University of the West of Scotland

Undergraduate Programme Specification

Session: 2023/24

Last modified: 21/04/2023 12:37:15
Status: Published

Named Award Title:	BA (Hons) Tourism Management Single

Award Title for Each Award:	BA (Hons) Tourism Management BA Tourism Management

Date of Validation:	March 2017
Details of Cohorts Applies to:	

Awarding Institution/Body:	University of the West of Scotland
Teaching Institution:	University of the West of Scotland
Language of Instruction & Examination:	English
Award Accredited By:	
Maximum Period of Registration:	
Mode of Study:	Full Time Part Time
Campus:	Paisley

School:	School of Business & Creative Industries
Programme Board	Marketing, Innovation, Tourism & Events
Programme Leader:	Jacqui Greener

Admission Criteria

Candidates must be able to satisfy the general admission requirements of the University of the West of Scotland as specified in Chapter 2 of the University Regulatory Framework together with the following programme requirements:

SQA National Qualifications

Admission Criteria

Candidates must be able to satisfy the general admission requirements of the University of the West of Scotland as specified in Chapter 2 of the University Regulatory Framework together with the following programme requirements:
SQA National Qualifications

HND Travel & Tourism,
HND Tourism or
HND Hospitality

or GCE

N/A

or SQA National Qualifications/Edexcel Foundation

Applicants may also be considered with other academic, vocational or professional qualifications deemed to be equivalent. The University's Recognition of Prior Learning procedures will be adhered to. Entry is to the Tourism Management programme at SCQF Levels 9 and 10 with the necessary qualifications or pre-requisites. Support arrangements are in place to assist the integration of those students joining the programme in this way.

Other Required Qualifications/Experience

Applicants may be admitted to Level 10 if they have completed the necessary level 9 material in tourism management. This would be determined on a case by case basis.

Further desirable skills pre-application

Where English is not the first language, applicants must be able to satisfy the University of their competence in English. Either by having a TOEFL score of 550 or above or an IELTS score of 6 or above (5.5 in each component) or equivalent.

General Overview

The overall aim of the Tourism Management programme is to produce professional practitioners with the academic underpinning to effectively contribute to the tourism and related industries.

Students studying for the title in BA (Hons) Tourism Management should be expected to achieve all of the learning outcomes in this programme specification. The focus is on graduates acquiring the necessary attributes to enable them to secure suitable employment or further study. Graduate attributes are the qualities, skills and understandings a university community agrees its students should develop during their time with the institution. The UWS Graduate Attributes are defined in 8 generic categories. During the study period of all students, it is expected that development progress will be made in all of these areas but with differing extents, subject to programme contextualisation. The categories are: Subject Knowledge; Research, Scholarship and Enquiry; Cognitive Ability; Communication; Working with Others; Personal Competencies; Global Citizenship, Ethical and social Awareness; Lifelong Learning.

This programme develops the students' intellectual and imaginative powers, their understanding and judgement, their abilities to resolve problems effectively and see the relevance of a wide variety of approaches fundamental to tourism businesses. It also stimulates an analytical and creative approach, encouraging independent judgement and critical self-awareness directed to continual improvement in the tourism sector. This programme provides students with opportunities to acquire and develop generic and specialist transferable skills which are relevant to their chosen career paths.

On successful completion of their Honours degree, graduates may follow a variety of further study routes at post-graduate level. Students may also pursue professional qualifications in their chosen specialist area of study.

The specialist and focused nature of this Honours degree programme has been designed specifically to enable students with an appropriate HND qualification to achieve a BA Hons Tourism Management degree. The modules have been designed to build on prior learning and progress to support development across the subject area from term one to term two and level 9 to level 10. During induction students are introduced to the VLE, equality and diversity issues and the level of academic support available. Individual modules are normally a blend of lecture, tutorial and interactive learning sessions. Lectures are used to introduce and develop the principles of the subject areas, while tutorial and practical sessions are used to confirm and enhance the understanding of the material presented in lectures. The classes are divided into smaller groups for tutorial and practical work to allow greater interaction between students and tutors. The programme assessment strategy aims to introduce the students to a balanced range of assessment methods. It reflects the students' prior experience of assessment and supports the transition to a higher education environment. Over the programme students will have an opportunity to complete a range of assessments including: individual written essay/report, class tests, group oral presentation, group written report, practical skills assessment and personal development plan, individual in-depth study project. Skills are developed through practical workshops, seminar discussions, industry visits, interactive group exercises, case study analysis and feedback. Professional Practice Skills are achieved through case study analysis, scenario development, role play and practical demonstration, guided practice of relevant techniques and behaviour. Achievement of such skills is assessed through a variety of means including but not limited to coursework, tutorial participation and presentations. Transferable skills including group working interaction and team leadership exercises are embedded across the programme. Research skills are developed throughout the programme including data interpretation and analysis, critical thinking and case study analysis, literature search and review, questionnaire design and survey methods, interview techniques and communication.

