PROGRAMME SPECIFICATION

Course record information

Name and level of final award:	**BA Honours Tourism with Business** BA Honours Tourism with Business *with Professional Experience*
Name and level of intermediate awards:	Diploma of Higher Education Certificate of Higher Education
Awarding body/institution:	University of Westminster
Teaching Institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Marylebone
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	Three years full time (Four years full time with optional Tourism Placement) September start
QAA subject benchmarking group:	Hospitality, Leisure, Sport and Tourism
Professional statutory or regulatory body:	None
Date of course validation/review:	2017
Date of programme specification approval:	2021
Valid for cohorts:	2021/22 Level 4,5 and 6
Programme Leader	Helen Farrell
UCAS code and URL:	http://www.westminster.ac.uk/courses/undergraduate

What are the minimum entry requirements for the course?

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.
More information can be found here: westminster.ac.uk/courses/undergraduate/how-to-apply

Aims of the course

The BA (Hons) Tourism with Business is designed for students who are interested in the tourism sector and have a particular interest in business. The modules provide a broad range of knowledge and skills that are required by tourism managers and policy-makers. The course delivers a broad-based understanding of the sector and there are opportunities to undertake placements and gain practical experience.

What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement and the learning outcomes broadly fall into four categories:

- The **overall knowledge and understanding** you will gain from your course (KU).

- **Graduate attributes** are characteristics that you will have developed during the duration of your course (GA).

- **Professional and personal practice learning outcomes** are specific skills that you will be expected to have gained on successful completion of the course (PPP).

- **Key transferable skills** that you will be expected to have gained on successful completion of the course (KTS).

Level 4 learning outcomes
Upon completion of level 4 you will be able to demonstrate an understanding of the nature and structure of the tourism sector, tourism planning and destination management. You will have developed study and research skills to enable you to perform effectively during your studies. Specifically you will be able to:

- L4.1 Draw from a range of disciplinary approaches to describe and principles of tourism.
- L4.2 Use case study material to examine and explain technological, social, environmental and ethical issues and practices within varied international contexts.
- L4.3 Describe the characteristics of tourism by exploring a range of industry structures and professional roles.
- L4.4 Demonstrate and reflect upon learning experience in tourism.
- L4.5 Develop self-awareness and key transferable skills (study and employability) and reflect upon your own individual and teamwork skills/competencies and experiences.

- L4.6 Devise creative and entrepreneurial responses to problems.

Level 5 learning outcomes

Upon completion of level 5 you will be able to demonstrate further development of your knowledge and experience. You will focus on areas which are important to both the tourism sector such as marketing and project management. You will develop your understanding of the characteristics and context of decision making in the tourism sector. You will also develop your research skills further to enable you to design and undertake a dissertation. Specifically you will be able to:

- L5.1 Evaluate and apply the principles and theory of tourism to a range of scenarios within varied international contexts.
- L5.2 Understand the wider context of tourism and evaluate the social, ethical and environmental impacts across a range of case studies.
- L5.3 Assess practices and professional roles in the context of varied disciplines (marketing, management, technology, development and sustainability literatures).
- L5.4 Develop core skills and experiences required by the tourism sectors, i.e. communication skills, the ability to work independently and self critically, the ability to work in teams to engage in collaborative problem solving.
- L5.5 Formulate a research proposal which will consider a tourism question in depth.
- L5.6 Develop an outward looking focus, understanding how to market yourself and to manage your digital identity.

Level 6 learning outcomes

Upon completion of level 6 you will be able to demonstrate that you can use and integrate the range of knowledge and skills gained from previous levels in a practical context through exploring tourism management strategies for particular places, and by exploring particular facets of the tourism sector in greater depth. Specifically you will be able to:

- L6.1 Use critical and creative thinking and analysis to challenge theoretical ideas and practice in tourism.
- L6.2 Critically engage in global debates about the technological, social, environmental and ethical dimensions of tourism.
- L6.3 Engage with relevant communities (professional, voluntary, virtual).
- L6.4 Use reflective practice and teamwork skills to consolidate graduate attributes and develop a professional profile (networking, volunteering, work experience).
- L6.5 Critically evaluate a contemporary issue in tourism through an in depth study.
- L6.6 Critically appraise creative and entrepreneurial solutions to the management of tourism.

