b>A1</b> The nature and working of the international tourism industries;</p> <p><b>A2</b> The nature of contemporary tourism and tourists in a range of different international contexts;</p> <p><b>A3</b> The relationship between tourism and broader global economic, social, cultural and environmental contexts;</p> <p><b>A4</b> Key issues and debates relating to sustainability in the context of tourism</p> <p><b>A5</b> Key concepts, theories and practices of contemporary tourism operations and management;</p> <p><b>A6</b> The relationship of tourism to the broader micro- and macro- economic environment.</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (A1-A6);</i></li> <li>• <i>Seminars (A1-A6);</i></li> <li>• <i>Directed reading (A1-A6);</i></li> <li>• <i>Use of the VLE (A1-A6);</i></li> <li>• <i>Independent study (A1-A6)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essays (C1-C3,C5-C6)</i></li> <li>• <i>Reports (C1-C6)</i></li> <li>• <i>Group Presentations (C2, C4)</i></li> <li>• <i>Test/multiple choice tests (A3,A6)</i></li> </ul> |
| <p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for students to:</p>  | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to</p>  |

## Programme Specification - Section 2

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|  | demonstrate the level learning outcomes:  |
| <p><b>B1</b> Evaluate key concepts theories and models in tourism and apply them to real world situations</p> <p><b>B2</b> Recognise the wider context within which the international tourism industry operates;</p> <p><b>B3</b> Select, prioritise, synthesise and integrate information, ensuring that conclusions are supported by evidence</p> <p><b>B4</b> Identify and use academic and industry sources relevant to tourism management;</p> <p><b>B5</b> Develop independent reading, learning and investigative strategies.</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (B1-B4);</i></li> <li>• <i>Seminars (B1-B4);</i></li> <li>• <i>Directed reading (B5);</i></li> <li>• <i>Use of the VLE (B1-B4);</i></li> <li>• <i>Independent study (B1-B5)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essays (B1-B5)</i></li> <li>• <i>Reports (B1-B5)</i></li> <li>• <i>Group Presentations (B1-B5)</i></li> <li>• <i>Test/multiple choice tests (B1-B3, B5)</i></li> </ul> |
| <p><b>C: Practical skills</b></p> <p>This level provides opportunities for students to:</p>  | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>   |
| <p><b>C1</b> Develop skills and competence in the use of information and communication technologies;</p> <p><b>C2</b> Locate, extract and interpret data from different sources;</p> <p><b>C3</b> Develop skills in acknowledging and referencing sources in accordance with standard practice;</p> <p><b>C4</b> Communicate effectively in a range of different contexts and scenarios, using a variety of media and/or channels, and presenting data in a range of appropriate formats.</p>  | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (C1-C4);</i></li> <li>• <i>Seminars C1-C4);</i></li> <li>• <i>Directed reading (C1-C4);</i></li> <li>• <i>Use of the VLE (C2-C4);</i></li> <li>• <i>Independent study (C1-C4)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essays (C1-C4)</i></li> <li>• <i>Reports (C1-C4)</i></li> <li>• <i>Group Presentations (C1-C4)</i></li> <li>• <i>Test/multiple choice tests (C1-C3)</i></li> </ul>   |
| <p><b>D: Transferable skills</b></p> <p>This level provides opportunities for students to:</p>   | <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>   |

## Programme Specification - Section 2

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| <p><b>D1</b> Perform effectively in collaboration with others and as part of a team;</p> <p><b>D2</b> Take responsibility for planning and managing their own learning;</p> <p><b>D3</b> Begin to develop competence and confidence in a range of interpersonal skills;</p> <p><b>D4</b> Demonstrate openness and sensitivity to diversity in terms of other people, cultures and practices;</p> <p><b>D5</b> Develop the ability to become independent and reflective learners.</p> | <p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (D2-D5);</i></li> <li>• <i>Seminars (D1-D5);</i></li> <li>• <i>Directed reading (D1-D5);</i></li> <li>• <i>Use of the VLE (D1-D5);</i></li> <li>• <i>Independent study (D1-D5)</i></li> </ul> |
|  | <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essays (D2-D5)</i></li> <li>• <i>Reports (D1-D5)</i></li> <li>• <i>Group Presentations (D1-D5)</i></li> <li>• <i>Test/multiple choice tests (D2)</i></li> </ul>   |

