

Faculty: Business School

Title of Programme: Tourism and Events

Programme Code: BSTMAN

# Programme Specification

Start Date: September 2011

Date of Approval: 28.06.11

Associate Dean (Academic Quality): DAVID GAYFER

Signature

*David Stephen Gayfer*

## Programme Specification: **Tourism and Events**

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This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

### Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	De Havilland
<b>Programme accredited by</b>	Not applicable
<b>Final Award</b>	BA (Honours) BA Honours (Sandwich) BA (Honours) (With a Year's Study Abroad) BA Honours (With a Year's Study Abroad) (Sandwich)
<b>All Final Award titles</b>	Tourism Management; International Tourism Management; Event Management
<b>FHEQ level of award</b>	Honours (H)
<b>UCAS code(s)</b>	N800 (Tourism Management); N830 (International Tourism Management); N820 (Event Management)

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### A. Programme Rationale

#### Tourism Management and International Tourism Management

The Tourism Management and International Tourism Management pathways are 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 governments that plan tourism development, the tourists that travel and the destinations that receive them.

Delivering an academically robust and business-relevant programme is a key goal of the tourism team. Students research, analyse and present complex information and examine and compare academic theories. They build upon this knowledge listening to regular guest speakers, participating in student trips, studying real-world business case studies and engaging in problem-solving exercises; effectively combining theory and practice to deepen their understanding and hone their transferable skills.

The 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. International Tourism Management students take a compulsory year abroad between the second and third years (work placement or work placement with study), whilst a work or study year is an option for Tourism Management students. All students study the significance of international cultures to the tourism industry, and the importance of managing tourism responsibly.

The curriculum provides students with a variety of optional modules in their final year and this flexibility provides the opportunity for students to choose subjects that may be of particular interest as they ready themselves for the workplace.

#### Event Management

The structure of the Event Management pathway is designed to enable students to acquire the

knowledge, skills and values necessary for a career in the events industry. Students are given the academic and professional underpinning required to work in this creative and dynamic sector.

The pathway prepares students for event management in both a national and an international context by exploring theoretical and practical cases from the United Kingdom and abroad. It develops the students' expertise and competencies through a variety of learning, teaching and assessment approaches. The curriculum includes practical modules which provide students with the opportunity to apply the skills and learning from their pathway to planning and delivering events. This rich combination of theory and practice enables students to address the challenges, problems and issues in this fast-paced industry.

The mixture of academic development and skills-driven competencies provide the students with a strong background knowledge of event planning and design, technical operations, risk management, marketing and the ability to create the 'event experience'.

For all pathways, subject specific modules are supported by skills modules and all students have the option to study a foreign language.

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## B. Educational Aims of the Programme

The programme has been devised in accordance with the University's general educational aims of programmes of study as set out in UPR TL01.

### **Additionally, for Tourism Management and International Tourism Management 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 enhances prospects of employment in tourism and business both nationally and internationally.

### **For Event Management this programme aims to:**

- define, comprehend and analyse the attributes of various events and apply the knowledge and skills necessary for the management and planning of these events;
- develop an appreciation of the nature and context of event management as a synthesis of policy, planning and delivery mechanisms;
- identify, evaluate and creatively address the needs of the client, sponsors, the event consumer and other key stakeholders;
- recognise the economic, socio-cultural and environmental impacts of events in host areas and propose strategies to manage these effectively and to the benefit of host areas;
- obtain practical and/or international experience of event management based activity to enhance their learning and employability.

### **All pathways this programme aims to:**

- provide students with opportunity to study a foreign language and to gain appropriate employability skills within the global context.

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## 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 and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education 2003 have been used as a guiding framework for curriculum design.

Knowledge and Understanding of:	Teaching/learning methods & strategies	Assessment
<p><u>All pathways</u>  A1 The structure, composition and management of the tourism and events industries and the global context in which they operate  A2 The nature and impact of tourism and event activity, and management strategies for responsible tourism and event development  A3 An international perspective of tourism and event management, facilitated by the use of international case studies and opportunities to study and work abroad</p> <p><u>Tourism Management and International Tourism Management pathways</u>  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</p> <p><u>Event Management pathway</u>  A8 The critical importance and centrality of the client, the event consumer and designing the 'event experience'  A9 The technical skills relevant to planning events, risk management and the regulatory frameworks affecting events  A10 The impacts of events and management strategies for generating positive event legacies  A11 Key event stakeholders and the need to balance their needs and expectations</p>	<p>Acquisition of A1 to A11 is through a combination of lectures, seminars, tutorials, coursework, and project work at all levels of the programme.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p> <p>A4 and A5 are further enhanced by the use of case studies of real-life practice and the use of guest speakers from the public sector and industry in modules including 'The International Tourism Business'; 'Enterprise' and 'Strategic Tourism Planning'</p> <p>A3 and A7 are encouraged through the use of case studies and study trips in tourism modules.</p> <p>All students have the opportunity to take a work placement and for these students, the 'Placement Learning' module provides the opportunity to convert placement work experience into an assessed module. Students who do not take a work placement will undertake one of two additional work-based modules that aim to ensure all students gain and benefit from work experience</p> <p>All students have the opportunity to take a language in every semester.</p>	<p>Knowledge and understanding are assessed through a combination of examinations and assessed 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) and presentations.</p>