How will you learn?

You will learn in a variety of ways:

Lectures will normally be about 60-90 minutes long, with an emphasis on developing new ideas and knowledge, and showing how they can be applied to the analysis and solution of practical problems. Guest lecturers provide specialist expertise and report on current issues.

Seminars are small group sessions that supplement lecture programmes and aim to encourage discussion of key issues. You will be required to produce, present and discuss seminar papers.

Project work is an integral part of the course, and will invariably be based on real-life, current issues and cases. Projects may be undertaken on an individual or team basis, and are used to apply and integrate ideas in a realistic context, and to develop research, management and study skills.

Tutorials are used when individual or small group contact is needed. Tutorials are an essential part of team and individual projects, and of dissertation supervision. They may also be used to provide guidance on specific problems.

Field trips and study visits provide opportunities to examine tourism issues at first hand, discuss them with practitioners and to apply theories and skills in practical circumstances. The course includes two compulsory field trips in the UK, one optional field trip outside of the UK and a number of external study visits. Field trips and study visits are associated with projects and assignments.

Work experience is encouraged and supported throughout the course. It is a requirement in the *Study Skills and Employability* module at Level 4. It is encouraged at L5 and supported with training and opportunities are offered by the Careers and Employability Service. Further accreditation of work-based learning can be obtained at Level 6.

Private study includes reading, researching, managing project work, and writing, revising and producing assignments.

How will you be assessed?

The course offers you a variety of assessment providing you the opportunity to demonstrate your capabilities in an accessible, structured manner which supports the aims and learning outcomes of the programme. Assessment is an integral part of the overall learning process and intends to promote initiative, creativity, critical thinking, communication skills, evaluation, decision making, effective teamwork, reflection, time management, the ability to meet deadlines and ability to work under pressure. Assessment includes both formative and summative assessment. At levels 4 and 5 each module offers formative and summative assessment. By Level 6 there a number of assessments which are both formative and summative – this approach has been adopted as a way of actively encouraging you to plan your work, engage with a wider range of reading and study material and discuss findings in order to start to critically engage with material.

Assessment is by a wide range of methods, including unseen examinations and tests, presentations, individual essays, individual and team coursework, and individual and team projects. In considering the range of assessment methods used, it is ensured that:

- You are tested in the range of knowledge, intellectual skills and competencies required by the course.
- You are able to demonstrate your abilities, and that assessment aids your development.
- You are not over-assessed.
- There is a balance between types of assessment, especially between examinations and coursework, and between individual and teamwork.

Teamwork is considered to be a key part of the course in preparing students for professional practice, and in developing skills associated with delegation, time management, decision-

making, leadership, negotiation and accountability processes. As a consequence there is both formative and summative teamwork assessment on many modules and these assessment processes have been carefully designed to ensure that the contribution of each student is given specific consideration and is fairly marked. For each module, the team size and the mix of team and individual assessment will vary, according to the nature of the module and the associated learning outcomes, and this will be reflected in the support given to the students.

Synoptic assessment combines teaching and learning on two or more modules into a single assessment. In level 4 the *Study Skills and Employability* helps to develop skills which are then practiced and assessed in other modules – for example team working is taught in the skills module and then assessed in the *Planning for the Visitor Economy* module. A skills audit is developed at the start of the course to enable you to reflect upon your learning and to develop learning objectives for each year.

At level 5 learning from the *Research Process* module contributes to the assessment of the *Dissertation module* at Level 6.

At level 6 the Dissertation draws from modules from across the course. It is developed directly from *Research Process* but also will normally reflect learning from at least two other modules. The modules will depend upon the study subject and will vary by student.

