

Hertfordshire Business School

Title of Programme: BA (Hons) International Tourism Management

Programme Code: BSTMAN

Programme Specification

This programme specification is relevant to students entering:
01 September 2023

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
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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)	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) International Tourism Management with French

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

A. Programme Rationale

The International Tourism Management degree is 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 organisations that plan tourism development, the tourists that travel and the destinations that receive them.

Delivering an academically robust and business-relevant programme with an employability focus is a key goal of the tourism team. As part of the programme, students will have the opportunity to take part in a range of additional activities to develop these skills including personal and professional development sessions, employability seminars and opportunities to engage with industry practitioners and professionals through guest lecturers, and workshops within modules.

Students will be strongly encouraged to undertake a placement/sandwich opportunity but will also be encouraged to undertake relevant short-term; part-time employment and / or volunteering opportunities, as either an alternative to placement or in addition to their placement. This will allow them to further enhance

their employment skills and university learning experience through applying their knowledge to a professional business environment, whilst developing key employability skills and exploring career options. This will be recognised through portfolio assessment enabling students to showcase their skills at interview on graduation.

Students can select the option to take a one-year work placement (Sandwich) or the opportunity to study abroad for either one academic year or for one semester, and work for one semester. These opportunities help students to experience and appreciate other cultures, overcome challenges of living in another country and gain a greater understanding of the world. These are attributes that tourism businesses look for in graduates, and will become more important in the future.

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 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, and have the option to take a year abroad between the second and third years (work placement or work placement with study, or a year's study abroad). Students study the significance of international cultures to the tourism industry, and the importance of managing tourism responsibly.

The curriculum provides students with some optional modules in their final year, including an industry based project or dissertation, 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 develops employability skills and 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 Events, Hospitality, Leisure, Sport and Tourism (2019), 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 (2021) 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	Acquisition of knowledge and understanding is through a combination of lectures, seminars, tutorials, coursework,	Knowledge and understanding are assessed through coursework.

<p>industry and the global context in which it operates</p> <p>A2- The nature and impact of tourism activity and management strategies for responsible tourism</p> <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>A8- Managing people and businesses across national boundaries, including ethical and cultural considerations</p> <p>A9. The structure, composition and management of the tourism industry and the global context in which it operates</p> <p>A10. The nature and impact of tourism activity and management strategies for responsible tourism</p>	<p>and project work at all levels of the programme.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p>	<p>Assessment, which is both formative and summative, can take the form of essays, case studies, reports, seminar papers, multiple choice tests, portfolios (including a placement portfolio), time-constrained assessments and presentations.</p>
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Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1- Research and assess subject specific facts, 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 additionally for those on the placement / study abroad route)</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>Intellectual skills are developed through the methods and 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 discussion and academic critique through modules in the final year.</p>	<p>Intellectual skills are assessed through in-course assessments and demonstrated by the research and evaluations that students produce in their coursework throughout the programme.</p>
Practical skills	Teaching and learning methods	Assessment strategy
<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>Practical skills are developed throughout the programme by the methods and strategies outlined in sections A and B above.</p>	<p>Skill C1 is assessed through essays, reports, presentations, student-led discussion and timed assessments.</p> <p>Skill C2 is assessed within specific modules, and more integrally, as part of learning and assessment strategies throughout the programme.</p> <p>Skill C3 is assessed by group-based coursework, group presentations and poster presentations, and includes the use of student logs and reflections to ascertain individual contributions.</p>
Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1- Recognise and prepare for career opportunities within the workplace</p>	<p>Transferable skills are developed through the programme by the</p>	<p>The Enhancing Employability in Events & Tourism module requires a portfolio of work</p>