Intellectual skills - able to:	Teaching/learning methods & strategies	Assessment
<p>B1 Research and assess subject specific facts, theories, paradigms, principles and concepts</p> <p>B2 Critically assess and evaluate evidence;</p> <p>B3 Describe, analyse and critically interpret data, text information and research evidence</p> <p>B4 Apply knowledge to the solution of familiar and unfamiliar problems</p> <p>B5 Develop a reasoned argument and challenge assumptions</p>	<p>Intellectual skills are developed throughout the programme by 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 'messy' problems in the final year.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study. Feedback on the variety of assessments throughout their time at UH helps students to further develop their individual learning plans and enhance their intellectual skills.</p>	<p>Intellectual skills are assessed through examinations and in-course assessments and demonstrated by the research and evaluations that students produce in reports and essays throughout the programme.</p>
Practical skills - able to:	Teaching/learning methods & strategies	Assessment
<p>C1 Demonstrate competence in written and oral communication skills</p> <p>C2 Demonstrate competence in numeracy, computing and IT skills</p> <p>C3 Demonstrate competence in interactive and group skills</p>	<p>Practical skills are developed throughout the programme by the methods and strategies outlined in sections A and B above.</p>	<p>Skill C1 is assessed through essays, reports, presentations, student-led seminars and examinations. Skill C2 is assessed within specific modules, and more integrally, as part of learning and assessment strategies throughout the programme. Skill C3 is assessed by group-based coursework, group presentations and poster presentations, and includes the use of wikis and/or student logs and reflections to ascertain individual contributions.</p>
Transferable skills - able to:	Teaching/learning methods & strategies	Assessment
<p>D1 Recognise and prepare for career opportunities within the workplace</p> <p>D2 Identify academic skills transferable to the workplace and plan for the acquisition of further relevant skills</p> <p>D3 Display competence in problem solving skills</p> <p>D4 Demonstrate an ability to work effectively in teams and independently</p> <p>D5 Demonstrate the ability to use academic, enterprise and</p>	<p>Transferable skills are developed through the programme by the methods and strategies outlined in sections A, B and C above. Skills D1 and D2 are developed particularly through the Enhancing Employability modules in Level 5 and encouraged throughout the programme. Skills D3 and D4 are developed and promoted through the programme, most notably in the seminar-based work</p>	<p>The Enhancing Employability modules require 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</p>

<p>employability skills in both scholarly and work-based environments. D6 Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.</p>	<p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p>	<p>to prepare for the recruitment process and working in the business environment.</p> <p>Transferable skills are assessed through coursework, but particularly by case studies and problem-solving. Problem solving exercises are used for formative and summative assessment in a variety of modules.</p>
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## D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full-time, 3 years mode for the Tourism Management and Event Management pathways; and in sandwich, 4 years mode for all three pathways.

These lead, respectively, to the awards of:

BA (Honours) Tourism Management,  
BA (Honours) Event Management.

Or, upon successful completion of a placement, to:

BA (Honours) Tourism Management (Sandwich),  
BA (Honours) International Tourism Management (Sandwich),  
BA (Honours) Event Management (Sandwich).

Where applicable these titles will include '(With a Year's Study Abroad)'. Students may choose to follow this programme at a part-time rate of study.

Entry is normally at Level 4 with suitable A-level or equivalent qualifications but it is possible to enter at levels 5 and 6 with suitable qualifications. Intake is normally semester A (September).

### Work-Based Learning, including Sandwich Programmes

A designated sandwich programme leads to a University award in the sandwich mode, and the word "sandwich" appears on the award certificate. A programme of study approved as leading to an award in the sandwich mode must include not less than 48 weeks of supervised work experience **or** 24 weeks of supervised work experience and one semester study abroad, in addition to the period required for the full-time award. Students who can provide evidence of an appropriate period (minimum 2 years) of directly relevant previous experience and complete a work-based portfolio may be considered for exemption. Students who are unable, for valid reasons, to complete their sandwich year will be deemed to be on the full-time mode. International Tourism Management students who do not successfully complete their placement year will be transferred to the full-time route of the Tourism Management pathway (BTM4).

Students may have the opportunity to study abroad (in Europe or world-wide) during their placement year for two semesters; or to study abroad for one semester plus a six-month work placement. Students may also take the opportunity to study half, or all of their level 5 in a host institution. The latter may be with or without a placement year. The degree titles of students who successfully complete a year's study abroad will include '(With a Year's Study Abroad)'.

All students will undertake one of the three work-based learning modules at level 6. The actual module will be determined by the student's level of work experience.

