

University of the West of Scotland
Undergraduate Programme Specification

Session: 2024-25

Last Modified: 25 April 2024

Status: Draft / Published

1	Named Award Title:	BA (Hons) Tourism Management
2	Award Title for Each Award: ¹	BA (Hons) Tourism Management BA Tourism Management
3	Date of Validation / Approval:	March 2022
4	Details of Cohorts Applies to:	All entering SCQF 9 from September 2024
5	Awarding Institution/Body:	University of the West of Scotland
6	Teaching Institution(s): ²	University of the West of Scotland [click here to add detail]
7	Language of Instruction & Examination:	English
8	Award Accredited By:	[add current accrediting bodies e.g. ACCA]
9a	Maximum Period of Registration:	[click here to add detail] Authorised Interruption Guidance notes (uws.ac.uk)
9b	Duration of Study:	Full Time – 2 years; Part Time – 4 years;
10	Mode of Study:	Full Time and Part Time
11	Campus:	Paisley
12	School:	Business and Creative Industries
13	Programme Board:	MITE
14	Programme Leader:	Dr Briony Sharp

15. Admission Criteria

¹ Include main award and all exit awards e.g. BA / BSc / BEng / DipHE / CertHE

² University of the West of Scotland and include any collaborative partner institutions involved in delivery.

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:

[click here to add detail]

or GCE

or SQA National Qualifications/Edexcel Foundation

An appropriate HND award :

HND Travel & Tourism,
HND Tourism or
HND Hospitality

Applicants may also be considered with other academic, vocational or professional qualifications deemed to be equivalent.

Other Required Qualifications/Experience

[click here to add detail]

Further desirable skills pre-application (i.e. to satisfy additional PSRB requirements or other)

[click here to add detail]

16

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.
17	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.
18	Work Based Learning/Placement Details
	Whilst there are no formal requirements to undertake a work placement all students are encouraged to find industry experience through volunteering at events. For those working in the industry it may be possible to undertake a work related learning option module PDE2 at level 9.
19	Attendance and Engagement
	In line with the Student Attendance and 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 VLE, and complete assessments and submit these on time.
20	Equality and Diversity
	The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code . Within this programme, quality of care, inclusiveness and employability are achieved by provision of a welcoming and supportive culture that promotes accessibility and equal opportunities to all. The key principles that underpin the approach to equality and diversity are adopted in this programme to ensure that no student is placed at a disadvantage because of their requirements or background. Students are made aware of the support available from the Disability and Student Services Team and they are encouraged to share this information with the year leader/personal tutor as appropriate so that appropriate adjustments to module delivery and assessment can be made.

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

21	Learning Outcomes (Maximum of 5 per heading)
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<p>Outcomes should incorporate those applicable in the relevant QAA Benchmark statements.</p> <p>Please ensure that Learning Outcomes are appropriate for the level of study. Further information is available via SCQF: https://scqf.org.uk/support/support-for-educators-and-advisers/support-for-colleges-heis/ and a Level Descriptors tool is available (SCQF Level Descriptors Tool Scottish Credit and Qualifications Framework) and ensure appropriate cognisance of Chapter 1, Regulatory Framework. https://www.uws.ac.uk/media/6514/regulatory-framework-2023-2024.pdf</p>

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SCQF LEVEL 7 Learning Outcomes (Maximum of 5 per heading)	
Knowledge and Understanding	
A1	
A2	
A3	
A4	
A5	
Practice - Applied Knowledge and Understanding	
B1	
B2	
B3	
B4	
B5	
Communication, ICT and Numeracy Skills	
C1	
C2	
C3	
C4	
C5	

Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	
D2	
D3	
D4	
D5	
Autonomy, Accountability and Working With Others	
E1	
E2	
E3	
E4	
E5	

Learning Outcomes - Level 7 Core Modules

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

Footnotes for Core Modules:

[click here to add detail]

Learning Outcomes - Level 7 Optional Modules

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

Footnotes for option modules

22 a	Level 7 Criteria for Progression and Award
	<p>Refer to Guidance note.</p> <p><i>Example Text:</i> In line with the Regulatory Framework, for the award of XXXX, at least XX credit points must be achieved of which a minimum of XX are at SCQF Level XX and none less than SCQF Level XX.</p> <p>Those students who achieveshall be eligible for the XXX.</p> <p>Distinction will be awarded in line with University Regulations and no imported credit can be used. (Regulations 3.35 & 3.26)</p> <p>Links: UWS Regulatory Framework; and Student Experience Policy Statement.</p> <p>[click here to add detail]</p>

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	Level 8 Learning Outcomes (Maximum of 5 per heading)
	Knowledge and Understanding

A1	
A2	
A3	
Practice - Applied Knowledge and Understanding	
B1	
B2	
B3	
Communication, ICT and Numeracy Skills	
C1	
C2	
C3	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	
D2	
D3	
Autonomy, Accountability and Working With Others	
E1	
E2	
E3	

Learning Outcomes - Level 8 Core Modules

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

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Footnotes for Core Modules:

Learning Outcomes - Level 8 Optional Modules

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

Footnotes for option modules

X

22b	Level 8 Criteria for Progression and Award
	<p>Refer to Guidance note.</p> <p>Distinction will be awarded in line with University Regulations and no imported credit can be used. (Regulations 3.35 & 3.26)</p> <p>Links: UWS Regulatory Framework; and Student Experience Policy Statement.</p>

