

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

Signature



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

If you have any queries regarding the changes please email AQO@herts.ac.uk

Programme Specification BA (Hons) International Tourism Management

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).

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	De Havilland
Programme accredited by	Tourism Management Institute
Final Qualification	BA (Hons)
All Final Award titles	BA (Hons) International Tourism Management
(Qualification and Subject)	BA (Hons) International Tourism Management with Mandarin
	BA (Hons) International Tourism Management with French
	BA (Hons) International Tourism Management with German
	BA (Hons) International Tourism Management with Japanese
	BA (Hons) International Tourism Management with Spanish
	BA (Hons) International Tourism Management (Sandwich)
	BA (Hons) International Tourism Management (Sandwich) with Study Abroad
	BA (Hons) International Tourism Management (Sandwich) with Mandarin
	BA (Hons) International Tourism Management (Sandwich) with French
	BA (Hons) International Tourism Management (Sandwich) with German
	BA (Hons) International Tourism Management (Sandwich) with Japanese
	BA (Hons) International Tourism Management (Sandwich) with Spanish
	BA (Hons) International Tourism Management with Study Abroad
	BA (Hons) International Tourism Management with Mandarin and Study Abroad
	BA (Hons) International Tourism Management with French and Study Abroad
	BA (Hons) International Tourism Management with German and Study Abroad
	BA (Hons) International Tourism Management with Japanese and Study Abroad
	BA (Hons) International Tourism Management with Spanish and Study Abroad
	BA (Hons) International Tourism Management with a Year Abroad
	BA (Hons) International Tourism Management with Mandarin and a Year Abroad
	BA (Hons) International Tourism Management with French and a Year Abroad
	BA (Hons) International Tourism Management with German and a Year Abroad

	BA (Hons) International Tourism Management with Japanese and a Year Abroad
	BA (Hons) International Tourism Management with Spanish and a Year Abroad
	BA (Hons) International Tourism Management with Employment Experience
	BA (Hons) International Tourism Management with Mandarin and Employment Experience
	BA (Hons) International Tourism Management with French and Employment Experience
	BA (Hons) International Tourism Management with German and Employment Experience
	BA (Hons) International Tourism Management with Japanese and Employment Experience
	BA (Hons) International Tourism Management with Spanish and Employment Experience
FHEQ level of award	6

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 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

Diversity and Inclusion

Our programmes are purposefully designed to enable all students to engage meaningfully with the curriculum by being accessible and representative. We will support students to shape their learning experience, removing barriers and enabling them to succeed. The curriculum explicitly includes multiple and representative perspectives, valuing collective identities and individual diversity. Learning, teaching and assessment activities help students to understand how they can enhance outcomes both for themselves and for others. All students belong to a learning community, and during their studies we really want to hear their voices, encourage them to listen to others, and express themselves.

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.

Graduate Attributes

Our graduates will be capable and professional, creative and enterprising, and will build their social and global awareness throughout. In addition to their subject expertise and proficiency, as a University of Hertfordshire graduate, they will be:

- Professionally focused
- Globally minded
- Sustainability driven

- Digitally capable and confident
- Inclusive and collaborative
- Evidence based and ethical

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 (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 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	Acquisition of knowledge and understanding is through a combination of lectures, seminars, tutorials, coursework, and project work at all levels of the programme. 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	Knowledge and understanding are assessed through 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 placement portfolio), time-constrained assessments and presentations.

<p>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>		
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>And additionally for those on the placement / study abroad route)</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>Practical skills are developed throughout the programme by the methods and strategies outlined in sections A and B above.</p>	<p>Practical skills are assessed through essays, reports, presentations, student-led discussion and timed</p>

<p>C2- Demonstrate competence in numeracy, computing and IT skills</p> <p>C3- Demonstrate competence in interactive and group skills</p>		<p>assessments (C1). Within specific modules, and more integrally, as part of learning and assessment strategies throughout the programme(C2). Group-based coursework, group presentations and poster presentations, and includes the use of student logs and reflections to ascertain individual contributions (C3).</p>
Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1- Recognise and prepare for career opportunities within the workplace</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>Transferable skills are developed through the programme by the 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</p>	<p>The Enhancing Employability in Events & Tourism module requires 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.</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>

encouraged to develop transferable skills by maintaining a record of evidence in a portfolio.