Employment and further study opportunities

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicators
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students. The course is taught within the School of Architecture and Cities which gives students a comprehensive understanding of place policy and planning, and a number of our students go on to postgraduate study in Marketing, Communications or Finance.

The University of Westminster has been running successful undergraduate in Tourism courses for over 20 years. These courses are distinctive and global in focus, not only because the of the university's location (host city for the London 2012 games, and surrounded by tourist attractions, hotels, events venues and transport hubs) but also because of the diverse international student community and international exchange opportunities.

Students are actively encouraged to participate in events and activities to enhance their employability and engagement with industry. For instance, employment, placement and volunteering opportunities are regularly posted to all students via Blackboard, along with opportunities to attend conferences and exhibitions. We work closely with our Careers and Employability Service.. which runs occasional workshops especially for our students, and we actively promote their CV and interview services.

Site visits and guest speakers are included in each module, and a fieldtrip is offered at each level. Such engagement with industry practitioners builds students' awareness of their career optionstheir understanding of industry practice, and develops their professional communication and networking skills.

The BA (Hons) Tourism with Business aims to create graduates who are:

- **Critical and creative thinkers**

Creativity and critical thinking are key to tourism businesses. Developing critical thinking extends and often challenges previous academic experience and cultural expectations. During the course students develop a deep understanding of the core concepts and thought processes involved with tourism and business.. Students are provided with detailed guidance on reading and they are encouraged to critically engage with broad literature exploring debates about ethics, inequality, sustainability as well as the management, policy and planning literature. Students are required to critically assess the relevance of theory to practice and reflection is a major part of a number of the assessment tasks. Frequent real-world case studies are used and team seminars and debates are an integral part of the course. In addition, students are encouraged to reflect on their own progress and development of skills, particularly within the skills and employability elements of the course.

The course encourages students to develop connections across the different areas of tourism and events and explore new creative approaches to considering key issues. The varied nature of the teaching and assessment encourages students to use creativity, either working individually or as part of a team, and to be explore new avenues for their self-development. There is a considerable emphasis on original project work and creative solutions to problems.

- **Literate and effective communicators**

This attribute includes a wide range of communication methods including written work and verbal communications. It also encompasses numeracy, digital literacy and information literacy. The tourism sector relies upon 'people' skills and requires the ability to communicate confidently, accurately and effectively. Our students need to be able to listen to others, persuade people, develop coherent arguments and to draw upon and use evidence to support their arguments/views.

We support our students to improve their verbal and written communication skills and to develop their inter-cultural communication skills. The course is designed to provide opportunities to engage with these challenges and to enhance effective communication skills as students develop international/intercultural experiences and an awareness of intercultural communication nuances. As the course progresses students learn how to develop strategies to communicate to varied audiences.

In order to be effective communicators, Tourism with Business students need to develop traditional (face-to-face) as well as digital communication skills. They need to:

- Develop written arguments which are clearly structured and grammatically correct.
- Understand communication styles in different contexts.
- Develop listening skills and consider different views when making decisions.

They also need to be numerate, demonstrating that they understand and can interpret quantitative data and apply this in different contexts. They must be digitally literate, demonstrating that they are skilled in using Word, Excel, A/V technologies including PowerPoint/Prezi, blogging and tweeting and industry specific digital applications. They need to be information literate, demonstrating skills in finding relevant information sources, synthesizing the information, and communicating it using appropriate channels.

- **Entrepreneurial**

Tourism with Business students develop entrepreneurial skills through a variety of activities. In some modules they work collaboratively, engaging in activities which involve teamwork to consider and solve problems. They learn how to evaluate study material together and collaboratively develop verbal and written work for assessment.

