

Hertfordshire Business School

Title of Programme:

BA (Hons) Tourism Management

BA (Hons) Business and Tourism

BA (Hons) International Tourism Management

Programme Code: BSTMAN

Programme Specification

This programme specification is relevant to students entering:
01 September 2021

Associate Dean of School (Academic Quality Assurance):
Veronica Earle



A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

Summary of amendments to the programme:

Section	Amendment
Programme Structure	International Tourism/ Business and Tourism - L6 Module Business Strategy removed, replaced by Strategic Management
Table 1a	Modules removed: 4BUS1116 Economics for the Tourism & Event Industry. 5BUS1008 Project Planning and Control. 5BUS1023 Principles of Operations Management. 5BUS1208 Professional Development for Business direct entrant module. Modules added:

	5BUS1089 Geopolitics. 5BUS1199 Business Operations. 5BUS1205 Project Management in Business. 6BUS1056 Strategic HRM Perspectives.
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If you have any queries regarding the changes please email AQO@herts.ac.uk

Programme Specification Tourism

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	De Havilland Campus
Programme accredited by	Not applicable
Final Qualification	BA (Hons)
All Final Award titles	International Tourism Management
(Qualification and Subject)	Tourism Management Business and Tourism Tourism Management with Language*
	International Tourism Management with Language*

All of the above titles are available with the following suffix:

BA Honours (Sandwich)

BA Honours with a Year Abroad

BA Honours with Study Abroad

BA Honours with Employment Experience

*language options available (Mandarin, French, German, Japanese, Spanish)

Where a language is studied, it will be named in the Final Award, e.g. BA (Hons) Tourism Management with French

FHEQ level of award	6
UCAS code(s)	Tourism Management (N800) International Tourism Management (N830) Business and Tourism (N1N8)
Language of Delivery	English

A. Programme Rationale

The Tourism Management, International Tourism Management and Business and Tourism awards are designed to enable students to acquire the knowledge and skills for a career in the tourism industry. The curriculum explores the structure and significance of this dynamic and complex sector from the perspectives of the tourism businesses that deliver the products, the governments that plan tourism development, the tourists that travel and the destinations that receive them. Students selecting the International Tourism Management pathway gain a deep understanding of the tourism industry through a year's study and/or placement overseas (between their second and final year), as well as a curriculum particularly geared to the demands of cross-cultural management. Those selecting Business and Tourism blend tourism industry knowledge with a greater understanding of broader learning related to business studies, leadership and management.

Delivering an academically robust and business-relevant programme is a key goal of the tourism team. Students research, analyse and present complex information and examine and compare academic theories. They build upon this knowledge listening to regular guest speakers, participating in student trips, studying real-world business case studies and engaging in problem-solving exercises; effectively combining theory and practice to deepen their understanding and hone their transferable skills.

The tourism curriculum on the awards takes an international perspective, with modules utilising tourism management case studies from around the world. Students are invited to participate in an international field trip module in their second year. International Tourism Management students take a compulsory year abroad between the second and third years (work placement or work placement with study, or a year's study abroad), whilst a work or study year is an option for Tourism Management students. All students study the significance of international cultures to the tourism industry, and the importance of managing tourism responsibly.

The curriculum on the single honours awards provides students with a variety of optional modules in their final year, providing the opportunity for students to choose subjects that may be of particular interest as they ready themselves for the workplace.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

Additionally this programme aims to:

- develop an understanding of the products, structure, operation and management of the tourism industry;
- examine and challenge theories and concepts used to explain the development of tourism;
- research and evaluate factors influencing development and change within the tourism sector;
- identify, analyse and address the socio-cultural, economic and environmental impacts arising from tourism development and examine strategies for responsible tourism management;
- provide opportunity for students to gain an awareness of, and sensitivity to different cultural backgrounds and influences through the options of study and/or work in another country;
- gain an education which enhances prospects of employment in tourism and business both nationally and internationally.
- provide students with opportunity to study a foreign language and to gain appropriate employability skills within the global context.

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Hospitality, Leisure, Sport and Tourism (2015), Business and Management (2015) and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
A1- The structure, composition and management of the tourism industry and the global context in which it operates	Acquisition of knowledge and understanding is through a combination of lectures, seminars, tutorials, coursework, and project work at all levels of the programme.	Knowledge and understanding are assessed through a combination of examinations and assessed coursework. Assessment, which is both formative and summative, can take the form of essays, case studies, reports, seminar papers, multiple choice tests, portfolios (including a
A2- The nature and impact of tourism activity and management strategies for responsible tourism	Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learned and to	