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	SCQF LEVEL 9 Learning Outcomes (Maximum of 5 per heading)
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Knowledge and Understanding	
A1	Comprehend the operational environment in tourism and the implications of current trends for tourism management especially in relation to transport and sustainability.
A2	Express an integrated understanding of marketing communications for tourism management
A3	Critically review the role of heritage and culture in a global tourism context
A4	Illustrate an understanding of the application of research methods, data collection and data analysis for decision-making in Tourism Management
Practice - Applied Knowledge and Understanding	
B1	Apply practical and critical understanding to a range of business situations in the tourism industry
B2	Formulate a detailed plan for a research project in an Tourism Management relevant topic
B3	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	Effectively use communications and information technology for business purposes
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Identify solutions to clearly defined complex problems relevant to Tourism Management at a strategic and tactical level
D2	Identify and address own learning needs within defined contexts and to undertake independent learning with limited guidance.
D3	Demonstrate knowledge, understanding and skill to critically evaluate and formulate evidence based arguments pertinent to effective tourism management
Autonomy, Accountability and Working With Others	
E1	Use effective self management in terms of time planning, behaviour, motivation, self starting, individual initiative and enterprise
E2	Use justifiable academic and professional judgement both individually and within group settings
E3	Exercise autonomy and initiative in tourism management related activities at a professional level

Learning Outcomes - Level 9 Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
9	MARK09016	Marketing Communications Mix	20	✓			
9	TOURxxx	Sustainability in Events & Tourism*	20		✓		
9	BUSN09082	Research Design & Methods	20		✓		
9	TOUR09033	Heritage & Cultural Tourism	20	✓			
9	TOUR09031	Tourism Transport & Mobility	20	✓			

Footnotes for Core Modules:

*New Module

Learning Outcomes - Level 9 Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
9	BUSN09042	Enterprise Creation	20		✓		
9	HURM09002	Managing Performance & Reward	20		✓		
9	TOUR09034	Eventful Places	20		✓		

Footnotes for option modules

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22c	Level 9 Criteria for Progression and Award
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	<p>Refer to Guidance note.</p> <p>Students obtaining 360 credits with with 200 credits in the subject area of which a minimum of 90 are at least SCQF 9, are eligible for the exit award of BA Tourism Management.</p> <p>Distinction will be awarded in line with University Regulations and no imported credit can be used. (Regulations 3.35 & 3.26)</p> <p>Links: UWS Regulatory Framework; and Student Experience Policy Statement.</p> <p>[click here to add detail]</p>
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SCQF LEVEL 10	
Learning Outcomes (Maximum of 5 per heading)	
Knowledge and Understanding	
A1	Exhibit an in-depth knowledge of research theory relevant to Tourism management
A2	Express and evaluate detailed knowledge of strategic concepts and theories relevant to the Tourism Industry.
A3	Describe the planning, management and impact of a range of international tourism perspectives.
A4	Demonstrate detailed knowledge of destination management concepts in a tourism related environment.
A5	
Practice - Applied Knowledge and Understanding	
B1	Apply a range of techniques to demonstrate a deep understanding of the role of Tourism Management in a global context
B2	Analyse, compare and contrast significant examples of international tourism development and practice.
B3	Retrieve, interpret and manipulate primary and secondary information from a variety of sources
B4	Maintain the skills of enquiry, investigation, analysis, evaluation and judgement necessary to undertake a sustained piece of individual research on a chosen topic with minimal guidance.
B5	
Communication, ICT and Numeracy Skills	
C1	Communicate effectively and appropriately orally 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
C5	
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 and Destination Management
D4	Demonstrate some originality and creativity in dealing with professional level Tourism Management issues
D5	
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
E5	

Learning Outcomes - Level 10 Core Modules

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

Footnotes for Core Modules:

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Learning Outcomes - Level 10 Optional Modules

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

Footnotes for option modules

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22d	Level 10 Criteria for Award
	<p>Refer to Guidance note.</p> <p>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.</p> <p>No Distinction is awarded at Honours level (Regulation 3.25).</p> <p>Links: UWS Regulatory Framework; and Student Experience Policy Statement.</p> <p>[click here to add detail]</p>

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22e	Level 11 Criteria for Award
	<p>Refer to Guidance note.</p> <p>Those students who achieveshall be eligible for the XXX.</p> <p>Links: UWS Regulatory Framework; and Student Experience Policy Statement.</p>

	[click here to add detail]
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23	Regulations of Assessment
<p>Candidates will be bound by the general assessment regulations of the University as specified in the University Regulatory Framework .</p> <p>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.</p> <p>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.</p>	
24	Combined Studies
<p>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 a Combined Studies award (please see Regulation 1.61).</p> <p>For students studying BA, BAcc, or BD awards the award will be BA Combined Studies.</p> <p>For students studying BEng or BSc awards, the award will be BSc Combined Studies.</p>	

Change/Version Control

Changes made to the programme since it was last published:

What	When	Who
<u>Updated Links:</u> <ul style="list-style-type: none"> • Academic Engagement Procedure • Equality and Diversity • University Regulatory Framework • Removed invalid links 	19/10/2023	C Winter
Guidance Note 2023-24 provided	12/12/23	D Taylor
General housekeeping to text across sections and addition of links and some specific guidance. Addition of Duration of Study and some other text – for CMA.	12/12/23	D Taylor

Version Number: UG 1 (2024-25)