### 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 (in section 2)

identifies where each learning outcome is assessed.

### Table 1a Outline Programme Structure

**Modes of study: Full Time (Tourism Management and Event Management only); Sandwich**

**Entry point: Semester A**

#### **Tourism Management Pathway**

##### **Level 4 Tourism Management Pathway**

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Introduction to Business Operations	4BUS1020	15	0	100	A
Principles of Tourism Marketing	4BUS1004	15	0	100	A
Professionalism in Tourism Management	4BUS1048	30	0	100	AB
The Geography of Travel and Tourism	4BUS1005	15	50	50	B
Tourism and Events: Data Analysis in Practice	4BUS1016	15	0	100	B

##### **Optional modules**

Level 4 Tourism Management - *select 30 credits (15 credits in each semester)*

Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Global Perspectives in Tourism and Event Management	4BUS1046	15	0	100	A
Language	Various	15 & 15	0	100	A & B
Hospitality Services Management	4BUS1008	15	0	100	B

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.

##### **Level 5 Tourism Management Pathway**

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Enhancing Employability in Tourism	5BUS1079	15	0	100	A
The International Tourism Business	5BUS1009	15	0	100	A
Enterprise	5BUS1080	15	0	100	B
Managing People B	5BUS1087	15	0	100	B
Responsible Tourism 1: Society and Culture	5BUS1014	15	40	60	B

##### **Optional Modules**

Level 5 Tourism Management Pathway

*Select 45 credits (30 credits in semester A and 15 credits in semester B)*

Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
European Tourism Policy	5BUS1052	15	50	50	A
Financial Information for Managers	5BUS1042	15	0	100	A
International Field Trip	5BUS1041	15	0	100	A
The Tourist Market	5BUS1012	15	40	60	B
Language	Various	15 & 15	0	100	A & B

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.

### 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 Title	Module Code	Credit Points	% examination	% coursework	Semester
Placement Portfolio	6BUS1088	0	0	100	AB

### Level 6 Tourism Management Pathway

Compulsory Modules Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Contemporary Issues in Tourism Management	6BUS1091	15	0	100	A
Strategic Tourism Planning	6BUS1048	15	50	50	A
Visitor Attraction Management	6BUS1050	15	40	60	A
Responsible Tourism 2: Environment and Economy	6BUS1069	15	50	50	B

#### Plus one of the following three modules:

Placement Learning * or	6BUS1087	15	0	100	B
Learning from Employment * or	6BUS1089	15	0	100	B
Learning from Simulations and Internship *	6BUS1099	15	0	100	B

\*Students must select one of these modules; the selected module will be based on their work experience

### Optional Modules

Level 6 Tourism Management Pathway

Select 45 credits (15 credits in semester A and 30 credits in semester B)

Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Aviation Business Management	6BUS1020	15	50	50	A
Operations Management for Events	6BUS1073	15	50	50	A
Niche Tourism	6BUS1077	15	0	100	B
Destination Marketing	6BUS1023	15	70	30	B
Language	Various	15 & 15	0	100	A & B
Dissertation – Tourism	6BUS1024	30	0	100	AB
(including Research Methods)	6BUS1086	0	0	100	A

The award of an honours degree requires 360 credit points, with at least 240 credit points at level 5 or above, of which at least 120 credit points must be at level 6. An unclassified degree requires 300 credit points, with at least 180 credit points at level 5 or above, of which at least 60 credit points must be at level 6. In addition, for a sandwich degree, students must successfully complete the placement year and must achieve pass standard for the Placement Portfolio.

### International Tourism Management Pathway

#### Level 4 International Tourism Management Pathway

Compulsory Modules Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Introduction to Business Operations	4BUS1020	15	0	100	A
Principles of Tourism Marketing	4BUS1004	15	0	100	A
Professionalism in Tourism Management	4BUS1048	30	0	100	AB
The Geography of Travel and Tourism	4BUS1005	15	50	50	B
Tourism and Events: Data Analysis in Practice	4BUS1016	15	0	100	B

## Optional modules

Level 4 International Tourism Management - *select 30 credits (15 credits in each semester)*

Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Global Perspectives in Tourism and Event Management	4BUS1046	15	0	100	A
Language	Various	15 & 15	0	100	A & B
Hospitality Services Management	4BUS1008	15	0	100	B

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.

## Level 5 International Tourism Management Pathway

Compulsory Modules Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Enhancing Employability in Tourism	5BUS1079	15	0	100	A
The International Tourism Business	5BUS1009	15	0	100	A
Enterprise	5BUS1080	15	0	100	B
Cross-cultural Management	5BUS1054	15	70	30	B
Responsible Tourism 1: Society and Culture	5BUS1014	15	40	60	B

## Optional Modules

Level 5 International Tourism Management Pathway

*Select 45 credits (30 credits in semester A and 15 credits in semester B)*

Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Financial Information for Managers	5BUS1042	15	0	100	A
International Field Trip	5BUS1041	15	0	100	A
Managing People B	5BUS1087	15	0	100	B
The Tourist Market	5BUS1012	15	40	60	B
Language	Various	15 & 15	0	100	A & B

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.