Graduate Attributes, Employability & Personal Development Planning

Learning outcomes throughout the programme have been designed to ensure that, in addition to the development of knowledge and understanding of the tourism Industry and its components, students will have the opportunity to develop those skills and attributes valued by employers. The programme has embedded employability into the core curriculum, ensuring that all students are exposed to the development of key skills and have the opportunity to reflect on their own personal development. Employability skills development is continually reinforced throughout the programme.Personal Development Planning is embedded across the programme and in personal Tutor support.

Work Based Learning/Placement Details

Opportunities for industry focussed learning activities have been designed into all modules of the programme enabling students to engage with employers. These include 'live' case studies, problem-solving scenarios, study visits to tourism facilities and individual work-related projects.

Engagement

In line with the Academic Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the relevant learning platform, and complete assessments and submit these on time.

Equality and Diversity

Further information on the institutional approach to Equality, Diversity and Inclusion can be accessed at the following link: https://www.uws.ac.uk/about-uws/uws-commitments/equality-diversity-inclusion/

Programme structures and requirements, SCQF level, term, module name and code, credits and awards (Chapter 1, Regulatory Framework)

A. Learning Outcomes (Maximum of 5 per heading)

Outcomes should incorporate those applicable in the relevant QAA Benchmark statements

Knowledge and Understanding	
A1	
Practice - Applied Knowledge and Understanding	
B1	
Communication, ICT and Numeracy Skills	
C1	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	
Autonomy, Accountability and Working With Others	
E1	

Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	

* Indicates that module descriptor is not published.

Footnotes

Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	

* Indicates that module descriptor is not published.

Footnotes

Criteria for Progression and Award

B. Learning Outcomes (Maximum of 5 per heading)

Outcomes should incorporate those applicable in the relevant QAA Benchmark statements

Knowledge and Understanding	
A1	
Practice - Applied Knowledge and Understanding	
B1	
Communication, ICT and Numeracy Skills	
C1	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	
Autonomy, Accountability and Working With Others	
E1	

Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	

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Footnotes

Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	

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Footnotes

Criteria for Progression and Award

C. Learning Outcomes (Maximum of 5 per heading)

Outcomes should incorporate those applicable in the relevant QAA Benchmark statements

Knowledge and Understanding

A1	Comprehend the operational environment in tourism and the implications of current trends for tourism management especially in relation to transport.
A2	Examine the contribution of Business Tourism and the Tourism industry to local and national economies
A3	Express an integrated understanding of sustainable tourism management.
A4	Critically review the role of heritage and culture in a global tourism context
A5	Demonstrate an understanding of the strategies for managing people in tourism

Practice - Applied Knowledge and Understanding

B1	Apply practical and critical understanding to a range of business situations in the tourism industry
B2	Apply appropriate techniques and practices for effective leadership and management.
B3	Practise research relevant to the design, development and management of tourism operations
B4	Use a variety of sources to gather research material on tourism related topics.

Communication, ICT and Numeracy Skills

C1	Communicate in a clear, systematic and concise way for a range of different purposes.
C2	Use and evaluate numerical information in a range of tourism management related contexts
C3	Use standard applications (eg Microsoft Office) to present and display data.
C4	Convey research information findings and proposed courses of actions to an audience in a clear and accessible manner.

Generic Cognitive Skills - Problem Solving, Analysis, Evaluation

D1	Develop critical and problem-solving skills to make informed judgements on issues at the forefront of industry development
D2	Demonstrate critical analysis and interpretation of information related to the Tourism industry.
D3	Investigate academic and applied relevant tourism research material.
D4	Evaluate concepts, information and contemporary issues in tourism related areas

Autonomy, Accountability and Working With Others

E1	Identify and address learning needs within defined contexts and to undertake independent learning with limited guidance
E2	Use effective self management in terms of time planning, behaviour, motivation, self starting, individual initiative and enterprise
E3	Use a range of sources together with reflective practice to develop transferable, leadership and management skills appropriate for business and employment in the tourism industry
E4	Develop ethical and professional practices for diverse tourism environments

Core Modules

SCQF Level	Module Code	Module Name	Credit	Term 1	Term 2	Term 3	Footnotes
9	TOUR09024	Business Events & Tourism	10	✓			
9	TOUR09033	Heritage & Cultural Tourism	20	✓			
9	TOUR09029	Managing People in Events and Tourism	10		✓		
9	MARK09017	Marketing Experiences	10	✓			

9	TOUR09023	Researching Marketing, Tourism and Events	20		✓	
9	TOUR09026	Tourism and Sustainability	10		✓	
9	TOUR09031	Tourism, Transport and Mobility	20	✓		

* Indicates that module descriptor is not published.

Footnotes

Optional Modules

| SCQF Level | Module Code | Module Name | Credit | Term | | | Footnotes |
				1	2	3	
9	MARK09019	Digital Project	20		✓		
9	MARK09016	Marketing Communications Mix	20	✓			

* Indicates that module descriptor is not published.

