

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	Faculty responsible for the programme Faculty of Business and Law
Final award(s), title(s) and credits	
<p>BA (Hons) International Tourism and Hospitality Management (Top-Up)* The Award requires 120 credits (60 ECTS) achieved at Level 6</p> <p>* The term 'Top-Up' is used for marketing and promotional purposes only. Students successfully completing this Programme will be awarded BA (Hons) International Tourism and Hospitality Management.</p>	
Intermediate award(s), title(s) and credits N/A	
UCAS Programme Code(s) (where applicable and if known) N800	HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load. 100100 (50%), 100087 (50%)
External reference points The UK Quality Code for Higher Education including: <ul style="list-style-type: none"> ○ Expectations and practices for standards and for quality; ○ Themed advice and guidance documents; ○ Qualifications Frameworks (incorporating the Framework for Higher Education Qualifications) (FHEQ); ○ Characteristics Statements (Foundations Degrees, Master's Degrees, Doctoral Degrees) ○ Credit Frameworks; ○ Subject Benchmark Statements. JISC Digital Capabilities Framework. UN Sustainable Development Goals.	
Professional, Statutory and Regulatory Body (PSRB) links <ul style="list-style-type: none"> • The Association to Advance Collegiate Schools of Business (AACSB International) • Institute of Travel and Tourism (ITT) Centre of Excellence 	
Places of delivery Bournemouth University (Talbot Campus)	
Mode(s) of delivery Full-time	Language of delivery English
Typical duration The typical engagement for this programme will be 1 year Level 6: 1 year	
Date of first intake September 2026	Expected start dates September each year
Maximum student numbers Not applicable	Placements Not applicable
Partner(s) Not Applicable	Partnership model Not Applicable
Date of this Programme Specification November 2025	
Version number v1.3-0926	
Approval, review or modification reference numbers E212202 BUBS232410, approved 23/01/2024, previously v1.0	

Programme Specification – Section 1

BUBS 2425 04, approved 28/11/2024, previous version 1.1 -0926
BAL 2526 04, approved 13/11/2025, previous version 1.2 -0926

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Programme Specification – Section 1

PROGRAMME STRUCTURE

Year 3/Level 6								
Students are required to complete three core units and three optional units. One of the optional units should be Tourism Issues and Futures or Issues and Futures in Hospitality.								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Dissertation (Tourism and Hospitality)	Core	40		100		25	2.0	100100/ 100087
Strategy for Tourism and Hospitality	Core	20		50%	50%	36	1.1	100100/ 100087
Tourism Issues and Futures	C/O	20		70%	30%	36	2.0	1000875
Issues and Futures in Hospitality	C/O	20		50%	50%	36	1.0	100087
Digital Marketing	Option	20		60%	40%	40	1.1	100075
Food, Culture and Travel	Option	20		50%	50%	36	2.0	100087
International Human Resources Management for Tourism, Hospitality, and Events	Option	20		60%	40%	36	1.0	100100/ 100087 (major) 100078 (minor)
Managing Crises and Disasters	Option	20		100%		36	1.0	100823
Sport Tourism	Option	20		100%		36	1.0	1000875
Tourism and Hospitality Design	Option	20		100%		36	2.0	100100/ 100087
Visitor Attraction Management	Option	20		100%		36	2.0	100100
Wildlife & Ecotourism	Option	20		100%		39	2.1	100875
Exit qualification: BA (Hons) International Tourism and Hospitality Management								
Full-time UG award: Requires 120 (60 ECTS) 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 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) It should be noted that the benchmark statement refers to single honours programme (but nevertheless the guidance of the benchmark statement has been carefully considered when developing this joint degree).
- 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 and hospitality industries from both applied and academic perspectives;
- Demonstrate a critical understanding of operational and strategic management issues within the international tourism and hospitality industries;
- Can analyse and evaluate the complex and dynamic nature of the global tourism and hospitality industries;
- Are critically aware of key ethical issues and dilemmas associated with contemporary tourism and hospitality 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;
- Can meet the challenges presented by a career in a national or international environment appropriate to the tourism and/or hospitality 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 36 but there are some exceptions:

Units which involve work in the Food Management Studio may involve additional hours of laboratory-based work.

The Dissertation 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, and critical reflection).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. The Level 6 Dissertation 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.

Some optional units within this programme involve work in the Food Management Studio and students will be taught by demonstrators with extensive professional expertise and experience.

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

PROGRAMME/ LEVEL 6 INTENDED PROGRAMME OUTCOMES

<p>A: Subject knowledge and understanding</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>A1 Key concepts, theories and practices relating to the strategic and operational management of international tourism and hospitality organisations and destinations;</p> <p>A2 The effects of broader global changes and challenges on the tourism and/or hospitality sectors, including consideration of ethical issues associated with tourism and hospitality development and management;</p> <p>A3 The application of academic and management issues to a research topic of their choice;</p> <p>A4 The broader global business environment in which tourism and hospitality are situated;</p> <p>A5 Multi- and interdisciplinary perspectives in the study of tourism and hospitality.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • <i>Lectures (A1-A2, A3-A4);</i> • <i>Seminars (A1-A2, A3-A4);</i> • <i>Directed reading (A1-A5);</i> • <i>Use of the VLE (A4, A5);</i> • <i>Independent study</i> • <i>Dissertation research (A2-A5).</i> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>Essays (A1-A2, A4-A5)</i> • <i>Reports (A1-A2, A4-A5)</i> • <i>Time-controlled papers (A1-A2, A4-A5)</i> • <i>Dissertation (A2-3, A5).</i>
<p>B: Intellectual skills</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>B1 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>B2 Collate and integrate evidence from a range of sources to support findings and generate proposed solutions;</p> <p>B3 Critically apply knowledge and skills in a range of familiar and unfamiliar situations in international tourism and hospitality management;</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • <i>Lectures (B1-B3);</i> • <i>Seminars (B1-B3);</i> • <i>Directed reading (B1-B4);</i> • <i>Use of the VLE (B1-B4);</i> • <i>Independent study (B1-B4)</i> • <i>Dissertation research (B1-B4).</i> <p>Assessment strategies and methods:</p>

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<p>B4 Apply appropriate research methods (including data collection, analysis and presentation) to their own piece of applied or academic research.</p>	<ul style="list-style-type: none"> • <i>Essays (B1-B3)</i> • <i>Reports (B1-B3)</i> • <i>Time-controlled papers (B1-B3)</i> • <i>Dissertation (B1-B4).</i>
<p>C: Practical skills</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>C1 Demonstrate understanding of tools, techniques and methods for designing and undertaking an independent piece of research;</p> <p>C2 Critically evaluate, apply and utilise techniques and practices in strategic and operations management within a tourism and/or hospitality context;</p> <p>C3 Communicate professionally in a range of different contexts and scenarios, using a variety of media and/or channels;</p> <p>C4 Locate, extract and interpret data from multiple sources, acknowledging and referencing sources in accordance with prescribed referencing and ethical requirements;</p> <p>C5 Prepare and present data in a range of appropriate formats;</p> <p>C6 Demonstrate competency in the collection, analysis and interpretation of data.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • <i>Lectures (C1-C2,C3-C6)</i>; • <i>Seminars (C1-C6)</i>; • <i>Directed reading (C1-C6)</i>; • <i>Use of the VLE (C1-C2, C4-C5)</i>; • <i>Independent study (C1-C6)</i> • <i>Dissertation research (C1, C3-C6).</i> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>Essays (C2-C6)</i> • <i>Reports (C2-C6)</i> • <i>Time-controlled papers (C2-C3)</i> • <i>Dissertation (C1, C3-C6).</i>
<p>D: Transferable skills</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>D1 Communicate effectively and with confidence by oral, written and visual means;</p> <p>D2 Work successfully in collaboration with others (including in an online environment), adopting a leadership role where and when appropriate;</p> <p>D3 Plan and manage their own continued personal and professional learning by setting appropriate and achievable goals;</p> <p>D4 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>D5 Demonstrate and advocate openness and sensitivity to diversity in terms of other people, cultures and practices.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • <i>Lectures (D3-D5)</i>; • <i>Seminars (D1-D5)</i>; • <i>Directed reading (D3-D5)</i>; • <i>Use of the VLE (D3-D5)</i>; • <i>Independent study (D3-D5)</i> • <i>Dissertation research (D1-D5).</i> <p>Assessment strategies and methods:</p> <ul style="list-style-type: none"> • <i>Essays (D1,D3-D5)</i> • <i>Reports (D1- D5)</i> • <i>Time-controlled papers (D1, D3-D5)</i> • <i>Dissertation (D1-D5).</i>

Programme Specification - Section 2

Programme Skills Matrix

Units	A 1	A 2	A 3	A 4	A 5	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
L6 Dissertation (Tourism and Hospitality)		X	X		X	X	X	X	X	X		X	X	X	X	X	X	X	X	
L6 Strategy for Tourism and Hospitality	X	X		X	X	X	X	X			X	X	X			X	X	X	X	X
L6 Issues and Futures in Hospitality	X	X			X	X	X	X			X	X	X			X	X	X	X	X
L6 Tourism Issues and Futures	X	X			X	X	X	X			X	X	X			X	X	X	X	X
L6 Digital Marketing		X		X	X	X	X	X			X	X	X	X	X	X	X	X	X	X
L6 Food, Culture and Travel	X	X		X	X	X	X	X			X	X	X	X	X	X	X	X	X	X
L6 International Human Resource Management for Tourism, Hospitality, and Events	X	X		X	X	X	X	X			X	X	X	X		X	X	X	X	X
L6 Managing Crises and Disasters	X	X			X	X	X	X				X	X	X	X	X		X	X	X
L6 Sport Tourism	X	X		X	X	X	X	X			X	X	X	X	X	X		X	X	X
L6 Tourism and Hospitality Design	X	X		X	X	X	X	X			X	X	X	X	X	X	X	X	X	X
L6 Visitor Attraction Management	X	X		X	X	X	X	X			X	X	X	X	X	X	X	X	X	X
L6 Wildlife & Ecotourism	X	X			X	X	X	X			X	X	X	X	X	X	X	X	X	X

ADMISSION REGULATIONS

This course requires a Foundation Degree with 60% or above in a required subject; or HND with Merit or above in a required subject; or Level 5 Higher Apprenticeship in a relevant subject area. The required subjects are Hospitality, Tourism, Travel and Tourism, Business and Management.

Applicants whose first language is not English must offer evidence of a qualification in written and spoken English. Information about acceptable qualifications can be found on the Bournemouth University website.

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://intranet.sp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-undergraduate.pdf>

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

Not applicable