## Placement (Mandatory)

Students who have attained the progression requirements to level 6 will undertake a mandatory placement year (or one semester study and one semester placement) before commencing their level 6 studies. The award of an International Tourism Management degree will require the successful completion of the placement period and the submission of a placement portfolio which reaches a pass standard.

Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Placement Portfolio	6BUS1088	0	0	100	AB

## Level 6 International Tourism Management Pathway

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Contemporary Issues in Tourism Management	6BUS1091	15	0	100	A
Service Operations Management	6BUS1066	15	70	30	A
Strategic Tourism Planning	6BUS1048	15	50	50	A
Global Marketing Ethics and Culture	6BUS1025	15	60	40	B
Responsible Tourism 2: Environment and Economy	6BUS1069	15	50	50	B

### Plus one of the following three modules:

Placement Learning * or	6BUS1087	15	0	100	B
Learning from Employment * or	6BUS1089	15	0	100	B
Learning from Simulations and Internship *	6BUS1099	15	0	100	B

\*Students must select one of these modules; the selected module will be based on their work experience

## Optional Modules

Level 6 International Tourism Management Pathway - Select 30 credits (15 credits in each semester)

Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Aviation Business Management	6BUS1020	15	50	50	A
Visitor Attraction Management	6BUS1050	15	40	60	A
Destination Marketing	6BUS1023	15	70	30	B
Niche Tourism	6BUS1077	15	0	100	B
Language	Various	15 & 15	0	100	A & B
Dissertation – Tourism	6BUS1024	30	0	100	AB
(including Research Methods)	6BUS1086	0	0	100	A

The award of an honours degree requires 360 credit points, with at least 240 credit points at level 5 or above, of which at least 120 credit points must be at level 6. An unclassified degree requires 300 credit points, with at least 180 credit points at level 5 or above, of which at least 60 credit points must be at level 6. In addition students must successfully complete the placement year and must achieve pass standard for the Placement Portfolio.

## Event Management Pathway

### Level 4 Event Management Pathway

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Principles of Marketing	4BUS1010	15	0	100	A
The Event Industry	4BUS1007	15	0	100	A
Professionalism in Event Management	4BUS1047	30	0	100	AB
Image, Paper, Screen: Working with Media	4MMF0053	15	0	100	B
Tourism and Events: Data Analysis in Practice	4BUS1016	15	0	100	B

### Optional modules

Level 4 Event Management - select 30 credits (15 credits in each semester)

Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Global Perspectives in Tourism and Event Management	4BUS1046	15	0	100	A
Language	Various	15 & 15	0	100	A & B
Economics for Business B	4BUS1036	15	0	100	B
Hospitality Services Management	4BUS1008	15	0	100	B

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.

### Level 5 Event Management Pathway

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Enhancing Employability in Event Management	5BUS1083	15	0	100	A
Event Planning and Risk Management	5BUS1050	15	0	100	A
Financial Information for Managers	5BUS1042	15	0	100	A
Enterprise	5BUS1080	15	0	100	B
Olympic Impacts and Legacies	5BUS1036	15	50	50	B
Managing People	5BUS1087	15	0	100	B

### Optional Modules

Level 5 Event Management Pathway - *Select 30 credits (15 credits in each semester)*

Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
The Event Consumer	5BUS1013	15	0	100	A
Event Strategy: Culture and Sporting Events	5BUS1077	15	0	100	B
Language	Various	15 & 15	0	100	A & B

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.

### 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 Title	Module Code	Credit Points	% examination	% coursework	Semester
Placement Portfolio	6BUS1088	0	0	100	AB

### Level 6 Event Management Pathway

<b>Core Module</b> Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Event Project	6BUS1027	30	0	100	AB

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Contemporary Issues in Event Management	6BUS1094	15	0	100	A
Operations Management for Events	6BUS1073	15	50	50	A
Sponsorship, Partnership and Finance	6BUS1063	15	60	40	B

**Plus one of the following three modules:**

Placement Learning * <b>or</b>	6BUS1087	15	0	100	B
Learning from Employment * <b>or</b>	6BUS1089	15	0	100	B
Learning from Simulations and Internship *	6BUS1099	15	0	100	B

*\*Students must select one of these modules; the selected module will be based on their work experience*

## Optional Modules

Level 6 Event Management Pathway (*Select 30 credits - 15 credits in each semester*)

Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Events and Politics	6BUS1029	15	40	60	A
Visitor Attraction Management	6BUS1050	15	40	60	A
Destination Marketing	6BUS1023	15	70	30	B
The MICE Market	6BUS1049	15	0	100	B
Language	Various	15 & 15	0	100	A & B

The award of an honours degree requires 360 credit points, with at least 240 credit points at level 5 or above, of which at least 120 credit points must be at level 6. An unclassified degree requires 300 credit points, with at least 180 credit points at level 5 or above, of which at least 60 credit points must be at level 6. **Students must pass the Event Project to gain an honours degree** in Event Management – this module cannot be compensated. In addition, for a sandwich degree, students must successfully complete the placement year and must achieve pass standard for the Placement Portfolio.