Footnotes
The optional modules suggested above are considered to be most closely related to the BA Tourism Management programme. Students may, however choose from any of the University's modules at Level 8 and 9, subject to meeting the requirements of the module and only in agreement with the Tourism Management Programme Leader. All optional modules will operate subject to timetabling availability and demand. *

Criteria for Progression and Award

Students entering with 240 credits (or equivalent) in the subject area, and achieving 120 credits, including 90 credits at SCQF 9, (360 credits it total) are eligible to progress to BA Honours Tourism Management level 10 or for the exit award of BA Tourism Management.

The award of distinction can be made to a student obtaining a pass degree as stated in the University Regulation 3.25

D. Learning Outcomes (Maximum of 5 per heading)

Outcomes should incorporate those applicable in the relevant QAA Benchmark statements

Knowledge and Understanding	
A1	Exhibit an in-depth knowledge of research theory relevant to Tourism studies
A2	Express and evaluate detailed knowledge of strategic concepts and theories relevant to the Tourism Industry.
A3	Explain and critically appraise the contribution of the Tourism industry to sustainable and responsible development on a national and international basis
A4	Describe the planning, management and impact of a range of international tourism perspectives.
A5	Demonstrate detailed knowledge of destination management concepts in a tourism related environment.
Practice - Applied Knowledge and Understanding	
B1	Retrieve, interpret and manipulate primary and secondary information from a variety of sources
B2	Apply a range of techniques to demonstrate a deep understanding of the role of Tourism Management in a global context
B3	Formulate a career development plan in line with industry relevant skill set targets
B4	Analyse, compare and contrast significant examples of international tourism development and practice.
Communication, ICT and Numeracy Skills	
C1	Communicate effectively and appropriately in speech and in writing
C2	Organise and present research findings through a structure of sustained and critical argument

C3	Read, interpret and summarise a range of complex primary materials
C4	Use information retrieval systems and information technology applications to undertake research and present documents in an appropriate form

Generic Cognitive Skills - Problem Solving, Analysis, Evaluation

D1	Execute a defined research project using investigation and analytical skills
D2	Critically evaluate and apply appropriate theoretical frameworks and perspectives
D3	Identify and develop solutions to complex problems relevant to Tourism Management
D4	Demonstrate originality and creativity in dealing with professional level Tourism Management issues.

Autonomy, Accountability and Working With Others

E1	Work effectively within key Tourism industry networks to enhance professional practice and reflect on career development
E2	Demonstrate an ability to learn independently with minimal guidance
E3	Systematically reflect upon and evaluate personal learning needs both in current and in new areas relevant to Tourism Management, making use of research skills as appropriate
E4	Use a range of sources together with reflective practice to develop transferable, leadership and management skills for graduate employment in the Tourism industry

Core Modules

SCQF Level	Module Code	Module Name	Credit	Term 1	Term 2	Term 3	Footnotes
10	MARK10013	Honours Dissertation (MET)	40	✓	✓		
10	TOUR10010	International Tourism Perspectives	20		✓		
10	TOUR10019	Tourism and Destination Management	20		✓		
10	TOUR10017	Tourism Planning and Policy	20	✓			

* Indicates that module descriptor is not published.

Footnotes

Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term 1	Term 2	Term 3	Footnotes
10	MARK10010	Brands and Branding	20	✓			
10	MARK10016	Marketing Strategy Theory (MST)	20	✓			

* Indicates that module descriptor is not published.

Footnotes
The optional modules suggested above are considered to be most closely related to the BA Tourism Management programme. Students may, however choose from any of the University's modules at Level 9 or 10, subject to meeting the requirements of the module and only in agreement with the Tourism Management Programme Leader. All optional modules will operate subject to timetabling availability and demand.

Criteria for Award

Students obtaining 480 credits with a minimum of 200 at SCQF9 and SCQF10, and a minimum of 90 at SCQF10, from the above programme, are eligible for the exit award of BA (Hons) Tourism Management.

For information on the award of Honours classification please refer to University Regulation 3.21

Regulations of Assessment

Candidates will be bound by the general assessment regulations of the University as specified in the University Regulatory Framework.

An overview of the assessment details is provided in the Student Handbook and the assessment criteria for each module is provided in the module descriptor which forms part of the module pack issued to students. For further details on assessment please refer to Chapter 3 of the Regulatory Framework.

To qualify for an award of the University, students must complete all the programme requirements and must meet the credit minima detailed in Chapter 1 of the Regulatory Framework.

Combined Studies

There may be instances where a student has been unsuccessful in meeting the award criteria for the named award and for other more generic named awards existing within the School. Provided that they have met the credit requirements in line with the SCQF credit minima (please see Regulation 1.21), they will be eligible for an exit award of CertHE / DipHE or BA / BSc in Combined Studies.

For students studying BA, BAcc, or BD awards the award will be BA Combined Studies.

For students studying BEng or BSc awards, the award will be BSc Combined Studies.

Changes

Changes made to the programme since it was last published:

Added optional module Marketing Communications Mix at L9 - this is pre-requisite of Brands and Branding at L10

Version Number: 1.08