

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	Faculty responsible for the programme Bournemouth University Business School
Final award(s), title(s) and credits MSc Tourism Management (180 Level 7 credits) (90 ECTS)	
Intermediate award(s), title(s) and credits PGDip Tourism Management (120 Level 7 credits) (60 ECTS) PGCert Tourism Management (60 Level 7 credits) (30 ECTS)	
UCAS Programme Code(s) (where applicable and if known) Not known	HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load. 100100 (100%)
External reference points The UK Quality Code for Higher Education - Part A: Setting and Maintaining Academic Standards * The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (Oct 2014) * Master's Degree Characteristics Framework (Sept 2015) * National Credit Frameworks * Subject Benchmark Statement: Master's Degrees in Business and Management (June 2015) (only partly applicable) Association of British Travel Agents. Partner requirements (https://abta.com) Institute of Hospitality. Education Membership Scheme (www.instituteofhospitality.org) Institute for Travel and Tourism. Corporate member and recognized Centre of Excellence (www.itt.co.uk) Tourism Management Institute (undated) Recognition Scheme for Courses in Higher Education (www.tmi.org.uk) United Nations World Tourism Organisation (undated) Certification System: TedQual (http://themis.unwto.org)	
Professional, Statutory and Regulatory Body (PSRB) links Association of British Travel Agents: Partner Plus Member Institute of Hospitality. Member of Educational Membership Scheme Institute for Travel and Tourism: Accredited as a Centre of Excellence University Tourism Management Institute: Course recognition United Nations World Tourism Organisation: TedQual accredited	
Places of delivery	

Bournemouth University (Talbot Campus)	
Mode(s) of delivery Full-time Full-time sandwich (i.e. with placement) Part-time (UK and EU students only) Part-time sandwich (i.e. with placement) (UK and EU students only)	Language of delivery English
Typical duration 12/15 Months full-time (24 months full-time with placement) 24 months part-time	
Date of first intake September 2018	Expected start dates September, January
Maximum student numbers Not applicable	Placements Optional, non credit-bearing placement of minimum 30 weeks with appropriate hospitality/tourism organisations
Partner(s) Not applicable	Partnership model Not applicable
Date of this Programme Specification May 2021	
Version number V1.4-0923	
Approval, review or modification reference numbers E2017021, recognition approved 04/10/2017 BU1819 01, approved 14/11/2018, previously v1.0-0918 FM1920 04, approved 13/11/2019, previously v1.1-0919 FM1920 12 and FM1920 14, approved 04/03/2020, previously v1.2 EC2021 01, FM2021 04 approved 04/11/2020 and 10/03/2021 previously v1.3. EC2021 21, approved 10/05/2021	
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PROGRAMME STRUCTURE

Programme Award and Title: MSc Tourism Management								
Stage 1/Level 7 Students are required to complete 5 core units, and choose 1 optional unit. It is possible that some optional units may not run in a particular academic year if there are insufficient student numbers.								
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			
Managing Visitor Attractions	Core	20		40	60	40	2.1	100100 (100%)
Tourism Planning and Development	Core	20		30	70	40	1.1	100100 (100%)
The Tourism and Hospitality Industries	Core	20		100		40	1.1	100100 (50%) 100087 (50%)
Destinations: Contexts for Tourism and Hospitality	Core	20		100		40	1.1	100100 (50%) 100087 (50%)
Business Strategy and Finance	Core	20		100		40	2.1	100810 (65%) 100107 (35%)
Air Transport and Tourism	Option	20		60	40	40	1.1	100875 (100%)
Conference Tourism	Option	20		50	50	40	1.1	100083 (100%)
Crisis and Disaster Management	Option	20		50	50	40	2.1	100875 (70%) 100079 (30%)
Design for Tourism and Hospitality	Option	20		100		40	1.1	100100 (50%) 100087 (50%)
Entrepreneurship	Option	20		60	40	40	2.1	100079 (100%)
Food Design and Marketing	Option	20		100		40	1.1	101017 (100%)
Global Food and Drink	Option	20		100		40	1.1	101017 (100%)
Sport Tourism	Option	20		100		40		
Tourism Management and the Natural Environment	Option	20		100		40	1.2	100875 (100%)
Progression requirements: A minimum of 80 credits is necessary to progress to the Dissertation.								