## Honours classification

The University has approved structure and assessment regulations common to all programmes. The honours classification is determined from a combined average of the best 90 credits at level 6 plus the best remaining 30 credits at level 5 or 6. Full details are provided in UPR AS14.

## Table 1b Final and Interim awards available

The programme provides the following final and interim awards:

Award	Minimum requirements	Available at end of Level
University Certificate *	45 credit points at level 4	4
Certificate of Higher Education *	120 credit points at level 4	4, 5
University Diploma *	180 credit points including at least 60 at level 5	5, 6
Diploma of Higher Education Tourism Management	240 credit points including at least 120 at level 5	5, 6
Diploma of Higher Education International Tourism Management	240 credit points including at least 120 at level 5	5, 6
Diploma of Higher Education Event Management	240 credit points including at least 120 at level 5	5, 6
BA Tourism Management	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6
BA Event Management	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6
BA Tourism Management (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and pass both the placement year and placement portfolio	6
BA International Tourism Management (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and pass both the placement year and placement portfolio	6
BA Event Management (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and pass both the placement year and placement portfolio	6

BA Tourism Management (With a Year's Study Abroad)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and a year's study abroad	6
BA Event Management (With a Year's Study Abroad)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and a year's study abroad	6
BA Tourism Management (With a Year's Study Abroad) (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and a year's study abroad and pass both the placement year and placement portfolio	6
BA International Tourism Management (With a Year's Study Abroad) (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and a year's study abroad and pass both the placement year and placement portfolio	6
BA Event Management (With a Year's Study Abroad) (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and a year's study abroad and pass both the placement year and placement portfolio	6
BA (Honours) Tourism Management	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6
BA (Honours) Event Management	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6
BA (Honours) Tourism Management (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6 and pass both the placement year and placement portfolio	6
BA (Honours) International Tourism Management (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6 and pass both the placement year and placement portfolio	6
BA (Honours) Event Management (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6 and pass both the placement year and placement portfolio	6
BA (Honours) Tourism Management (With a Year's Study Abroad)	360 credit points including 240 at level 6/5 of which 120 must be at level 6 and a year's study abroad	6
BA (Honours) Event Management (With a Year's Study Abroad)	360 credit points including 240 at level 6/5 of which 120 must be at level 6 and a year's study abroad	6
BA (Honours) Tourism Management (With a Year's Study Abroad) (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and a year's study abroad and pass both the placement year and placement portfolio	6
BA (Honours) International Tourism Management (With a Year's Study Abroad) (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and a year's study abroad and pass both the placement year and placement portfolio	6
BA (Honours) Event Management (With a Year's Study Abroad) (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6 and a year's study abroad and pass both the placement year and placement portfolio	6

*\*These are untitled interim awards; other interim award titles reflect the appropriate fields of study.*

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## E. Support for students and their learning

Students are supported by;

- A programme/pathway tutor to help students understand the programme structure
- An induction week at the beginning of each new academic session
- Overseas Orientation
- 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, incorporating Chaplaincy, Counselling and Nursery
- Medical Centre
- Student Support and Guidance Office to provide academic and pastoral support
- A Faculty International and Direct Entry Support Tutor
- A Faculty-based Disabled Student Coordinator
- An Equal Opportunities Officer
- A team of Academic Support Tutors
- A Placement Office
- An Exchange Programme Coordinator
- A European and Study Abroad Office
- A Careers Service for all current students and graduates
- A Mathematics Drop-in Centre
- Student representatives on programme committees
- A designated administrator
- The Students' Union
- StudyNet, a versatile on-line interactive intranet and learning environment
- Attractive modern study environments in 3 Learning Resource Centres
- Guided student-centred learning through the use of StudyNet

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## F. Entry requirements

The normal entry requirements for the programme are:

- 260 UCAS points from a minimum of two GCE/VCE A levels or one VCE Double Award, or
- International Baccalaureate: pass diploma with 24 including 4 for SL English and 4 for SL Mathematics, or
- Equivalent qualifications (e.g. Access), to be assessed by the Admissions Tutor

*Plus*

GCSE English Language and Mathematics at grade C or above, or equivalent qualifications.

A minimum IELTS score of 6.0, TOEFL 550 PBT (213 CBT, 79 iBT) will be accepted as equivalent to GCSE English Language at grade C.