<p>D2- Display competence in problem solving skills</p> <p>D3- Demonstrate an ability to work effectively in teams and independently</p> <p>D4- Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments.</p> <p>D5- Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.</p>	<p>methods and strategies outlined in sections A, B and C above.</p> <p>D1 is developed through modules with a focus on employability, and are encouraged throughout the programme.</p> <p>D2 is encouraged throughout, and developed in coursework assignments, group work, student discussions.</p> <p>D3 is developed and promoted throughout the programme. Working in teams in particular is an important employability skill for the tourism industry so is embedded at all levels.</p> <p>Skills D3 and D4 are developed and promoted through the programme. Working in teams in particular is important employability skill for the event management and tourism industry so is embedded at all levels</p> <p>D4 is developed through group work, role play, the use of case studies and in the optional work placement;</p> <p>D5 is acquired through tutorials, group-based coursework and in the work placement, and is further developed through participation in study abroad opportunities.</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence in a portfolio.</p>	<p>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.</p> <p>Tasks also include role-play to prepare for the recruitment process and working in the business environment.</p> <p>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.</p>
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D. Programme Structures, Features, Levels, Modules, and Credits

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

This leads, respectively, to the awards of:

BA (Hons) International Tourism Management
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 Employment Experience
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.

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 only semester A (September).

Professional and Statutory Regulatory Bodies

N/A

Work-Based Learning, including Sandwich Programmes and With Employment Experience

An award in the sandwich mode is made if at least 30 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.

An award for employment experience requires successful completion of at least 12 weeks full-time equivalent placement activity (whether that be interrupted sandwich placement learning or alternative shorter periods of approved placement learning) from a maximum of two separate approved placements, neither of which will be normally less than 4 weeks in duration, will enable students to request the award title 'with employment experience'.

Information and support is available from the University's Careers, Employment and Enterprise Service. See UPR11 2.4.1: https://www.herts.ac.uk/_data/assets/pdf_file/0016/232504/AS11-Schedule-of-Awards.pdf

Turing Exchange programme

The degree programme is open to all Turing students who select option choices from across the programme. For further details please contact the Study Abroad Team.

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 who have successfully completed Levels 4 and 5 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 are required to study a consistent language in each semester at each level to qualify for a language suffix to their degree title (Years 1, 2 and 4 on the 4-year programme and Years 1, 2 and 3 on the 3-year programme) 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 HBS Placement module.

Table 1a Outline Programme Structure

Mode of study Full-Time

Entry point Semester A

Level 4

BA (Hons) International Tourism Management

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Professionalism in Events & Tourism	4BUS2018	30	English	0	100	0	AB
Designing the Visitor Experience	4BUS2020	15	English	0	100	0	A
Introduction to Tourism, Hospitality & Event Management	4BUS2019	15	English	0	100	0	A
Delivering the Visitor Experience	4BUS2021	15	English	0	100	0	B
Principles of Tourism & Event Marketing	4BUS2023	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
Understanding Cultural Communities	4BUS2022	15	English	0	100	0	A
Critical Issues for Events & Tourism	4BUS2024	15	English	0	100	0	B
Language	Various	15 & 15		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
Enhancing Employability in Events & Tourism	5BUS2059	15	English	0	100	0	A
Destination & Event Marketing Research	5BUS2058	15	English	0	100	0	A
Business Analytics for Events & Tourism	5BUS2060	15	English	0	100	0	A
Technology for Tourism & Events	5BUS2057	15	English	0	100	0	B
Tourism Passenger Transport	5BUS1169	15	English	0	100	0	B
Sustainability in Events & Tourism	5BUS2061	15	English	0	100	0	B

And select 30 credits/2 modules from the Level 5 modules list below, 15 credits per semester

Optional Modules Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
Niche Tourism	5BUS2063	15	English	0	100	0	A
Project Management in Business	5BUS1205	15	English	0	100	0	A
Management Accounting for Business Decisions	5BUS1038	15	English	0	100	0	B
International Field Trip	5BUS1172	15	English	0	100	0	B
Sponsorship & PR	5BUS2062	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	P/F	0	A

Level 6

BA (Hons) International Tourism Management

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Global Tourism Planning & Development	6BUS2061	15	English	0	100	0	A
Destination & Visitor Attraction Management	6BUS1217	15	English	0	100	0	A
Tourism and Social Anthropology	6BUS2069	15	English	0	100	0	B
Contemporary Issues for the Events & Tourism Graduate	6BUS2064	15	English	0	100	0	B

And select 60 credits/4 modules from the Level 6 modules list below, 30 credits per semester

Optional Modules Module Titles	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
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Applied Individual Project (including Research Methods)	6BUS2070	30	English	0	100	0	AB
	6BUS1086	0	English	0	100	0	A
Dissertation – THEM (including Research Methods)	6BUS2065	30	English	0	100	0	AB
	6BUS1086	0	English	0	100	0	
Language	Various	15 & 15	English	0	0	100	A & B
Strategy & Leadership for Tourism & Events	6BUS2063	15	English	0	100	0	A
Events-driven Tourism	6BUS2066	15	English	0	100	0	A
Business Tourism & Events	6BUS1218	15	English	0	100	0	B
Entrepreneurship in Tourism & Events	6BUS2068	15	English	0	100	0	B

The award of an Honours degree requires 360 credits passed with a minimum of at least 120 at Level 6 which can include the final year project.

For all degree titles in the programme, 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.

Students must be eligible to progress to level 6 to take up the placement and / or study abroad opportunity in the Placement year (Intercalated year)

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 passed with a minimum of at least 120 credits 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 HBS Placement module.

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)	International Tourism Management	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1-A8; B1-B4; C1-C3; D1-D5 (3 year full time) A1-A8; B1-B5; C1-C3; D1-D5 (4 year full time with study abroad and / or placement)

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	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:

- * HBS UG placement students must submit and pass the HBS Placement module to gain the suffix '(Sandwich)' to their award.
- * Students trailing over 30 credits will not be permitted to engage in 'Study Abroad', and those trailing 30 credits or under should seek advice from their Programme Leader
- * Research Methods is compulsory for any student who selects the Dissertation or Applied Individual Project option. It is zero credit rated, so does not 'count' as an option choice (it is part of the dissertation support process).
- * To be eligible for the Dissertation or Applied Individual Project option, students must have passed 120 credits at level 4 AND 120 credits at level 5 and need to achieve an average of at least 50% in half of the 120 level 5 modules.
- * Students can only be compensated a maximum of 15 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 and Deputy Dean of Hertfordshire Business School
- The Associate Dean (UG Student Experience) who has delegated authority for undergraduate programmes in the Hertfordshire Business School
- The Associate Dean (Academic Quality Assurance) and Associate Dean (Learning and Teaching), who have responsibility for academic quality and learning and teaching in the Hertfordshire Business School
- Programme Leaders who are responsible for the day to day management and who advise students on the programme as a whole
- A Personal Tutor
- An Admissions Tutor, with specific responsibility for open days and selection
- Module Leaders who are responsible for individual modules
- A School Placement Visits Coordinator to assist with the procurement and monitoring 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:

- Personal Tutor System
- An orientation week for overseas students
- An induction week at the beginning of each new academic session
- Exchange workshops to prepare for study abroad and work placements
- A programme/pathway tutor to help students understand the programme structure and support learning
- A University level Study Abroad Team
- A School Student Success Team including dedicated pastoral support
- Guided student-centred learning through the use of Canvas, a versatile on-line interactive intranet and learning environment
- A dedicated Centre for Academic Skills Enhancement (CASE)
- Access to extensive digital and print collections of information resources
- Attractive modern study environments in two Learning Resource Centres
- Student representatives on programme committees
- A designated administrative team
- A Business School International and Direct Entry Support Tutor
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support and so on
- Office of Dean of Students, incorporating Chaplaincy and Day Nursery
- Medical Centre
- Student Wellbeing for counselling, mental health and disability services
- An Equality Office
- A Careers and Employment Service for all current students and graduates, and including placement support
- A Mathematics Drop-in Centre
- The Students' Union

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;
- Guided Learner Journey of Canvas for each 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/>.