During their studies they also develop individual skills-sets including communication and problem-solving.. Students devise an ability to reflect upon and manage their learning and through this start to develop self-confidence and self-belief. Self-reflection is balanced with the development of a good understanding of the ethical, social and professional context in which they operate. Students build up an understanding of risk and their own willingness to take risks. As their studies progress, students become more outward looking and industry engaged, demonstrating commercial awareness. They gain access to and experience of work environments and use these experiences to manage their careers and to develop and manage their digital identities.

- **Global in outlook and community engaged**

The tourism industry has an international focus and a global outlook is essential for all graduates. Our courses encourage students to become ethically and socially conscious and to be aware of the finite nature of resources and systems. The development of this attribute is intrinsic to their learning, embedded in our teaching activities and underpins everything the student does. Learning is underpinned by wide-ranging and global literature which engages in varied community practices. The students learn through case studies from around the world in order to develop a practical understanding of tourism in different cultural contexts. Students are encouraged to study a language, to undertake a field trip abroad and to engage in our exchange programme. We have a highly diverse student group which provides opportunities to learn about other cultures and to think about their own communities within a global context.

- **Socially, environmentally and ethically aware**

Our students develop pragmatic and active knowledge of sustainability concepts. They are encouraged to participate in life-long learning to develop personal resilience. They develop skills in adaptability and forward thinking. We support a culture of participation and engagement with students being encouraged to be "joiners not onlookers". Our students are outward looking with a sense of responsibility to the wider world. This diverse group actively engages with debates about mobilities and diversity and explores social and environmental issues in a global context.

Course structure

This section shows the core and option modules available as part of the course and their credit value. Full-time undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Credit Level 4				
Module code	**Module title**	**Status**	**UK credit**	**ECTS**
4TOUR001W	Understanding Tourism	Core	20	10
4TOUR005W	Planning for the Visitor Economy	Core	20	10
4TOUR002W	Study Skills and Employability	Core	20	10
4BUSS008W	Global Business Environment	Core	20	10
4ACCN006W	Foundations of Accounting and Finance	Core	20	10
4EVMN001W	Understanding Events	Option	20	10
4TOUR004W	Current Debates in Tourism	Option	20	10
4EVMN002W	Principles of Event Management	Option	20	10
4TOUR006W	Hospitality in Tourism and Events	Option	20	10
Various	Polylang Westminster+ Elective	Option	20	10
4BUSS003W	The Business of Sport	Option	20	10
4EBUS002W	Creating and Managing an online presence	Option	20	10
Award of Certificate of Higher Education available				
Credit Level 5				
Module code	**Module title**	**Status**	**UK credit**	**ECTS**
5EVMN001W	Marketing Tourism and Events	Core	20	10
5MNST005W	Managing and Leading People	Core	20	10
5TOUR001W	The Research Process	Core	20	10
5TOUR002W	Destinations	Core	20	10
5TOUR005W	The Airline Industry	Option	20	10
5TOUR003W	Heritage Tourism	Option	20	10
5TOUR006W	Tourism Experience	Option	20	10
5TOUR004W	Sports Event Tourism	Option	20	10
5TOUR010W	Tourism and Society	Option	20	10
5EVMN005W	Events in the Business Environment	Option	20	10
5EVMN003W	*Event Operations*	*Option*	*20*	*10*
5TOUR008W	Community Planning for Tourism	Option	*20*	*10*
Various	Polylang Westminster+ Elective	Option	20	10
5ECON006W	Global Economic Issues	Option	20	10

Module code	Module title	Status	UK credit	ECTS
5TOUR009W	**TOURISM PLACEMENT YEAR** *(Core for "…with Professional Experience" award)*	Option	120	60