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

BA (Hons) International Tourism Management is 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

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

Student Exchange programme

Incoming Exchange

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

Study Abroad

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.

Table 1a Outline Programme Structure

Mode of study Full Time

Entry point Semester A

BA (Hons) International Tourism Management

Level 4

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Professionalism in Events & Tourism	4BUS2018	30	0	0	100	0	AB
Designing the Visitor Experience	4BUS2020	15	0	0	100	0	A
Introduction to Tourism, Hospitality & Event Management	4BUS2019	15	0	0	100	0	A
Delivering the Visitor Experience	4BUS2021	15	0	0	100	0	B
Principles of Tourism & Events Marketing	4BUS2023	15	0	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	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
Language	Various	15	0	0	100	0	A
Understanding Cultural Communities	4BUS2022	15	0	0	100	0	A
Language	Various	15	0	0	100	0	B
Critical Studies for Events & Tourism	4BUS2024	15	0	0	100	0	B

Progression to Level 5 requires a minimum of 90 credits

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

BA (Hons) International Tourism Management

Level 5

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Enhancing Employability in Events & Tourism	5BUS2059	15	0	0	100	0	A
Destination and Event Marketing Research	5BUS2058	15	0	0	100	0	A
Business Analytics for Events & Tourism	5BUS2060	15	0	0	100	0	A
Technology for Tourism and Events	5BUS2057	15	0	0	100	0	B
Tourism Passenger Transport	5BUS1169	15	0	0	100	0	B
Sustainability in Events and Tourism	5BUS2061	15	0	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	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
Language	Various	15	0	0	100	0	A
Niche Tourism	5BUS2063	15	0	0	100	0	A
Project Management in Business	5BUS1205	15	0	0	100	0	A
Language	Various	15	0	0	100	0	B
Management Accounting for Business Decisions	5BUS1038	15	0	0	100	0	B
International Field Trip	5BUS1172	15	0	0	100	0	B
Sponsorship and PR	5BUS2062	15	0	0	100	0	B

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

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 submission of a placement portfolio which reaches a pass standard.

Module Titles	Module Code	Credit Points	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
HBS Placement	6BUS1228	0	0	0	P/F	0	A

Progression to level 6 requires a minimum of 210 credits

BA (Hons) International Tourism Management

Level 6

Compulsory Modules Module Title	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Global Tourism Planning & Development	6BUS2061	15	0	0	100	0	A
Destination & Visitor Attraction Management	6BUS1217	15	0	0	100	0	A
Tourism and Social Anthropology	6BUS2069	15	0	0	100	0	B
Contemporary Issues for the Events & Tourism Graduate	6BUS2064	15	0	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	% Test	% Examination (Including tests)	% Coursework	% Practical	Semesters
Language	Various	15	0	0	100	0	A
Strategy & Leadership for T&E	6BUS2063	15	0	0	100	0	A
Events-Driven Tourism	6BUS2066	15	0	0	100	0	A
Language	Various	15	0	0	100	0	B
Business Tourism & Events	6BUS1218	15	0	0	100	0	B
Entrepreneurship in Tourism and Events	6BUS2068	15	0	0	100	0	B
Dissertation – THEM	6BUS1024	30	0	0	100	0	AB
& Undergraduate Research Skills and Preparation	6BUS2040						

Applied Individual Project for Tourism and Event Management & Undergraduate Research Skills and Preparation	6BUS2070 & 6BUS2040	30	0	0	100	0	AB
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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.

Coursework assessment may include the following activities:

Report, Essay, Poster, Video, Debate, Blog, Reflection, Portfolio, Test, Presentation

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
BA (Hons)	International Tourism Management with Mandarin	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
BA (Hons)	International Tourism Management with French	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
BA (Hons)	International Tourism Management with German	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

BA (Hons)	International Tourism Management with Japanese	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
BA (Hons)	International Tourism Management with Spanish	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
BA (Hons)	International Tourism Management (Sandwich)	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
BA (Hons)	International Tourism Management (Sandwich) with Study Abroad	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
BA (Hons)	International Tourism Management (Sandwich) with Mandarin	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
BA (Hons)	International Tourism Management (Sandwich) with French	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
BA (Hons)	International Tourism Management (Sandwich) with German	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
BA (Hons)	International Tourism Management (Sandwich) with Japanese	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
BA (Hons)	International Tourism Management (Sandwich) with Spanish	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
BA (Hons)	International Tourism Management with Study Abroad	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
BA (Hons)	International Tourism Management with Mandarin and Study Abroad	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

BA (Hons)	International Tourism Management with French and Study Abroad	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
BA (Hons)	International Tourism Management with German and Study Abroad	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
BA (Hons)	International Tourism Management with Japanese and Study Abroad	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
BA (Hons)	International Tourism Management with Spanish and Study Abroad	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
BA (Hons)	International Tourism Management with a Year Abroad	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
BA (Hons)	International Tourism Management with Mandarin and a Year Abroad	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
BA (Hons)	International Tourism Management with French and a Year Abroad	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
BA (Hons)	International Tourism Management with German and a Year Abroad	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
BA (Hons)	International Tourism Management with Japanese and a Year Abroad	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
BA (Hons)	International Tourism Management with Spanish	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

	and a Year Abroad			
BA (Hons)	International Tourism Management with Employment Experience	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
BA (Hons)	International Tourism Management with Mandarin and Employment Experience	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
BA (Hons)	International Tourism Management with French and Employment Experience	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
BA (Hons)	International Tourism Management with German and Employment Experience	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
BA (Hons)	International Tourism Management with Japanese and Employment Experience	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
BA (Hons)	International Tourism Management with Spanish and Employment Experience	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	See UPR AS11, section 13: 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	See UPR AS11, section 13: 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
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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 advising students on the programme as a whole and chairing the programme committee
- 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.
- A designated administrative team to deal with day-to-day administration associated with the modules within the programme

Support

Students are supported by:

- An induction week at the beginning of each new academic session
- Overseas Orientation

- You will have a Personal Tutor who will be an important point of contact, able to help you gain a good understanding of the School and programme you are studying.
- 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, Student Wellbeing (incorporating Counselling, Mental Health and Disability Support), Chaplaincy, and Day Nursery
- A versatile on-line inter-active intranet and learning environment
- Guided student-centred learning on Canvas module sites
- Access to extensive digital and print collections of information resources
- Attractive modern study environments in 2 Learning Resources Centres
- Student Success Hubs, which include a Mathematics Drop-in Centre
- Medical Centre
- University Disability Advisors
- Careers and Employment
- Hertfordshire Student's Union
- Dedicated programme site

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 dedicated programme site
- A Definitive Module Document (DMD) 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/>.

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:

dhaq@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 delivered and 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 & Events 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 Tourism, Hospitality & Event Management	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	4BUS2022	X		X					X	X	X	X		X	X		X		X		X	X	X	X	
	Critical Studies for Events & Tourism	4BUS2024	X								X	X	X					X			X					
Level 5	Tourism Passenger Transport	5BUS1169		X		X		X			X		X		X			X		X			X	X		
	Enhancing Employability in Events & Tourism	5BUS2059					X	X							X			X	X	X	X	X		X		
	Destination and 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 and Tourism	5BUS2061	X	X	X	X		X		X		X	X	X	X	X		X		X		X	X		X	
	Management Accounting for Business Decisions	5BUS1038					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	
	Niche Tourism	5BUS2063	X	X	X								X	X	X	X		X								
	Project Management in Business	5BUS1205													X			X		X		X	X		X	
	Sponsorship and PR	5BUS2062		X		X	X	X					X	X	X	X		X	X	X		X	X		X	
	Placement Year																	X								

Level 6	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
	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	6BUS2064	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
	Dissertation – THEM & Undergraduate Research Skills and Preparation	6BUS2065 & 6BUS2040	X										X	X	X	X		X	X	X		X	X	X	X
	Applied Individual Project for Tourism and Event Management & Undergraduate Research Skills and Preparation	6BUS2070 & 6BUS2040	X										X	X	X	X		X	X	X		X	X	X	X
	Strategy & Leadership for T&E	6BUS2063	X	X									X	X	X	X		X	X	X		X	X	X	
	Events-Driven Tourism	6BUS2066	X	X	X			X					X	X	X			X		X	X	X	X	X	X
	Business Tourism & Events	6BUS1218	X	X	X		X	X			X		X	X	X	X			X	X			X	X	
	Entrepreneurship in Tourism and Events	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.

Table 3: Development of Graduate Attributes in the Constituent Modules

This map identifies where the Graduate Attributes are delivered in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the development of the Graduate Attributes (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own personal and professional development as the programme progresses. [Note that there is no requirement for the Graduate Attributes to be assessed through these modules]

D = Delivered

	Module Title	Module Code	Professionally Focused	Globally Minded	Sustainability Driven	Digitally capable & confident	Inclusive and collaborative	Evidenced based and Ethical
Level 4	Professionalism in Events & Tourism	4BUS2018	D			D		
	Principles of Tourism & Events Marketing	4BUS2023	D			D	D	
	Designing the Visitor Experience	4BUS2020	D	D	D	D	D	D
	Introduction to Tourism, Hospitality & Event Management	4BUS2019		D	D			
	Delivering the Visitor Experience	4BUS2021	D					D
	Understanding Cultural Communities	4BUS2022		D	D		D	
	Critical Studies for Events & Tourism	4BUS2024		D				D
Level 5	Tourism Passenger Transport	5BUS1169		D	D			
	Enhancing Employability in Events & Tourism	5BUS2059	D				D	D
	Destination and Event Marketing Research	5BUS2058	D			D	D	D
	Business Analytics for Events & Tourism	5BUS2060				D		
	Technology for Tourism and Events	5BUS2057				D		D
	Sustainability in Events and Tourism	5BUS2061		D	D		D	
	Management Accounting for Business Decisions	5BUS1038	D			D		D
	International Field Trip	5BUS1172	D	D				
	Niche Tourism	5BUS2063		D	D			
	Project Management in Business	5BUS1205	D			D		
	Sponsorship and PR	5BUS2062				D		
	Placement Year		D					
Level 6	Global Tourism Planning & Development	6BUS2061	D	D			D	D
	Contemporary Issues for the Events & Tourism Graduate	6BUS2064	D	D				
	Tourism and Social Anthropology	6BUS2069		D	D		D	
	Destination & Visitor Attraction Management	6BUS1217	D					D
	Dissertation – THEM &	6BUS2065 &				D		D

Undergraduate Research Skills and Preparation	6BUS2040						
Applied Individual Project for Tourism and Event Management & Undergraduate Research Skills and Preparation	6BUS2070 & 6BUS2040				D		D
Strategy & Leadership for T&E	6BUS2063	D					D
Events-Driven Tourism	6BUS2066	D			D		
Business Tourism & Events	6BUS1218	D		D		D	
Entrepreneurship in Tourism and Events	6BUS2068	D		D			D

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

Language of Delivery

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

Undergraduate

2022

March 2023

Level 4 entering September 2023

Hertfordshire Business School

English

Table 4 Course structure

Course details			
Course Code	Course Description	HECOS	UCAS
BSTMAN	BA (Hons) International Tourism Management	100100	N830; French N833; German N834; Japanese N835; Mandarin N836; Spanish N837