Exit qualification:

PG Cert Tourism Management requires 60 credits at Level 7. Students must pass either *Managing Visitor Attractions* or *Tourism Planning and Development*.

PG Dip Tourism Management requires 120 credits at Level 7. Students must pass all taught units excluding the dissertation.

Placement:

A 30 week placement is optional for students. The placement is not credit-bearing and is assessed on a pass/fail basis (i.e. satisfactory completion of 30 weeks). The placement will appear on students' degree transcripts. Students are required to find their own placements. Students must comply with visa requirements.

Students will normally have completed 180 credits before proceeding to the placement but this requirement may be relaxed in the case of students who need to resit assessment(s). In such cases, decisions will be made on an individual basis and in the best interests of the student.

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			
Placement	Option	None					v3.0	

Stage 2/Level 7

Students are required to complete the Dissertation.

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	Core	60	-	100		13	2.0	100100 (100%)

Exit qualification: MSc Tourism Management requires 180 credits at Level 7

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 and resourceful graduates in Tourism Management who can:

1. Demonstrate and apply the critical knowledge and skills to be competent managers in the rapidly changing global tourism industry;
2. Demonstrate a critical understanding of the core business disciplines and methods of working in the global tourism/hospitality industries, and be able to effectively apply these in particular contexts;
3. Demonstrate a critical understanding of current and future potential environments in which the global tourism/hospitality industries operate, and develop a competitive strategic response;
4. Critically investigate, analyse, evaluate and respond to tactical and strategic issues of concern to organisations in the global tourism/hospitality industries;
5. Develop an analytical and creative approach to problem solving through independent judgement and critical self-awareness, working as individuals or as part of a team;
6. Take responsibility for managing their own learning and self-development.
7. Communicate ideas clearly through the most appropriate media, demonstrating a capacity for logical and coherent thinking.
8. Utilise a range of personal skills and competencies that will enable them to operate effectively and responsibly in their industry.

This programme is intended as a 'conversion' programme and is designed to cater for the needs of students who have not studied tourism as their first degree. It aims to give students an advanced understanding of the tourism industry and a managerial perspective of how to run organisations within this industry. This programme is intended to address the industry's need for graduates with the knowledge, understanding and experience to take up managerial roles within tourism (or hospitality).

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'. This MSc degree is aligned with the strategic plan in the following ways:

- It seeks to provide a fused educational experience combining the research and professional practice experience of the teaching team;
- It involves partnerships with the tourism/hospitality industry and 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 thus 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 prepares students with the skills and experience to meet the changing demands of the workplace (I1, I2) and enables students to develop high-level graduate skills (I3);
- This programme will seek to inspire students to make a difference to the world (I5).

This MSc 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

This programme will be delivered by staff based in the Department of Marketing, Strategy and Innovation (within the BU Business School). Staff have a wide range of relevant subject expertise and professional experience, and most are active researchers in their field. In accordance with BU practice, students will be taught by members of the Department professoriate. Where appropriate, external (industry) speakers, demonstrators/technicians and research students may also contribute to programme delivery.

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

MSc Tourism Management: 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>
<ol style="list-style-type: none"> 1. The nature and complexity of international tourism organisations, and the challenges of their contemporary operations and management; 2. The processes and planning of tourism development and the economic, environmental and socio-cultural impacts and consequences of such development; 3. Fundamental principles, concepts and theories relating to the strategic and operational management of tourism attractions and destinations; 4. The dynamic external environment within which issues of tourism management are situated, and implications for tourism of changes in this environment; 5. The complex and multi-disciplinary nature of tourism management as a field of study. 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1 – A5); • seminars (A1 – A5); • directed reading (A1-A5); • Fieldwork (A3); • independent research (A1, A5). <hr/> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essays (A1, A2, A5); • Written reports (A3, A4, A5); • Assessment in presence of tutor (A2, A3); • Group presentations (A1, A4); • Interpretation panel (A3); • dissertation (A1).

<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 outcomes:</p>
<ol style="list-style-type: none"> 1. Critically evaluate current theories and practices related to the management of tourism destinations and attractions; 2. Critically apply, and evaluate the impact of, relevant knowledge in a range of complex global situations; 3. Develop and demonstrate an ability to acquire, analyse, evaluate and synthesise data (in a wide variety of forms); 4. Develop and demonstrate an ability to evaluate the rigour and validity of published research and assess its relevance to new situations; 5. Develop and demonstrate a conceptual understanding which enables them to extrapolate from existing research and practice to formulate new or revised approaches to practice; 6. Develop and demonstrate the skills to enable them to undertake a piece of original research relating to tourism management; 7. Evaluate the contingent and contextual nature of global tourism management. 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B1 – B3-B7); • seminars (B1 – B4); • directed reading (B1 – B6); • Use of the VLE (B1 – B5); • Fieldwork (B2, B7) • independent research (for dissertation) (B2, B6). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essay (B1, B2, B4, B5, B7); • Written reports (B1, B2, B3, B4, B5, B7); • Group presentations (B1, B2, B3, B4, B5); • Interpretation Panel (B2, B3, B5) • Dissertation (B3, B6).
<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 learning outcomes:</p>
<ol style="list-style-type: none"> 1. Evaluate and apply particular techniques and practices in destination, attraction and resource development; 2. Evaluate and apply practices of visitor attraction management; 3. Develop and demonstrate confidence and competence in analysing and interpreting a range of 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (C1–C5); • Seminars/Group exercises (C1-C4) • Fieldwork (C2, C4) • Use of the VLE (C1-C5)

<p>tourism data and develop appropriate strategies in response;</p> <p>4. Develop critical knowledge and understanding of the planning process and its role within global tourism development;</p> <p>5. Develop and demonstrate skills in collecting, synthesising and presenting tourism data in a range of formats.</p>	<ul style="list-style-type: none"> • independent research for dissertation (C1–C5). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essay (C1,C3, C4, C5); • Written reports (C1,C2, C4); • Group presentations (C3, C5); • Interpretation Panel (C2, C3); • Dissertation (C3, C5).
<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 learning outcomes:</p>
<p>1. Communicate effectively by oral, written and visual means through a range of media;</p> <p>2. Work effectively and responsibly in collaboration with others, including staff and students, and be able to facilitate and manage group processes, negotiation and participation;</p> <p>3. Demonstrate confidence and competence in undertaking independent work of an original nature which addresses contemporary tourism management practice;</p> <p>4. Use IT effectively and independently to acquire and analyse a range of data;</p> <p>5. Demonstrate initiative and problem-solving skills and the application of their knowledge;</p> <p>6. Develop skills in working in cross-cultural teams and contexts.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • seminars (D1, D2, D5, D6); • group work (D1, D2, D6); • Directed reading (D34); • use of the VLE (D3 - D5); • Independent research for dissertation (D1, D3-D5). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essay (D1, D2, D5); • Written reports (D1, D4, D5, D6); • Group presentations (D1, D2, D5, D6); • Interpretation Panel (D1, D3, D5); • Dissertation (D1, D3, D5).

PGDip Tourism Management: Intended learning Outcomes

<p>A: Knowledge and understanding</p> <p>This stage 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 stage learning outcomes:</p>
<ol style="list-style-type: none"> 1. The nature and complexity of international tourism organizations and the challenges of their contemporary operations and management; 2. The processes and planning of tourism development and the economic, environmental and socio-cultural impacts and consequences of such development; 3. Fundamental principles, concepts and theories relating to the management of tourism attractions and destinations; 4. The dynamic external environment within which issues of tourism management are situation, and implications for tourism of changes in this environment; 5. The complex and multi-disciplinary nature of tourism management as a field of study. 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1 – A5); • seminars (A1 – A5); • directed reading (A1-A5); • Fieldwork (A3). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essays (A1, A2, A5); • Written reports (A3, A4, A5); • Assessment in presence of tutor (A2, A3); • Group presentations (A1, A4); • Interpretation panel (A3).
<p>B: Intellectual skills</p> <p>This stage 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 stage learning outcomes:</p>
<ol style="list-style-type: none"> 1. Critically evaluate the current theories and practices related to the management of tourism destinations and attractions; 2. Critically apply, and evaluate the impact of, relevant knowledge in a range of complex global situations; 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B1 – B3-B6); • seminars (B1 – B4);

<ol style="list-style-type: none"> 3. Develop and demonstrate an ability to analyse, evaluate and synthesise data (in a wide variety of forms); 4. Develop and demonstrate an ability to evaluate the rigour and validity of published research and assess its relevance to new situations; 5. Develop and demonstrate a conceptual understanding which enables them to extrapolate from existing research and practice to formulate new or revised approaches to practice; 6. Evaluate the contingent and contextual nature of global tourism management. 	<ul style="list-style-type: none"> • directed reading (B1 – B6); • Use of the VLE (B1 – B5); • Fieldwork (B2, B5) <hr/> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essay (B1, B2, B4, B5, B6); • Written reports (B1, B2, B3, B4, B5, B6); • Group presentations (B1, B2, B3, B4, B5); • Interpretation Panel (B2, B3, B5).
<p>C: Practical skills</p> <p>This stage 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 stage learning outcomes:</p>
<ol style="list-style-type: none"> 1. Evaluate and apply particular techniques and practices in destination, attraction and resource development; 2. Evaluate and apply practices of visitor attraction management; 3. Develop and demonstrate confidence and competence in analysing and interpreting a range of tourism data and develop appropriate strategies in response; 4. Develop critical knowledge and understanding understanding of the planning process and role in tourism development; 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (C1 – C4); • Seminars/Group exercises (C1-C4); • Fieldwork (C2, C4); • Use of the VLE (C1-C4). <hr/> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essay (C1,C3, C4); • Written reports (C1,C2, C4); • Group presentations (C3); • Interpretation Panel (C2, C3).

<p>D: Transferable skills</p> <p>This stage 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 stage learning outcomes:</p>
<ol style="list-style-type: none"> 1. Communicate effectively by oral, written and visual means through a range of media; 2. Work effectively and responsibly in collaboration with others, including staff and students, and be able to facilitate and manage group processes, negotiation and participation; 3. Use IT effectively and independently to acquire and analyse a range of data; 4. Demonstrate initiative and problem-solving skills and the application of their knowledge; 5. Develop skills in working in cross-cultural teams and contexts. 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • seminars (D1, D2, D4, D5); • group work (D1, D2, D5) • Directed reading (D3, D4) • use of the VLE (D2 – D4). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essay (D1, D2, D4); • Written reports (D1, D3, D4, D5); • Group presentations (D1, D2, D4, D5); • Interpretation Panel (D1, D3, D4).

PG Cert Tourism Management: Intended learning Outcomes

<p>A: Knowledge and understanding</p> <p>This stage 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 stage learning outcomes:</p>
<ol style="list-style-type: none"> 1. The nature and complexity of international tourism organisations, and the challenges of their operations and management; 2. The processes and planning of tourism development and the economic, environmental and socio-cultural impacts and consequences of such development; 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1 – A4); • seminars (A1 – A4); • directed reading (A1-A4); • Fieldwork (A4).

<ol style="list-style-type: none"> 3. Fundamental principles, concepts and theories relating to the strategic and operational management of tourism attractions and destinations. 4. The dynamic external environment within which issues of tourism management are situated, and implications for tourism of changes in this environment 	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essay (A1-A4); • Written Reports (A1-A4).
<p>B: Intellectual skills</p> <p>This stage 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 stage learning outcomes:</p>
<ol style="list-style-type: none"> 1. Critically apply relevant knowledge related to the management of tourism destinations and attractions; 2. Critically evaluate and apply theories and concepts which are used to understand the management of tourism destinations and attractions; 3. Develop and demonstrate an ability to evaluate and synthesise data (in a wide variety of forms); 4. Develop and demonstrate an ability to evaluate published research and assess its relevance to new situations; 5. Develop a conceptual understanding which enables them to extrapolate from existing research and practice to formulate new or revised approaches to practice. 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B1 – B5); • seminars (B1 – B5); • directed reading (B1 – B5); • Use of the VLE (B1 – B5); • Fieldwork (B1, B5). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essay (B1-B5); • Written Reports (B1-B5); • Group presentations (B1-B5).
<p>C: Practical skills</p> <p>This stage 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 stage learning outcomes:</p>
<ol style="list-style-type: none"> 1. Evaluate and critically apply particular techniques and practices in destination development; 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (C1 – C3);

<ol style="list-style-type: none"> 2. Develop and demonstrate confidence and competence in analysing and interpreting a range of tourism data and develop appropriate strategies in response; 3. Develop and demonstrate skills in gathering and presenting tourism data in a range of formats. 	<ul style="list-style-type: none"> • Seminars/Group exercises (C1-C3); • Fieldwork (C2); • Use of the VLE (C1-C3). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essay (C1, C2); • Written Reports (C1, C2, C3); • Group presentations (C1-C3).
<p>D: Transferable skills</p> <p>This stage 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 stage learning outcomes:</p>
<ol style="list-style-type: none"> 1. Communicate effectively by oral, written and visual means through a range of media; 2. Work effectively and responsibly in collaboration with others, including staff and students, and be able to facilitate and manage group process, negotiation and participation; 3. Prepare and present reports which evaluate a given situation; 4. Demonstrate initiative and problem-solving skills and the application of their knowledge; 5. Develop skills in working within cross-cultural teams and contexts. 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • seminars (D1, D2, D4, D5); • group work (D1, D2, D5); • Directed reading (D3, D4); • use of the VLE (D2 – D4). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essay (D1-D4); • Written Reports (D1-D5); • Group presentations (D1-D5).

ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Admission Regulations. These are available at: <https://intranetsp.bournemouth.ac.uk/pandptest/3a-postgraduate-admissions-regulations.doc>.

Applicants for whom English is not their first language must provide evidence of qualifications in written and spoken English. For *MSc Tourism Management* the English language entry requirement is IELTS (Academic) 6.0 or above.

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 (https://intranetsp.bournemouth.ac.uk/pandptest/7J_Recognition_Register_Public.xlsx) for a full list of approved Recognition arrangements and agreed entry criteria.

ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Assessment Regulations. These can be found at: [https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate%20\(2\).docx](https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate%20(2).docx)

PLACEMENT ELEMENT

As part of our Level 7 programmes, students can opt to do a placement (which may be international). Such an offering is considered to provide competitive advantage to the programme, as students can gather work experience, and in the case of non-native speakers of English, use the placement as an opportunity to improve their business English, thereby enhancing their employability. The placement unit allows "Tier 4" students the opportunity to stay in the UK for two years.

The placement involves working in a company relevant to the student's programme for a minimum of 30 weeks full-time. If students do not choose to do a placement, the programme lasts 12/15 months; if they elect to do a placement, the programme lasts for 24 months. "Tier 4" students are covered for a 2-year programme as far as visa regulations are concerned (at the time of the publication of this document). Students start their placement when the dissertation part of the programme finishes, usually in September (for September students) and in June (for January students).

The work placement is assessed on a pass/fail basis. The student must satisfactorily complete their placement in order for it to appear on their degree transcript. Upon completion of the placement, students write a reflective report of their placement experience and provide evidence from the company that they worked with during their period of employment.

Whilst on placement, students are supported by the placement unit leader regarding academic issues (such as queries related to the reflection and the dissertation) and by their Placement Development Adviser who monitors the quality of their placement experience.

Students who choose to do a placement are supported through a programme of seminars and workshops designed to improve their employability, with topics including: searching for a placement, writing a CV and covering letter, completing an application form, being interviewed (by phone and face-

to-face), and networking. Students also receive language support in order to help them to perform well in interviews and written applications.

Students also have the option of incorporating a period of Study Abroad within their 30 week placement, with the option to study in a variety of destinations world-wide.

Programme Skills Matrix

	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6	B7	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6
Managing Visitor Attractions	X		X	X	X	X	X	X	X	X		X		X	X		X	X			X	X	
Tourism Planning and Development	X	X		X	X	X	X	X	X	X		X	X		X	X	X	X	X		X	X	
The Tourism and Hospitality Industries	X			X	X	X	X	X	X	X		X			X			X	X		X	X	X
Destinations: Contexts for Tourism and Hospitality		X	X	X	X	X	X	X	X	X		X	X		X	X		X	X		X	X	
Business Strategy and Finance				X			X	X	X	X							X	X	X		X	X	X
Dissertation	X			X	X	X	X	X	X	X	X	X			X		X	X	X	X	X	X	
Placement	X			X			X			X								X	X			X	X
Air Transport and Tourism	X	X		X	X		X	X	X	X					X	X	X	X	X		X	X	
Conference Tourism	X			X	X	X	X	X	X	X		X	X		X		X	X	X		X	X	X
Crisis and Disaster Management				X	X		X	X	X	X		X						X	X		X	X	X
Design for Tourism and Hospitality		X	X	X	X	X	X	X	X	X		X		X	X		X	X	X		X	X	
Entrepreneurship				X			X	X	X	X		X					X	X	X		X	X	X
Food Design and Marketing	X			X	X		X	X	X	X		X			X		X	X	X		X	X	X
Global Food and Drink				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	X		X	X	X
Tourism Management and the Natural Environment	X	X		X	X	X	X	X	X	X		X	X		X		X	X	X		X	X	

Learning Outcomes

<p>A Subject Knowledge and Understanding</p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p> <ol style="list-style-type: none"> 1. The nature and complexity of international tourism organisations, and the challenges of their operations and management; 2. The processes and planning of tourism development and the economic, environmental and socio-cultural impacts and consequences of such development; 3. Fundamental principles, concepts and theories relating to the strategic and operational management of tourism attractions and destinations; 4. The dynamic external environment within which issues of tourism management are situated, and implications for tourism of changes in this environment; 5. The complex and multi-disciplinary nature of tourism management as a field of study; 	<p>B Intellectual Skills</p> <p>This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> 1. Critically evaluate current theories and practices related to the management of tourism destinations and attractions; 2. Critically apply, and evaluate the impact of, relevant knowledge in a range of complex global situations; 3. Develop and demonstrate an ability to acquire, analyse, evaluate and synthesise data (in a wide variety of forms); 4. Develop and demonstrate an ability to evaluate the rigour and validity of published research and assess its relevance to new situations; 5. Develop and demonstrate a conceptual understanding which enables them to extrapolate from existing research and practice to formulate new or revised approaches to practice; 6. Develop and demonstrate the skills to enable them to undertake a piece of original research relating to tourism management; 7. Evaluate the contingent and contextual nature of global tourism management.
<p>C Practical Skills</p> <p>This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> 1. Evaluate and apply particular techniques and practices in destination, attraction and resource development; 2. Evaluate and apply practices of visitor attraction management; 3. Develop and demonstrate confidence and competence in analysing and interpreting a range of tourism data and develop appropriate strategies in response; 4. Develop critical knowledge and understanding of the planning process and its role within global tourism development; 5. Develop and demonstrate skills in collecting, synthesising and presenting tourism data in a range of formats. 	<p>D – Transferable Skills</p> <p>This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> 1. Communicate effectively by oral, written and visual through a range of media; 2. Work effectively and responsibly in collaboration with others, including staff and students, and be able to facilitate and manage groups processes, negotiation and participation; 3. Demonstrate confidence and competence in undertaking independent work of an original nature which addresses contemporary tourism management practice; 4. Use IT effectively and independently to acquire and analyse a range of data; 5. Demonstrate initiative problem-solving skills and the application of their knowledge; 6. Develop skills in working in cross-cultural teams/contexts.