Award of Diploma of Higher Education or Foundation Degree available

Credit Level 6

Module code	Module title	Status	UK credit	ECTS
6TOUR001W	Dissertation	Core	20	10
6TOUR003W	The Politics of Tourism	Core	20	10
6MNST006W	Strategic Management	Core	20	10
6TOUR002W	Sustainable Tourism in the Developing World	Option	20	10
6EVMN004W	Mega-Events and Urban Regeneration	Option	20	10
6TOUR005W	Employability for Tourism and Events	Option	20	10
6TOUR004W	Managing Airports	Option	20	10
6TOUR007W	City Tourism and Urban Change	Option	20	10
6TOUR006W	Tourism & the Mediterranean: Comparative Study	Option	20	10
6EVMN008W	Events for Culture and Society	*Option*	*20*	*10*
6EVMN009W	Eventful Cities	Option	20	10
	Polylang Westminster+ Elective	Option	20	10
6ENTP005W	Creating Entrepreneurial Leadership	Option	20	10
6HURM005W	Cultural Differences and People Management	Option	20	10

Award of BA Tourism with Business available
Award of BA Tourism with Business *with Professional Experience* available

Please note: Not all option modules will necessarily be offered in any one year.

Professional Body Accreditation or other external references

This course delivers a core curriculum in line with the QAA subject benchmark 'Hospitality, Leisure, Sport and Tourism'.
The course also has links with many other professional bodies including

- The Tourism Society
- Association for Tourism in Higher Education (ATHE)
- Association of Tourism and Leisure Education (ATLAS)

Academic regulations

The BA (Hons) Tourism with Business and its intermediate awards operate in accordance with the University's Academic Regulations and the UK Quality Code for Higher Education Part A:

Setting and maintaining academic standards published by the Quality Assurance Agency for Higher Education (QAA) in 2013. These are updated every year and the most up to date version will be inserted into the programme specification at the start of each academic year.

All students should make sure that they access a copy of the current edition of the general University handbook called Essential Westminster, which is available at westminster.ac.uk/essential-westminster. The following regulations should be read in conjunction with the Modular Framework for Undergraduate Courses and relevant sections of the current Handbook of Academic Regulations, which is available at westminster.ac.uk/academic-regulations. Regulations are subject to change and approval by Academic Council.

Award
To qualify for the award of BA (Hons) Tourism with Business, a student must:
- obtain at least a minimum of 360 credits and a maximum of 480 credits including:
- a minimum of 120 Credits at Level 4 or higher, including 80 credits passed and a minimum of condoned credit in each of the remaining modules up to the value of 40 credits; and
- a minimum of 120 credits at Level 5 or higher; and
- a minimum of 120 credits at Level 6 or higher.
- attempted modules with a maximum value of 340 credits at levels 5 and 6; and
- satisfied the requirements contained within any course specific regulations for the relevant course scheme.

How will you be supported in your studies?

Course Management

The Tourism Programme Leader is responsible for the Undergraduate Tourism Programme.

The Course Leader for BA (Hons) Tourism with Business is responsible for day-to-day running and overall management of the course and development of the curriculum.

Admissions Tutors for the Undergraduate Tourism Programme monitor and evaluate applications

The Head of the School of Architecture and Cities and holds responsibility for all courses in the School.

Academic Support
Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Registry Office. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part-time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials and can communicate and collaborate with staff and other students.

Learning Support
The Academic Support Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one-to-one appointments.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students[1] can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their School. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services
The University of Westminster Student Affairs department provides advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University.

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel in 2015. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the School to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from Course Committees, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each School puts into place an action plan. This may for example include making changes on the way a module is taught, assessed or even how the course is structured in order to improve the course. In such cases an approval process is in place.

A Course Review takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with review panels to provide feedback on their experiences. Student feedback from previous years
e.g. from Course Committees is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways:

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[1] Students enrolled at Collaborative partners may have differing access due to licence agreements.

- Student representatives represent the views of their cohort to the course leader in a meeting at least once per semester. The University and the Students' Union work together to provide a full induction to the role of the student representatives.
- Each School also has its own School Student Forum with student representatives; this enables wider discussions across the School. Student representatives are also represented on key university committees.
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- The University also has an annual Student Experience Survey which seeks the opinions of students about their course and University experience. Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.