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 External Examiner's Report for the programme, please email a request to aqo@herts.ac.uk

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						
	Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4	D5	
Level 4	Professionalism in Events & Tourism	4BUS2018	x		x		x				x		x	x	x			x	x	x	x	x	x	x		
	Principles of Tourism & Event Marketing	4BUS2023		x			x		x				x	x	x	x		x				x	x			
	Designing the Visitor Experience	4BUS2020		x		x	x								x					x			x			
	Introduction to THEM	4BUS2019	x		x			x	x	x	x	x	x			x		x		x		x	x		x	
	Delivering the Visitor Experience	4BUS2021													x			x	x	x	x	x	x			
	Understanding Cultural Communities (optional)	4BUS2022	x		x						x	x	x	x		x	x		x		x		x	x	x	x
	Critical Issues for Events & Tourism (optional)	4BUS2024	x								x	x	x					X				x				
	Module Title	Module Code	A 1	A 2	A 3	A 4	A 5	A 6	A 7	A 8	A 9	A 10	B 1	B 2	B 3	B 4	B 5	C 1	C 2	C 3	D 1	D 2	D 3	D 4	D5	
Level 5	Tourism Passenger Transport	5BUS1169		x		x		x			x		x		x			x		x			x	x		
	Enhancing Employability in E&T	5BUS2059					x	x							x			x	x	x	x	x		x		
	Destination & Event Marketing Research	5BUS2058				x							x	x	x	x		x	x	x		x	x	x		
	Business Analytics for Events & Tourism	5BUS2060					x	x						x	x				x			x		x		
	Technology for Tourism and Events	5BUS2057	x					x					x	x	x	x		x		x		x	x	x	x	
	Sustainability in Events & Tourism	5BUS2061	x	x	x	x		x		x		x	x	x	x	x		x		x		x	x		x	
	Management Accounting for Business Decisions (optional)	5BUS1038					x						x	x	x	x		x	x		x	x	x	x		
	International Field Trip (optional)	5BUS1172	x	x	x	x	x	x	x			x	x	x	x	x		x	x		x		x	x	x	
	Niche Tourism (Optional)	5BUS2063	x	x	x								x	x	x	x		x								
	Project Management in Business (optional)	5BUS1205													X			X		x			x	x		x
	Sponsorship & PR (optional)	5BUS2062		x		x	x	x					x	x	x	x		x	x	x		x	x		x	
	Placement Year (optional)		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
	Module Title	Module Code	A 1	A 2	A 3	A 4	A 5	A 6	A 7	A 8	A 9	A 10	B 1	B 2	B 3	B 4	B 5	C 1	C 2	C 3	D 1	D 2	D 3	D 4	D5	

Level 6	Global Tourism Planning & Development	6BUS2061	x	x	x	x	x	x		x	x	x	x	x	x	x		x					x		
	Contemporary Issues for the Events & Tourism Graduate	6BUS2964	x	x	x	x		x					x	x	x			x		x		x	x	x	
	Tourism and Social Anthropology	6BUS2069	x	x	x					x		x	x	x	x	x		x		x		x	x		x
	Destination & Visitor Attraction Management	6BUS1217	x	x	x	x	x	x	x				x	x	x			x		x			x	x	x
	<i>Dissertation – THEM (optional) (including Research Methods)</i>	6BUS2065 6BUS1086	x										x	x	x	x		x	x	x		x	x	x	x
	<i>Applied Individual Project (optional) (including Research Methods)</i>	6BUS2070 6BUS1086	x										x	x	x	x		x	x	x		x	x	x	x
	<i>Strategy & Leadership for Tourism & Events (optional)</i>	6BUS2063	x	x									X	X	X	X		X	x	x		X	X	X	
	<i>Events-driven Tourism (optional)</i>	6BUS2066	x	x	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	x	
	<i>Entrepreneurship in Tourism & Events (optional)</i>	6BUS2068	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
- A8. Managing people and businesses across national boundaries, including ethical and cultural considerations
- A9. The structure, composition and management of the tourism industry and the global context in which it operates
- A10. The nature and impact of tourism activity and management strategies for responsible tourism

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
- B5. Demonstrate a deep understanding of tourism management in another country, gained through overseas study and / or international tourism placement

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.

Section 2

Programme management

Relevant QAA subject benchmarking statements
Type of programme
Date of validation/last periodic review
Date of production/ last revision of PS
Relevant to level/cohort
Administrative School

Events, Hospitality, Leisure, Sport and Tourism (2019)

Undergraduate
July 2022
June 2022
Level 4 entering September 2023
Hertfordshire Business School

Table 3 Course structure

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