<p>A3- An international perspective of tourism, facilitated by the use of international case studies and opportunities to study and work abroad</p> <p>A4- The role of the public sector in planning tourism development and supporting and promoting the tourism industry</p> <p>A5- Vocationally relevant concepts associated with managerial skills and marketing within tourism organisations and businesses</p> <p>A6- Research and problem solving through the acquisition and analysis of relevant market information to facilitate evidence-based decision making</p> <p>A7- The role of tourism as an industry through the experience of participating in study visits, both home and abroad</p> <p><u>And for the International Tourism Management pathway only</u></p> <p>A8- Managing people and businesses across national boundaries, including, including ethical and cultural considerations</p> <p><u>And additionally, for the Business and Tourism Award:</u></p> <p>A9- Examine the intricacies of organisations;</p> <p>A10- Research the wide range of processes, procedures and practices of effective management;</p>	<p>broaden their individual knowledge and understanding of the subject.</p> <p>A4 and A5 are further enhanced by the use of case studies of real-life practice and the use of guest speakers from the public sector and industry in modules including Tourism Planning and Career Planning in the Tourism Industry'</p> <p>A3 and A7 are encouraged through the use of case studies in modules such as Global Tourism Geography and study trips in tourism modules.</p> <p>A8 is achieved through the modules studied on the International Tourism Management pathway – Cross-Cultural Management, International HRM and Global Marketing, Ethics and Culture</p> <p>All students have the opportunity to take a work placement and for these students, the 'Placement Learning' module provides the opportunity to convert placement work experience into an assessed module. Students who do not take a work placement will still undertake the work-based career planning module that aim to ensure all students gain and benefit from work experience</p> <p>All students have the opportunity to take a language in every semester.</p>	<p>placement portfolio) and presentations.</p>
<p><u>Intellectual skills</u></p> <p>B1- Research and assess subject specific facts,</p>	<p><u>Teaching and learning methods</u></p> <p>Intellectual skills are developed through the methods and</p>	<p><u>Assessment strategy</u></p> <p>Intellectual skills are assessed through</p>

<p>theories, paradigms, principles and concepts</p> <p>B2- Describe, analyse and critically interpret data, text information and research evidence</p> <p>B3- Apply knowledge to the solution of familiar and unfamiliar problems</p> <p>B4- Develop a reasoned argument and challenge assumptions</p> <p><u>And for the International Tourism Management pathway only</u></p> <p>B5- Demonstrate a deep understanding of tourism management in another country, gained through overseas study and/or international tourism placement</p> <p><u>And additionally, for the Business and Tourism Award:</u></p> <p>B6- Analyse and evaluate business information for decision-making purposes;</p> <p>B7- Analyse and evaluate the impact of the wider international, economic, political, legal and social environment on business organisations.</p>	<p>strategies outlined in Section A, above. The higher-level skills are substantially developed at levels four and five, and particularly through advanced work including engagement in debate and academic critique through the contemporary themes module in the final year.</p> <p>B5 is developed through the overseas tourism study and/or overseas tourism placement that is compulsory part of the International Tourism Management pathway.</p>	<p>examinations and in-course assessments and demonstrated by the research and evaluations that students produce in reports and essays throughout the programme.</p>
<p><u>Practical skills</u></p> <p>C1- Demonstrate competence in written and oral communication skills</p> <p>C2- Demonstrate competence in numeracy, computing and IT skills</p> <p>C3- Demonstrate competence in interactive and group skills</p> <p><u>And additionally, for the Business and Tourism Award:</u></p>	<p><u>Teaching and learning methods</u></p> <p>Practical skills are developed throughout the programme by the methods and strategies outlined in sections A and B above.</p>	<p><u>Assessment strategy</u></p> <p>Skill C1 is assessed through essays, reports, presentations, student-led seminars and examinations. Skill C2 is assessed within specific modules, and more integrally, as part of learning and assessment strategies throughout the programme. Skill C3 is assessed by group-based coursework, group presentations and poster presentations, and includes the use of wikis and/or student logs and</p>

C4- Conduct research into business and management issues through the creation, extraction and analysis of data from a range of sources		reflections to ascertain individual contributions.
Transferable skills	Teaching and learning methods	Assessment strategy
D1- Recognise and prepare for career opportunities within the workplace	Transferable skills are developed through the programme by the methods and strategies outlined in sections A, B and C above. Skills D1 and D2 are developed particularly through the Career Planning modules in Level 5 and encouraged throughout the programme. Skills D3 and D4 are developed and promoted through the programme, most notably in the seminar-based work. Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.	Transferable skills are assessed through coursework, but particularly by case studies and problem-solving. Problem solving exercises are used for formative and summative assessment in a variety of modules. The Career Planning module require a portfolio of work for assessment, in which students demonstrate, through the completion of a variety of tasks, their knowledge of career opportunities within their industry, and the relevance of their academic skills to the workplace. Tasks also include role-play to prepare for the recruitment process and working in the business environment.
D2- Display competence in problem solving skills		
D3- Demonstrate an ability to work effectively in teams and independently		
D4- Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments.		
D5- Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.		

D. Programme Structures, Features, Levels, Modules, and Credits

BA (Hons) Tourism Management and BA (Hons) Business and Tourism are offered in full-time, 3-year mode, and in sandwich, 4-year mode.

BA (Hons) International Tourism Management is only available in sandwich or Study Abroad/Year Abroad, 4-year mode.

These lead, respectively, to the awards of:

- BA (Hons) Tourism Management;
- BA (Hons) Tourism Management (Sandwich);
- BA (Hons) Tourism Management with Study Abroad;
- BA (Hons) Tourism Management with a Year Abroad;
- BA (Hons) Tourism Management with Language
- BA (Hons) Business and Tourism (Sandwich)
- BA (Hons) Business and Tourism with Study Abroad
- BA (Hons) Business and Tourism with a Year Abroad
- BA (Hons) International Tourism Management (Sandwich);
- BA (Hons) International Tourism Management with Study Abroad;
- BA (Hons) International Tourism Management with a Year Abroad
- BA (Hons) International Tourism Management with Language

Where applicable these titles will include '(with Study Abroad)' where at least one semester of study has been completed and at least 45 credits have been accumulated, or '(with a Year Abroad)' where at least two semesters of study have been completed and at least 90 credits have been accumulated. One semester could be a semester of placement activity (typically at least 12 weeks) in which case at least 45 credit points shall have been accumulated.

Students may choose to follow these programmes at a part-time rate of study, but would engage with their modules in normal day-time mode in liaison with their Programme Leader.

Entry is normally at Level 4 with suitable A-level or equivalent qualifications, but it is possible at levels 5 and 6 with suitable qualifications. Intake is normally semester A (September).

Professional and Statutory Regulatory Bodies

N/A

Work-Based Learning, including Sandwich Programmes

An award in the sandwich mode is made if at least 36 weeks* of approved, supervised work experience is undertaken in addition to the period required for the full-time award. The award requires registration onto and successful completion of the HBS Placement module (students can opt to take a maximum of two separate placements, neither of which should be normally less than 12 weeks in duration). Students at HBS are required to complete the placement for the required duration, and pass the HBS Placement module, in order to gain the suffix '(Sandwich)' to their award. Information and support is available from the University's Careers, Employment and Enterprise Service.

*Please note the minimum placement period has been temporarily changed to 30 weeks for the 20/21 academic year due to the Covid 19 situation. See UPR11 2.4.1 for the situation in subsequent years https://www.herts.ac.uk/_data/assets/pdf_file/0016/232504/AS11-Schedule-of-Awards.pdf

Erasmus Exchange programme

The degree programme is open to all Erasmus students who select option choices from across the programme. For further details please contact the Programme Leader.

Studying Abroad – Details on Study Abroad are available from the Study Abroad office.

Students have the opportunity to study abroad (within Europe or world-wide), for one or two semesters, between Levels 5 and 6. The Study Abroad Office advises students on this process. Students on the International Tourism Management pathway must engage in Study Abroad and/or a placement in an overseas tourism management as a compulsory aspect of their course to gain a deeper understanding of the tourism industry from an international perspective.

Students who have successfully completed Level 4 can choose to spend a year abroad, *additional* to their studies, studying either two semesters at the host institution, or mixing one semester of study abroad with a placement abroad (normally not less than 12 weeks in duration). Passing their studies will earn them the degree title suffix 'with a Year Abroad'. Programme Leaders must agree the Study Abroad. For students taking Study Abroad as additional to their UH studies, their degree classification is based on Level 5 and Level 6 grades gained from their UH modules, as for home UH students, as in the UPRs*.

Additionally, students may also take the opportunity to study level 5 at a host institution *in place of their level 5 at UH*. This requires a very good match between the UH Level 5 and the host institution's Level 5 (NB Students should seek advice from their Programme Leader where their programme involves professional exemptions). Programme Leaders must agree the Study Abroad, and only students who pass all 120 credits of their Level 4 at UH may substitute Level 5 at UH with Level 5 abroad. For these students, their degree calculation is derived solely from final year grades gained from UH modules at Level 6.

Finally, students may opt to study just one semester abroad, to earn the suffix 'with Study Abroad'. This can be explored further with the Study Abroad Office.

*Degree classification calculation information is available in the University Policies and Regulations (UPRs), AS14 Section D6. UPRs on Study Abroad are located within UPR AS11 in section 2.5.

Language options and award title suffix

Students that take and pass a language in each semester qualify for a language suffix to their degree title, e.g. 'BA (Hons) Tourism Management with French' (Chinese Mandarin, French, German, Japanese and Spanish available). Language modules are delivered by the Humanities School, and subject to that School's attendance requirement.

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

Honours Progression and awards information for all programmes

Progression to level 5 on the honours route requires 120 credit points at level 4; for students with less than 120 credits at level 4 progression will be determined by the Programme Examination Board.

Progression to level 6 on the honours route requires 240 credit points at levels 4 and 5, of which at least 120 credit points must be at level 5; for students with less than 240 credit points at levels 4 and 5 progression will be determined by the Programme Examination Board.

The award of an honours degree requires 360 credit points, with at least 240 credit points at level 5 or above, of which at least 120 credit points must be at level 6. An unclassified degree requires 300 credit points, with at least 180 credit points at level 5 or above, of which at least 60 credit points must be at level 6. In addition, for a sandwich degree, students must successfully complete the placement year and must achieve pass standard for the Placement Portfolio.

Table 1a Outline Programme Structure

Mode of study Full-Time

Entry point Semester A

Level 4

BA (Hons) Tourism Management

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
The Tourism Industry Framework	4BUS1113	15	English	0	100	0	A
Study & Research Skills for the Tourism Industry	4BUS1114	15	English	0	100	0	A
Hospitality Operations Management	4BUS1115	15	English	0	100	0	A
Global Tourism Geography	4BUS1117	15	English	0	100	0	B
Data Analysis for Tourism & Event Management	4BUS1119	15	English	0	100	0	B
Principles of Tourism & Event Marketing	4BUS1118	15	English	0	100	0	B

And select 30 credits/2 modules from the Level 4 modules list below, 15 credits per semester:

Optional Modules Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Economics for Business	4BUS1037	15	English	0	100	0	A
Human Resource Management for the Tourism & Event Industry	4BUS1120	15	English	0	100	0	B
Language	Various	15 & 15		0	0	100	A & B

Level 5

BA (Hons) Tourism Management

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Career Planning in the Tourism Industry	5BUS1178	15	English	0	100	0	A
Enterprise & Technology for Tourism & Events	5BUS1168	15	English	0	100	0	A
Social & Cultural Impacts of Tourism	5BUS1179	15	English	0	100	0	A
Destination Marketing Research	5BUS1170	15	English	0	100	0	B
Tourism Passenger Transport	5BUS1169	15	English	0	100	0	B

And select 45 credits/3 modules from the modules list below
15 credits in A,
30 credits in B

Optional Modules Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Project Management in Business	5BUS1205	15	English	0	100	0	A
Geopolitics	5BUS1089	15	English	0	100	0	A
Management Accounting for Tourism & Events	5BUS1171	15	English	0	100	0	B
International Field Trip	5BUS1172	15	English	0	100	0	B
Impacts of Events & Festivals	5BUS1174	15	English	0	100	0	B
Language	Various	15 & 15	English	0	0	100	A & B

Placement (Optional)

Students who have attained the progression requirements to level 6 may select an optional placement year before commencing their level 6 studies. The award of a sandwich degree will require the successful completion of the placement period and the HBS Placement module.

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
HBS Placement	6BUS1228	0	English	0	100	0	A

Level 6 BA (Hons) Tourism Management

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Tourism Planning	6BUS1212	15	English	0	100	0	A
Strategic Business Management for Tourism & Events	6BUS1213	15	English	0	100	0	A
Destination & Visitor Attraction Management	6BUS1217	15	English	0	100	0	B
Contemporary Research Themes in Tourism Management	6BUS1216	15	English	0	100	0	B

And select 60 credits/4 modules from the modules list below
30 credits in A,
30 credits in B:

Optional Modules

Module Titles

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Dissertation – Tourism (including Research Methods)	6BUS1024 6BUS1086	30 0	English	0 0	100 100	0 0	AB A
Language	Various	15 & 15	English	0	0	100	A & B
Tour Operating (Mass Market & Niche)	6BUS1214	15	English	0	100	0	A
Sporting Events & Sports Tourism	6BUS1215	15	English	0	100	0	A
Business Tourism & Events	6BUS1218	15	English	0	100	0	B
Aviation & Airlines	6BUS1219	15	English	0	100	0	B

Mode of study Full Time

Entry point Semester A

Level 4

BA (Hons) Business and Tourism

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Accounting for Managers	4BUS1096	15	English	0	100	0	A
Economics for Business	4BUS1037	15	English	0	100	0	A
Study & Research Skills for the Tourism Industry	4BUS1114	15	English	0	100	0	A
The Tourism Industry Framework	4BUS1113	15	English	0	100	0	A
Quantitative Methods for Business	4BUS1069	15	English	0	100	0	B
Principles of Marketing	4BUS1010	15	English	0	100	0	B
HR Management for the Tourism & Event Industry	4BUS1120	15	English	0	100	0	B
Global Tourism Geography	4BUS1117	15	English	0	100	0	B

Level 5

BA (Hons) Business and Tourism

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Career Planning in the Tourism Industry	5BUS1178	15	English	0	100	0	A
Exploring Business Ethics	5BUS1049	15	English	0	100	0	A
Social and Cultural Impacts of Tourism	5BUS1179	15	English	0	100	0	A
Project Management in Business	5BUS1205	15	English	0	100	0	A
Business Operations	5BUS1199	15	English	0	100	0	B
Enterprise	5BUS1080	15	English	0	100	0	B
Tourism Passenger Transport	5BUS1169	15	English	0	100	0	B
Choose 1 of the following semester B modules:							
Destination Marketing Research <u>OR</u>	5BUS1170	15	English	0	100	0	B
International Field Trip	5BUS1172	15	English	0	100	0	B

Placement (Optional)

Students who have attained the progression requirements to level 6 may select an optional placement year before commencing their level 6 studies. The award of a sandwich degree will require the successful completion of the placement period and the HBS Placement module.

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
HBS Placement	6BUS1228	0	English	0	100	0	A

Level 6

BA (Hons) Business and Tourism

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Business and Commercial Awareness	6BUS0279	15	English	0	100	0	A
Leadership and Organisations	6BUS1141	15	English	0	100	0	A
Tour Operating	6BUS1214	15	English	0	100	0	A
Tourism Planning	6BUS1212	15	English	0	100	0	A
Strategic Management	6BUS1264	15	English	0	100	0	B
Digital Economy	6BUS1267	15	English	0	100	0	B
Aviation and Airlines	6BUS1219	15	English	0	100	0	B
Contemporary Research Themes in Tourism Management	6BUS1216	15	English	0	100	0	B

Level 4

BA (Hons) International Tourism Management

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
The Tourism Industry Framework	4BUS1113	15	English	0	100	0	A
Study & Research Skills for the Tourism Industry	4BUS1114	15	English	0	100	0	A
Hospitality Operations Management	4BUS1115	15	English	0	100	0	A
Global Tourism Geography	4BUS1117	15	English	0	100	0	B
Data Analysis for Tourism & Event Management	4BUS1119	15	English	0	100	0	B
Principles of Tourism & Event Marketing	4BUS1118	15	English	0	100	0	B

And select 30 credits/2 modules from the Level 4 modules list below,
15 credits per semester:

Optional Modules Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Economics for Business	4BUS1037	15	English	0	100	0	A
Human Resource Management for the Tourism & Event Industry	4BUS1120	15	English	0	100	0	B
Language	Various	15 & 15	Various	0	0	100	A & B

Level 5

BA (Hons) International Tourism Management

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Career Planning in the Tourism Industry	5BUS1178	15	English	0	100	0	A
Enterprise & Technology for Tourism & Events	5BUS1168	15	English	0	100	0	A
Social & Cultural Impacts of Tourism	5BUS1179	15	English	0	100	0	A
Cross Cultural Management	5BUS1054	15	English	0	100	0	B
Tourism Passenger Transport	5BUS1169	15	English	0	100	0	B

And select 45 credits/3 modules from the modules list below

15 credits in A,

30 credits in B:

Optional Modules Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Project Management in Business	5BUS1205	15	English	0	100	0	A
Geopolitics	5BUS1089	15	English	0	100	0	A
Destination Marketing Research	5BUS1170	15	English	0	100	0	B
Management Accounting for Tourism & Events	5BUS1171	15	English	0	100	0	B
International Field Trip	5BUS1172	15	English	0	100	0	B
Impacts of Events & Festivals	5BUS1174	15	English	0	100	0	B
Language	Various	15 & 15	Various	0	0	100	A & B

Year 3 – Compulsory Study Abroad/Placement Year

The placement year can comprise of one semester study abroad combined with a short work placement (min. 12 weeks full time work) or two semesters study abroad.

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
HBS Placement	6BUS1228	0	English	0	100	0	A

Level 6

BA (Hons) International Tourism Management

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Tourism Planning	6BUS1212	15	English	0	100	0	A
Tour Operating (Mass Market & Niche)	6BUS1214	15	English	0	100	0	A
Contemporary Research Themes in Tourism Management	6BUS1216	15	English	0	100	0	B
Aviation & Airlines	6BUS1219	15	English	0	100	0	B

And select 60 credits/4 modules from the modules list below
 30 credits in A,
 30 credits in B:

Optional Modules Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Dissertation – Tourism (including Research Methods)	6BUS1024	30	English	0	100	0	AB
Language	6BUS1086	0	English	0	100	0	A
Strategic HRM Perspectives	Various	15 & 15	Various	0	0	100	A & B
Sporting Events & Sports Tourism	6BUS1056	15	English	0	100	0	A
Global Marketing Ethics and Culture	6BUS1215	15	English	0	100	0	A
Business Tourism & Events	6BUS1025	15	English	0	100	0	B
	6BUS1218	15	English	0	100	0	B

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	Tourism Management	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1-A7; B1-B4; C1-C3; D1-D5
BA (Hons)	Business and Tourism	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1-A7; A9; A10; B1-B4; B6; B7; C1-C4; D1-D5
BA (Hons)	International Tourism Management	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1-A8; B1-B5; C1-C3; D1-D5

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Certificate of Higher Education		120 credit points at level 4	4, 5	<i>For named awards, list all relevant learning outcomes, e.g. A1, A3, A4, B1, B2, C1, C5, D1, D2, D3</i> OR <i>For untitled awards: See UPR AS11, section 13:</i> http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Diploma of Higher Education		240 credit points including at least 120 at level 5	5, 6	<i>For named awards, list all relevant learning outcomes, e.g. A1, A3, A4, B1, B2, B6, C1, C5, D1, D2, D3, D6</i> OR <i>For untitled awards: See UPR AS11, section 13:</i> http://sitem.herts.ac.uk/secreg/upr/AS11.htm
BA	Tourism Management	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1-A5; B1; B3; C1-C3; D1-D5
BA	Business and Tourism	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1-A5; A9; A10; B1; B3; B6; B7; C1-C4; D1-D5
BA	International Tourism Management	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1; A2; A3; A4; A5; A8; B1; B3; C1-C3; D1-D5

Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

Students on the BA (Hons) International Tourism Management pathway must successfully complete either one year Study Abroad, or one semester Study Abroad combined with one semester placement or abroad, or alternatively one 36-week placement overseas (for the latter, students are also required to successfully complete the HBS Placement module. Students who do not complete this Study Abroad and/or placement abroad may instead be eligible for the Tourism Management award at the discretion of the Programme Board.

- HBS UG placement students must submit and pass a placement portfolio to gain the suffix '(Sandwich)' to their award.
- Students trailing over 30 credits will not be permitted to engage in 'Study Abroad', and those with 30 credits or under should seek advice from their Programme Leader
- HBS requires undergraduate students to pass a minimum of 75 credits of study in their chosen language to receive the minor award suffix 'with <language>'

E. Management of Programme & Support for student learning.

Management

The programme is managed and administered through:

- The Dean of School
- The Head of Department
- The Head of UG Development
- The Head of Subject Group
- Programme Leaders who are responsible for the day to day management and who advise students on the programme as a whole
- An Admissions Tutor, with specific responsibility for open days and selection
- Module Coordinators who are responsible for individual modules
- A Placements Office to assist with the procurement of placements
- A programme committee, the membership of which includes student representatives from each level of study and key members of the Business School

Support

Students are supported by:

- A Programme Leader to help students understand the programme structure
- Student representatives on programme committees
- An induction week at the beginning of each new academic session
- Overseas Orientation
- StudyNet, a versatile on-line inter-active intranet and learning environment
- Guided student learning on StudyNet module sites
- Access to extensive digital and print collections of information resources
- Attractive modern study environments in 2 Learning Resource Centres
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of Students, incorporating Chaplaincy, Counselling and Nursery
- Medical Centre
- A Mathematics Drop-in Centre
- University Disability Advisors

- An Equality Office
- The Students Union
- An Exchange Programme Coordinator
- A European and Study Abroad Office
- A Careers Service for all current students and graduates
- A Mathematics Drop-in Centre
- HBS Centre for Academic Skills Enhancement (CASE) to provide academic support
- HBS Student Information Point
- HBS School Direct Entry Tutor
- A designated administrative team

F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF panel's report and conclusions can be accessed at: <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147>

G. Entry requirements

The normal entry requirements for the programme are:

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

If you would like this information in an alternative format please contact:
Alethea Bradley, Programme Leader, a.d.bradley@herts.ac.uk

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to aqo@herts.ac.uk

BA (Honours) Tourism Management

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																				
		Knowledge & Understanding							Intellectual Skills				Practical Skills			Transferable Skills						
Module Title		Module Code	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4	D5	
Level 4	The Tourism Industry Framework	4BUS1113	x	x	x			x		x	x	x	x	x		x					x	x
	Principles of Tourism and Event Marketing	4BUS1118		x					x	x	x			x	x	x			x	x	x	
	Study & Research Skills for the Tourism Industry	4BUS1114		x						x	x	x	x	x	x	x	x	x	x	x	x	
	Global Tourism Geography	4BUS1117	x	x	x	x	x	x	x	x	x		x	x		x			x	x		
	Hospitality Operations Management	4BUS1115	x	x	x		x	x		x	x		x	x		x			x	x		
	Data Analysis for Tourism & Event Management	4BUS1119					x	x		x	x	x		x	x						x	
	<i>Human Resource Management for the Tourism and Event Industry (optional)</i>	<i>4BUS1120</i>	x	x	x		x	x		x	x	x	x	x		x		x	x	x	x	x
	<i>Economics for Business (optional)</i>	<i>4BUS1037</i>					x	x			x	x	x	x	x			x	x			
Level 5	Tourism Passenger Transport	5BUS1169	x	x	x	x	x	x	x	x	x	x	x	x		x					x	
	Career Planning in the Tourism Industry	5BUS1178					x	x				x		x	x	x	x	x			x	
	Social and Cultural Impacts of Tourism	5BUS1179	x	x	x	x	x			x	x	x	x	x					x			
	Destination Marketing Research	5BUS1170	x	x	x		x		x	x	x	x		x		x		x	x	x		
	Enterprise & Digital Technology for Tourism & Events	5BUS1168		x			x	x		x	x	x	x	x	x	x		x	x	x	x	
	<i>Management Accounting for Tourism and Events (optional)</i>	<i>5BUS1171</i>					x			x	x	x	x	x	x		x	x	x	x		
	<i>International Field Trip (optional)</i>	<i>5BUS1172</i>	x	x	x	x	x	x	x	x	x	x	x	x	x		x		x	x	x	
	<i>Impacts of Events and Festivals (optional)</i>	<i>5BUS1174</i>	x	x	x	x		x	x	x	x	x	x	x	x		x	x			x	
	<i>Geopolitics (optional)</i>	<i>5BUS1089</i>								x	x	x	x	x				x	x	x	x	
	<i>Project Management in Business (optional)</i>	<i>5BUS1205</i>								x	x	x		x	x		x	x	x			
Placement Year		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Tourism Planning	6BUS1212	x	x	x	x	x	x		x	x	x	x	x							x		

Destination and Visitor Attraction Management	6BUS1217	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Contemporary Research Themes in Tourism Management	6BUS1216	x	x	x	x		x		x	x	x		x		x		x	x	x	
Strategic Business Management for Tourism and Events	6BUS1213	x	x	x		x	x		x	x	x	x	x					x		
Dissertation – Tourism (optional)		x							x	x	x	x	x	x						
Tour Operating (optional)	6BUS1214	x	x	x	x	x	x	x	x	x	x	x	x	x			x	x		
Sporting Events & Sports Tourism (optional)	6BUS1215	x	x	x	x				x	x	x	x		x		x	x	x	x	
Business Tourism and Events (optional)	6BUS1218	x	x	x		x	x		x	x	x	x		x				x	x	
Aviation and Airlines (optional)	6BUS1219	x	x	x		x	x		x	x	x	x		x				x	x	

BA (Honours) International Tourism Management

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

Programme Learning Outcomes (as identified in section 1 and the following page)																											
		Knowledge & Understanding								Intellectual Skills					Practical Skills			Transferable Skills									
		A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4	D5					
Level	Module Title	Module Code																									
Level 4	The Tourism Industry Framework	4BUS1113	x	x	x			x			x	x	x	x		x		x				x	x				
	Principles of Tourism & Event Marketing	4BUS1118		x					x		x	x				x	x	x				x	x	x			
	Study & Research Skills for the Tourism Industry	4BUS1114		x							x	x	x	x		x	x	x	x	x	x	x	x	x			
	Global Tourism Geography	4BUS1117	x	x	x	x	x	x	x		x	x		x		x		x				x	x				
	Hospitality Operations Management	4BUS1115	x	x	x		x	x			x	x		x		x		x				x	x				
	Data Analysis for Tourism and Event Management	4BUS1119						x	x		x	x	x			x	x					x					
	<i>Human Resource Management for the Tourism and Event Industry (optional)</i>	4BUS1120	x	x	x			x	x		x	x	x	x		x		x				x	x	x	x		
	<i>Economics for Business (optional)</i>	4BUS1037						x	x			x	x	x	x	x	x					x	x				
	Level 5	Tourism Passenger Transport	5BUS1169	x	x	x	x	x	x	x		x	x	x	x		x		x						x		
Career Planning for the Tourism Industry		5BUS1178						x	x				x			x	x	x	x	x				x			
Social & Cultural Impacts of Tourism		5BUS1179	x	x	x	x	x				x	x	x	x		x								x			
Cross Cultural Management		5BUS1054								x	x	x	x	x		x		x						x	x	x	
Enterprise & Technology for Tourism and Events		5BUS1168		x				x	x		x	x	x	x		x	x	x						x	x	x	x
<i>Management Accounting for Tourism and Events (optional)</i>		5BUS1171							x		x	x	x	x		x	x							x	x	x	
<i>International Field Trip (optional)</i>		5BUS1172	x	x	x	x	x	x	x		x	x	x	x		x	x							x	x	x	x
<i>Impacts of Events and Festivals (optional)</i>		5BUS1174	x	x	x	x			x	x	x	x	x	x		x	x							x	x		
<i>Geopolitics (optional)</i>		5BUS1089									x	x	x	x		x								x	x	x	x
<i>Project Management in Business (optional)</i>		5BUS1205									x	x	x			x	x							x	x	x	
<i>Destination Marketing Research (optional)</i>	5BUS1170	x	x	x			x		x	x	x	x			x		x						x	x	x		
Placement Year		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	

Level 6	Tourism Planning	6BUS1212	x	x	x	x	x	x			x	x	x	x		x					x			
	Contemporary Research Themes in Tourism Management	6BUS1216	x	x	x	x		x			x	x	x			x		x		x	x	x		
	Aviation and Airlines	6BUS1219	x	x	x		x	x			x	x	x	x			x					x	x	
	Tour Operating	6BUS1214	x	x	x	x	x	x	x		x	x	x	x		x	x				x	x		
	Global Marketing, Ethics and Culture (optional)	6BUS1025						x		x	x	x	x	x		x		x						
	Dissertation – Tourism (including Research Methods)	6BUS1024 6BUS1086	x									x	x	x	x		x	x						
	<i>Strategic HRM Perspectives (optional)</i>	6BUS1056										x	x	x	x		x			x	x	x	x	
	<i>Sporting Events and Sports Tourism (optional)</i>	6BUS1215	x	x	x							x	x	x	x			x		x	x	x	x	
	<i>Business Tourism and Events (optional)</i>	6BUS1218	x	x	x			x	x			x	x	x	x			x	x			x	x	

KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding

- A1. The structure, composition and management of the tourism industry and the global context in which it operates
- A2. The nature and impact of tourism activity and management strategies for responsible tourism
- A3. An international perspective of tourism, facilitated by the use of international case studies and opportunities to study and work abroad
- A4. The role of the public sector in planning tourism development and supporting and promoting the tourism industry
- A5. Vocationally relevant concepts associated with managerial skills and marketing within tourism organisations and businesses
- A6. Research and problem solving through the acquisition and analysis of relevant market information to facilitate evidence-based decision making
- A7. The role of tourism as an industry through the experience of participating in study visits, both home and abroad

Intellectual Skills

- B1. Research and assess subject specific facts, theories, paradigms, principles and concepts
- B2. Describe, analyse and critically interpret data, text information and research evidence
- B3. Apply knowledge to the solution of familiar and unfamiliar problems
- B4. Develop a reasoned argument and challenge assumptions

Practical Skills

- C1. Demonstrate competence in written and oral communication skills
- C2. Demonstrate competence in numeracy, computing and IT skills
- C3. Demonstrate competence in interactive and group skills

Transferable Skills

- D1. Recognise and prepare for career opportunities within the workplace
- D2. Display competence in problem solving skills
- D3. Demonstrate an ability to work effectively in teams and independently
- D4. Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments
- D5. Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.

BA (Honours) Business and Tourism

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																								
		Knowledge & Understanding										Intellectual Skills							Practical Skills				Transferable Skills			
Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	A9	A10	B1	B2	B3	B4	B6	B7	C1	C2	C3	C4	D1	D2	D3	D4	D5	
Accounting for Managers	4BUS1096					x				x	x	x	x	x		x	x	x		x		x	x			
Economics for Business	4BUS1037					x	x		x	x	x	x	x	x	x	x	x	x		x		x	x			
Study and Research Skills for the Tourism Industry	4BUS1114		x								x	x	x	x	x	x	x	x	x	x	x	x	x	x		
The Tourism Industry Framework	4BUS1113	x	x	x			x		x		x	x	x	x	x	x	x		x	x					x	
Quantitative Methods for Business	4BUS1069					x				x	x	x			x		x	x		x		x	x	x		
Principles of Marketing	4BUS1010					x	x			x	x		x		x	x	x		x	x		x	x	x		
HR Management for the Tourism & Event Industry	4BUS1120	x	x	x		x	x			x	x		x			x	x		x			x	x	x	x	
Global Tourism Geography	4BUS1117	x	x	x	x	x	x	x			x					x	x		x				x	x		
Career Planning in the Tourism Industry	5BUS1178					x	x						x				x	x	x	x	x	x			x	
Exploring Business Ethics	5BUS1049					x				x	x		x	x		x	x			x			x		x	
Social and Cultural Impacts of Tourism	5BUS1179	x	x	x	x	x				x	x	x	x	x	x	x	x			x			x		x	
Project Management in Business	5BUS1205									x	x	x	x		x		x	x	x		x	x	x			
Enterprise	5BUS1080					x	x			x			x		x		x		x	x		x	x			
Business Operations.	5BUS1199								x	x	x	x	x		x	x	x	x		x		x	x			
Tourism Passenger Transport	5BUS1169	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x		x						x	
Destination Marketing Research	5BUS1170	x	x	x		x		x		x	x	x	x		x	x	x		x	x		x	x	x		
International Field Trip	5BUS1172	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x			x	x		x	x	x	

Business and Commercial Awareness	6BUS0279					x	x		x		x	x	x	x	x		x		x	x			x		
Leadership and Organisations	6BUS1141					x			x	x	x	x	x	x	x	x	x		x		x	x			
Tour Operating	6BUS1214	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x
Tourism Planning	6BUS1212	x	x	x	x	x	x			x	x	x	x	x	x	x	x		x			x			
Strategic Management	6BUS1264					x			x	x	x	x	x	x	x	x		x	x			x			
Digital Economy	6BUS1267					x				x	x	x	x	x		x	x	x	x			x	x		
Aviation and Airlines	6BUS1219	x	x	x		x	x		x	x	x	x	x	x		x	x			x			x	x	
Contemporary Research Themes in Tourism Management	6BUS1216	x	x	x	x		x		x	x	x	x	x			x	x		x	x		x	x	x	x

KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding

- A1. The structure, composition and management of the tourism industry and the global context in which it operates
- A2. The nature and impact of tourism activity and management strategies for responsible tourism
- A3. An international perspective of tourism, facilitated by the use of international case studies and opportunities to study and work abroad
- A4. The role of the public sector in planning tourism development and supporting and promoting the tourism industry
- A5. Vocationally relevant concepts associated with managerial skills and marketing within tourism organisations and businesses
- A6. Research and problem solving through the acquisition and analysis of relevant market information to facilitate evidence-based decision making
- A7. The role of tourism as an industry through the experience of participating in study visits, both home and abroad

And additionally, for the Business and Tourism Award:

- A9. Examine the intricacies of organisations;
- A10. Research the wide range of processes, procedures and practices of effective management;

Intellectual Skills

- B1. Research and assess subject specific facts, theories, paradigms, principles and concepts
- B2. Describe, analyse and critically interpret data, text information and research evidence
- B3. Apply knowledge to the solution of familiar and unfamiliar problems
- B4. Develop a reasoned argument and challenge assumptions

And additionally, for the Business and Tourism Award:

- B6. Analyse and evaluate business information for decision-making purposes;
- B7. Analyse and evaluate the impact of the wider international, economic, political, legal and social environment on business organisations.

Practical Skills

- C1. Demonstrate competence in written and oral communication skills
- C2. Demonstrate competence in numeracy, computing and IT skills
- C3. Demonstrate competence in interactive and group skills

And additionally, for the Business and Tourism Award:

- C4. Conduct research into business and management issues through the creation, extraction and analysis of data from a range of sources

Transferable Skills

- D1. Recognise and prepare for career opportunities within the workplace
- D2. Display competence in problem solving skills
- D3. Demonstrate an ability to work effectively in teams and independently
- D4. Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments
- D5. Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.

BA International Tourism

		Assurance of Learning Goals and Criteria																	
		1. Professionalism, Employability and Enterprise			2. Learning and Research Skills			3. Intellectual Depth, Breadth and Adaptability			4. Respect for Others			5. Social Responsibility			6. Global Awareness		
Module Title	Module code	1.1	1.2	1.3	2.1	2.2	2.3	3.1	3.2	3.3	4.1	4.2	4.3	5.1	5.2	5.3	6.1	6.2	6.3
The Tourism Industry Framework	4BUS1113	x																	
Study & Research Skills for the Tourism Industry	4BUS1114			x									x						
Hospitality Operations Management	4BUS1115		x																
Tourism Passenger Transport	5BUS1169														x	x			
Social & Cultural Impacts of Tourism	5BUS1179										x	x		x					
Global Marketing Ethics and Culture	6BUS1025																x	x	x
Tourism Planning	6BUS1212							x	x	x									
Contemporary Research Themes in Tourism Management	6BUS1216				x	x	x												

Section 2

Programme management

Relevant QAA subject benchmarking statements	Hospitality, Leisure, Sport and Tourism (2015) Business and Management (2015)
Type of programme	Undergraduate
Date of validation/last periodic review	March 2016
Date of production/ last revision of PS	March 2021
Relevant to level/cohort	Level 4 entering September 2021
Administrative School	Hertfordshire Business School

Table 3 Course structure

Course details		
Course code	Course description	HECoS
BSTMAN	BA (Hons) Tourism Management BA (Hons) International Tourism Management	100100

Course details		
Course code	Course description	HECoS
BSTMAN	BA (Hons) Business and Tourism	100100