The programme is subject to the University's Principles, Policies, Regulations and Procedures for the Admission of Students to Undergraduate and Taught Postgraduate Programmes and will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

## Section 2

### Programme management

<b>JACS code(s)</b>	N800
<b>Modes of study</b>	F/T, P/T, Sandwich,
<b>Intakes</b>	Semester A
<b>Relevant QAA subject benchmarking group</b>	Hospitality, Leisure, Sport and Tourism
<b>Date of validation/last periodic review</b>	11/12 <sup>th</sup> March 2010
<b>Date of production/ last revision of PS</b>	May 2011
<b>Relevant intakes</b>	Levels 4 & 5 entering September 2011; level 6 entering September 2012
<b>Faculty</b>	Business School
<b>Administrative School(s)/Departments</b>	Marketing and Enterprise

#### Course (i.e. pathway) details

Course (i.e. Pathway Point) Titles	Course (i.e. Pathway Point) Codes
BA (Honours) Tourism Management	BTM1, BTM2, BTM4
BA (Honours) Tourism Management (Sandwich)	BTM1, BTM2, BTM3, BTM4
BA (Honours) International Tourism Management (Sandwich)	ITM1, ITM2, ITM3, ITM4
BA (Honours) Event Management	EVMGT1, EVMGT2, EVMGT4
BA (Honours) Event Management (Sandwich)	EVMGT1, EVMGT2, EVMGT3, EVMGT4

The programme is managed by:

- The Dean and Deputy Dean
- The Head of Department
- Programme Tutors who are responsible for the day to day management and who advise students on the programme as a whole
- An Admissions Tutor, with specific responsibility for open days and selection
- Module Coordinators who are responsible for individual modules
- A Placements Officer to assist with the procurement of placements
- A programme committee, the membership of which includes student representatives from each level of study and key members of the Business School.

#### Programme-specific assessment regulations

The programme is compliant with the University's generic assessment regulations (Structure and Assessment Regulations for Academic Programmes, UPR AS14).

Further points of clarification and interpretation relevant to this specific programme are given below:

- Students on the Event Management Pathway must pass The Event Project before an honours degree can be awarded.
- There are two situations where, as a consequence of a perceived lack of engagement with the associated teaching and learning processes, the UHBS Module Board of Examiners will normally not permit referral in an individual module (FREF):
  - (a) where the aggregate mark in any Module is less than 20%, and/or
  - (b) where, at Levels 4 and 5 only, a student has been absent from more than 3 tutorial feedback sessions in a Semester.In these situations students will be required to repeat the diet of study (FREN) prior to re-assessment.
- Students who study abroad for one or two semesters of their placement year will be required to take 60 credits (30 ECTS) per semester at the partner institution. Placement study will be translated on their University transcript of results as 30 credits for one semester and 60 credits for two semesters based on the grades received from the partner institution (using appropriate

grade translations). These grades may be substituted for weaker level 5 modules; however, they may not be used to replace failed modules.

- Students who study abroad for all or half of their level 5 will receive credits based on their results from the partner institution (using appropriate grade translations). These will take the place of the 60 credits per semester that would have been studied in the University.
- Students who repeat a module and do not gain a pass grade may, after consultation with the Programme Tutor and confirmation by the Director of Undergraduate Programmes and Student Experience, be permitted to study another appropriate module from the Business School portfolio. Permission will only be given if the student's total programme of study covers all the learning outcomes of their pathway within the Tourism and Events programme.

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## Other sources of information

- Definitive Module Documents
- Module Guides
- Student Handbook
- Programme Specification website:  
(StudyNet → Staff → Department Lists → Academic Quality Office → Programme Management → Programme Specifications)
- University of Hertfordshire Course website:  
<http://www.herts.ac.uk/courses/>
- QAA Benchmark Statement website:  
<http://www.qaa.ac.uk/academicinfrastructure/benchmark/default.asp>
- The Framework for Higher Education Qualifications in England, Wales and Northern Ireland, 2008:  
<http://www.qaa.ac.uk/academicinfrastructure/FHEQ/EWNI08/default.asp>
- SEEC Credit Level Descriptors for Further and Higher Education 2003: <http://www.seec-office.org.uk/creditlevel descriptors2003.pdf>
- External Quality Review report website:  
[http://www.qaa.ac.uk/revreps/inst\\_reports.asp?instID=H-0060](http://www.qaa.ac.uk/revreps/inst_reports.asp?instID=H-0060)
- UNISTATS website:  
<http://www.unistats.com/>
- University of Hertfordshire Academic Quality Office website:  
(StudyNet → Staff → Department Lists → Academic Quality Office)
- Structure & Assessment Regulations - Undergraduate & Taught Postgraduate Programmes, UPR AS14:  
<http://www.herts.ac.uk/secreg/upr/AS14.htm>
- Learning and Teaching Policy and General Educational Aims, UPR TL01:  
<http://www.herts.ac.uk/secreg/upr/TL01.htm>
- Admissions - Undergraduate & Taught Postgraduate Students, UPR SA03:  
<http://www.herts.ac.uk/secreg/upr/SA03.htm>
- Academic Quality, UPR AS17:  
<http://www.herts.ac.uk/secreg/upr/AS17.htm>
- Index of UPRs for students:  
[http://www.herts.ac.uk/secreg/upr/upr\\_azlist\\_student\\_info.htm](http://www.herts.ac.uk/secreg/upr/upr_azlist_student_info.htm)