Programme Specification - Section 2

Programme Skills Matrix

| Units                          |  | A 1 | A 2 | A 3 | A 4 | A 5 | A 6 | B 1 | B 2 | B 3 | B 4 | C 1 | C 2 | C 3 | C 4 | C 5 | C 6 | D 1 | D 2 | D 3 | D 4 | D 5 |   |
|--------------------------------|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|
| L<br>E<br>V<br>E<br>L<br><br>6 | Dissertation (Tourism and Hospitality)                 | X   | X   |     | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   |   |
|                                | Consultancy Project (Tourism and Hospitality)          | X   | X   |     | X   | X   | X   | X   | X   | X   | X   | X   | 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   | X   | X   | X   | X   |     |     | X   | X   | X |
|                                | Tourism Issues and Futures                             |     | X   | X   |     |     | X   | X   |     |     |     |     | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X |
|                                | International HRM for Tourism, Hospitality, and Events | X   | X   |     |     | X   | X   | X   | 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   | X   | X |
|                                | Sport Tourism  |     | X   |     |     | X   | X   | X   |     |     |     |     | X   | X   | X   | X   | X   | X   | X   |     | X   | X   | X |
|                                | Tourism and Hospitality Design                         |     | X   |     |     | X   | X   | X   | X   | X   |     |     | X   | X   | X   | X   | X   | X   | X   |     | X   | X   |   |
|                                | Visitor Attraction Management                          | X   | X   |     |     | X   | X   | X   | X   | X   |     |     | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   |   |
|                                | Wildlife and Ecotourism                                |     | X   | X   |     |     | X   | X   |     | X   |     |     | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   |   |
|                                | Digital Marketing                                      | X   | X   |     |     | X   | X   | X   | X   | X   |     |     | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   |   |
|                                | Financial Management                                   | X   | X   |     |     | X   | X   | X   | X   | X   |     |     | X   | X   | X   | X   | X   | X   | X   |     | X   | X   |   |
|                                | International Event Management                         | X   |     |     |     | X   | X   | X   | X   | X   |     |     | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X |
| Managing Crises and Disasters  |  | X   |     |     |     | X   | X   | X   | X   |     |     | X   | X   | X   | X   | X   | X   | X   |     | X   | X   | X   |   |
| L<br>E<br>V<br>E<br>L<br><br>5 | Tourism Operations Management                          | X   |     | X   |     | X   | X   | X   | X   | X   |     |     | X   | X   | X   | X   | X   | X   |     | X   | X   |     |   |
|                                | Managing People in Tourism and Hospitality             | X   | X   |     |     | X   | X   | X   | X   | X   |     |     | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X |
|                                | Tourism and Technology                                 | X   | X   |     |     | X   | X   | X   | X   | X   |     |     | X   | X   | X   | X   | X   | X   | X   |     | X   | X   |   |
|                                | Finance for Tourism and Hospitality                    | X   |     |     |     | X   | X   | X   | X   | X   |     |     | X   | X   | X   | X   | X   | X   | X   |     | X   | X   |   |
|                                | The Tourist Experience                                 | X   | X   |     |     |     | X   | X   |     | X   |     |     |     | X   | X   | X   | X   | X   | X   | X   | X   | X   | X |
|                                | International Tourism Destinations: Fieldwork Studies  | X   | X   | X   |     |     | X   | X   | X   | X   |     | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X |
|                                | Project Management for Tourism and Hospitality         | X   | X   |     | X   | X   | X   | X   | X   | X   |     |     | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X |
|                                | Live Event Development and Delivery                    | X   |     |     |     |     | X   | X   | X   | X   |     |     | X   | X   | X   | X   | X   | X   | X   | X   | X   | X   | X |
| The Changing Coastal Resort    | X  |     |     |     | X   | X   | X   | X   | X   |     |     |     | X   | X   | X   | X   | X   | X   |     | X   | X   | X   |   |
| L<br>E<br>V<br>E<br>L          | The Tourism and Hospitality Industries                 | X   | X   | X   |     | X   | X   |     | X   |     |     |     |     | X   | X   | X   |     | X   |     | X   |     |     |   |
|                                | Understanding the Tourist                              |     | X   | X   |     |     | X   |     | X   |     |     |     |     | X   | X   | X   |     | X   | X   | X   |     |     |   |
|                                | Marketing for Tourism and Hospitality                  | X   |     |     |     | X   | X   |     | X   |     |     |     |     | X   | X   | X   |     | X   |     | X   |     |     |   |
|                                | The Visitor Economy                                    | X   | X   | X   |     | X   | X   |     | X   |     |     |     |     | X   | X   | X   |     | X   | X   | X   |     |     |   |



## Programme Specification - Section 2

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| 4 | <b>Sustainable Tourism Destinations</b>              | X | X | X |  | X | X |  | X |  |  |  |  | X | X | X |  | X |  | X |  |  |
|   | <b>Tourism, Wildlife and the Natural Environment</b> |   | X | X |  |   | X |  |   |  |  |  |  | X | X | X |  | X |  | X |  |  |

## ADMISSION REGULATIONS

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

## 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 such as a Merit classification from the feeder programme may also apply. Please see the [recognition register](#) for a full list of approved Recognition arrangements and agreed entry criteria.

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. Further details are available at: <https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-undergraduate.pdf>

## WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

Placements are compulsory but the length of the placement is optional with a minimum of 6 weeks ('short') taken as part of a 3 year degree or a minimum of 30 weeks ('long') taken as part of a 4 year degree. To be awarded their degree in a 'sandwich' mode of delivery students will need to undertake a 'long' placement between Levels 5 and 6 (Level P).

The placement must meet the following criteria:

- it will be full-time;
- it will be in a position of meaningful responsibility;
- it must be formally approved by BU;
- A 'long' placement must comprise no more than two separate internships.
- Students must have secured their placement by 31 August (if they have not they will proceed to Level 6 of their programme).

The Placement helps students:

- synthesise and integrate their learning;
- enhance their personal and professional effectiveness;
- further develop their employability skills;
- develop their critical skills, through exposure to the application of tools and techniques in a variety of real scenarios;
- critically reflect upon career choices and direction;
- showcase their talents to a potential Graduate employer;
- shape the nature and subject of their final-year subject specialisation;

- refine their ideas in respect of the Level 6 Dissertation or Consultancy Project.

Students wishing to take a placement are primed to begin thinking about Placement search from the start of Level 4. In Level 5, specialist Placements and Careers staff support and advise students in preparing for the placement, including information on job search, CVs, application procedures, interview techniques and self-presentation. In addition, students will also prepare for the placement during the L5 'Managing People in Tourism and Hospitality' unit through CV a workshop, a workshop on careers in tourism and hospitality; a workshop on managing digital footprint; a workshop on LinkedIn; a workshop on interview techniques; and a workshop on assessment centres and psychometric testing.

The Placements team maintains contact with a large and growing network of organisations that regularly turn to Bournemouth University Business School to recruit placement students. Placements can be anywhere in the world, although experience shows that the majority of students find jobs that are UK-based. Placements are carefully screened to ensure that they provide the student with an appropriate, relevant and sufficiently challenging work experience.

In the case of a 'long' placement, the Level 5 Assessment Board determines students' eligibility to progress to Placement. In the case of international students, progression is subject to UK Border Agency regulations and policies.

During their Placement, each student receives ongoing support from a specialist Placement Development Advisor (PDA), who will hold a review meeting with each student whilst they are on Placement. PDAs are crucial members of the Programme Team, as they support and advise students in the development of their Reflective Personal and Professional Logbook, as well as in relation to their Level 6 option choices. Students also receive support via other communication channels such as e-mail, telephone and the VLE.