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## Other information relevant to the programme

None

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## University policies relevant to the Programme

The University undertakes to use all reasonable endeavors to deliver, assess and administer this programme in accordance with this Programme Specification. At the same time it is recognised that it is in the nature of academic developments that changes, for example to the structure, curriculum, and assessment of a programme may be necessary in order to ensure that the programme remains up to date, in response to issues raised as a result of on-going monitoring and evaluation, and/or in order to

conform to new regulatory requirements imposed by this institution, by professional or statutory bodies, or by national or governmental bodies.

The programme operates within the guidelines and policies relating to equal opportunities and environmental issues which may be agreed from time to time by the Board of Governors and/or the Academic Board of the University.

Where the programme is offered in collaboration with another institution these policies and guidelines will normally be those of the partner institution.

The programme operates in accordance with the University's Regulations Governing Studies Involving the Use of Human Subjects (UPR RE01) agreed from time to time by the Academic Board of the University. However, where the programme is offered in collaboration with another institution (for example through a franchise arrangement for all or part of the programme) then specific approval must be obtained from the University for the operation of the programme within ethical guidelines prepared by the partner institution. The partner institution will be responsible for all insurance liability in connection with the observance of ethical guidelines.

*David Stephen Gayer*

Signed .....  
Chair of Faculty Academic Quality Enhancement Committee

Date 28.06.11.....

**If you would like this information in an alternative format please contact the Pathway Tutors:**

**Alethea Sellars (Tourism Management; International Tourism Management)  
Nika Balomenou (Event Management)**

## BA (Honours) Tourism Management and BA (Honours) Tourism Management (Sandwich)

Note: Where applicable these titles will include '(With a Year's Study Abroad)'.

**Table 2: Development of Pathway Learning Outcomes in the Compulsory Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the compulsory 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 and Understanding							Intellectual Skills					Practical Skills			Transferable Skills								
	Module titles	Code	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4	D5	D6		
Level 4	Professionalism in Tourism Management	4BUS1048	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Principles of Tourism Marketing	4BUS1004		✓					✓	✓	✓				✓					✓					
	Introduction to Business Operations	4BUS1020					✓	✓	✓	✓	✓	✓			✓		✓				✓				
	The Geography of Travel & Tourism	4BUS1005	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓		✓				✓	✓			
	Tourism & Events: Data Analysis in Practice	4BUS1016					✓	✓		✓	✓	✓			✓	✓					✓				
	Global Perspectives in Tourism and Event Management or Language	4BUS1046	✓		✓						✓					✓								✓	
Level 5	The International Tourism Business	5BUS1009	✓		✓		✓	✓	✓	✓	✓	✓	✓		✓		✓					✓		✓	
	Enhancing Employability in Tourism	5BUS1079					✓	✓				✓			✓	✓	✓	✓	✓			✓			
	Responsible Tourism 1: Society & Culture	5BUS1014	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓						✓			✓	
	Managing People B	5BUS1087					✓		✓	✓	✓	✓		✓	✓		✓				✓	✓			
	Enterprise	5BUS1080				✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	
Level 6	Strategic Tourism Planning	6BUS1048		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓						✓			✓	
	Visitor Attraction Management	6BUS1050	✓				✓	✓	✓	✓	✓	✓		✓	✓		✓				✓	✓	✓		
	Contemporary Issues in Tourism Management	6BUS1091	✓		✓					✓	✓	✓		✓	✓		✓			✓	✓	✓		✓	
	Responsible Tourism 2: Environment and Economy	6BUS1069	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓						✓			✓	
	Work-based learning	Various						✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		

Key: Learning Outcome which is assessed as part of the module ✓

## BA (Honours) International Tourism Management (Sandwich) and/or (With a Year's Study Abroad)

**Table 2: Development of Pathway Learning Outcomes in the Compulsory Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the compulsory 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 and Understanding							Intellectual Skills					Practical Skills			Transferable Skills								
	Module titles	Code	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4	D5	D6			
Level 4	Professionalism in Tourism Management	4BUS1048	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
	Principles of Tourism Marketing	4BUS1004		✓					✓	✓	✓				✓					✓						
	Introduction to Business Operations	4BUS1020					✓	✓	✓	✓	✓	✓			✓		✓				✓					
	The Geography of Travel & Tourism	4BUS1005	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓		✓			✓	✓					
	Tourism & Events: Data Analysis in Practice	4BUS1016					✓	✓		✓	✓	✓			✓	✓				✓						
	Global Perspectives in Tourism and Event Management or Language	4BUS1046	✓		✓					✓					✓									✓		
Level 5	The International Tourism Business	5BUS1009	✓		✓		✓	✓	✓	✓	✓	✓	✓		✓		✓				✓		✓	✓		
	Enhancing Employability in Tourism	5BUS1079					✓	✓				✓			✓	✓	✓	✓	✓		✓		✓			
	Responsible Tourism 1: Society & Culture	5BUS1014	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓					✓				✓		
	Cross-cultural Management	5BUS1054					✓			✓	✓	✓	✓	✓	✓					✓				✓		
	Enterprise	5BUS1080				✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓		
Level 6	Strategic Tourism Planning	6BUS1048		✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓					✓				✓		
	Service Operations Management	6BUS1066					✓			✓	✓	✓	✓		✓		✓			✓	✓					
	Contemporary Issues in Tourism Management	6BUS1091	✓		✓					✓	✓	✓		✓	✓		✓		✓	✓	✓			✓		
	Responsible Tourism 2: Environment and Economy	6BUS1069	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓					✓				✓		
	Global Marketing: Ethics and Culture	6BUS1025		✓			✓			✓	✓	✓	✓	✓	✓									✓		
	Work-based learning	Various						✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		

**Key: Learning Outcome which is assessed as part of the module** ✓

## BA (Honours) Event Management and BA (Honours) Event Management (Sandwich)

Note: Where applicable these titles will include '(With a Year's Study Abroad)'.

**Table 2: Development of Pathway Learning Outcomes in the Compulsory Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the compulsory 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 and Understanding							Intellectual Skills					Practical Skills			Transferable Skills							
	Module titles	Code	A1	A2	A3	A8	A9	A10	A11	B1	B2	B3	B4	B5	C1	C2	C3	D1	D2	D3	D4	D5	D6		
Level 4	Professionalism in Event Management	4BUS1047		✓	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	The Event Industry	4BUS1007	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓		✓			✓	✓			✓	
	Principles of Marketing	4BUS1010					✓			✓	✓	✓	✓	✓	✓					✓					
	Image, Paper, Text, Screen: Working with Media	4MMF1053					✓				✓				✓	✓	✓				✓				
	Tourism & Events: Data Analysis in Practice	4BUS1016					✓			✓	✓	✓			✓	✓				✓					
	Global Perspectives in Tourism and Event Management or Language	4BUS1046	✓		✓						✓					✓									✓
Level 5	Event Planning and Risk Management	5BUS1050		✓		✓	✓	✓		✓	✓	✓	✓	✓	✓		✓			✓	✓				
	Enhancing Employability in Event Management	5BUS1083	✓									✓			✓	✓	✓	✓	✓		✓				
	Financial Information for Managers	5BUS1042						✓			✓	✓			✓	✓					✓				
	Olympic Impacts & Legacies	5BUS1036		✓	✓				✓	✓	✓	✓	✓	✓	✓						✓				✓
	Managing People	5BUS1037					✓		✓	✓	✓	✓	✓		✓		✓	✓	✓		✓				
	Enterprise	5BUS1080					✓		✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓	✓	✓
Level 6	Operations Management for Events	6BUS1073					✓			✓	✓	✓	✓		✓		✓				✓				
	Contemporary Issues in Event Mgt	6BUS1094	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓										✓
	Sponsorship, Partnership and Finance	6BUS1063				✓			✓	✓	✓	✓	✓	✓	✓			✓		✓					
	Event Project	6BUS1027	✓			✓	✓		✓		✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Work-based learning	Various								✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	

**Key: Learning Outcome which is assessed as part of the module** ✓

## Key to Programme Learning Outcomes

### Knowledge and Understanding of:

*(A1-A3 apply to all pathways)*

A1 The structure, composition and management of the tourism and events industries and the global context in which they operate

A2 The nature and impact of tourism and event activity, and management strategies for responsible tourism and event development

A3 An international perspective of tourism and event management, facilitated by the use of international case studies and opportunities to study and work abroad

### Tourism Management and International Tourism Management pathways

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

### Event Management Pathway

A8 The critical importance and centrality of the client, the event consumer and designing the 'event experience'

A9 The technical skills relevant to planning events, risk management and the regulatory frameworks affecting events

A10 The impacts of events and management strategies for generating positive event legacies

A11 Key event stakeholders and the need to balance their needs and expectations

### Intellectual Skills – able to:

B1 Research and assess subject specific facts, theories, paradigms, principles and concepts

B2 Critically assess and evaluate evidence;

B3 Describe, analyse and critically interpret data, text information and research evidence

B4 Apply knowledge to the solution of familiar and unfamiliar problems

B5 Develop a reasoned argument and challenge assumptions

### Practical Skills – able to:

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 – able to:

D1 Recognise and prepare for career opportunities within the workplace

D2 Identify academic skills transferable to the workplace and plan for the acquisition of further relevant skills

D3 Display competence in problem solving skills

D4 Demonstrate an ability to work effectively in teams and independently

D5 Demonstrate the ability to use academic, enterprise and employability skills in both scholarly and work-based environments.

D6 Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference.