

## Programme specification

### 1. Overview/ factual information

|   |  |
|---|--|
| <b>Programme/award title(s)</b>   | BA (Hons) International Tourism and Aviation Management                              |
| <b>Teaching Institution</b>   | Leeds City College   |
| <b>Awarding Institution</b>   | The Open University (OU)   |
| <b>Date of latest OU validation</b>   | November 2015  |
| <b>Next revalidation</b>  | November 2020  |
| <b>Credit points for the award</b>  | 120  |
| <b>UCAS Code</b>  | 8G19   |
| <b>Programme start date</b>   |  |
| <b>Underpinning QAA subject benchmark(s)</b>  | Hospitality, leisure, sport and tourism 2008<br>General Business and Management 2015 |
| <b>Other external and internal reference points used to inform programme outcomes</b> | National Occupational Standards – Tourism  |
| <b>Professional/statutory recognition</b>   |  |
| <b>Duration of the programme for each mode of study (P/T, FT,DL)</b>                  | Full Time (1 Year) and Part Time (18 Months)   |
| <b>Dual accreditation (if applicable)</b>   | n/a  |
| <b>Date of production/revision of this specification</b>                              |  |

### 2.1 Educational aims and objectives

The overall aims of the programme are to provide a relevant and dynamic programme which ensures the development of graduates who meet the needs of employers and can demonstrate;

- A critical understanding of international tourism and aviation principles and practices
- Practical management and vocational skills appropriate to a career in the international tourism and aviation sector
- Cognitive, analytical and evaluation skills to support project work, problem solving and decision making
- Self-discipline and independence as learners and tourism and aviation practitioners, capable of working in an interdisciplinary environment
- Innovative and creative thinking that will benefit the fast moving tourism and aviation environment.

- Demonstrate the ability to complete an empirical study in the tourism or aviation area of their choice.

## 2.2 Relationship to other programmes and awards

(Where the award is part of a hierarchy of awards/programmes, this section describes the articulation between them, opportunities for progression upon completion of the programme, and arrangements for bridging modules or induction)

### 3. Programme outcomes

Intended learning outcomes are listed below.

| <b>3A. Knowledge and understanding</b>  |  |
|---|--|
| <b>Learning outcomes:</b>   | <b>Learning and teaching strategy/ assessment methods</b>  |
| <p>A1 Demonstrate a thorough knowledge and understanding of complex and conflicting theories, concepts and principles relevant to international tourism and aviation.</p> <p>A2 Critically analyse and evaluate a variety of ideas, contexts and frameworks associated with international tourism and aviation.</p> <p>A3 Evaluate the moral, ethical and legal issues relevant to the tourism and aviation industries.</p> <p>A4 Critically evaluate and analyse primary and/or secondary data and, where appropriate, information systems in order to enable complex problems to be addressed within the tourism and aviation industries.</p> | <p><u>Key Learning &amp; Teaching Methods</u><br/>           The Teaching, Learning and Assessment Strategy aims to provide learners with an academic and work-based knowledge focus, the skills and development for their future careers and a curriculum of applied learning relevant to the tourism and aviation sector<br/>           A blend of lectures, practical workshops, seminars, tutorials and guest speaker/ lecturer sessions:</p> <ul style="list-style-type: none"> <li>• Lectures and workshops will impart core principles and concepts and will be interspersed with student activities to promote engagement</li> <li>• Practical workshops will ensure embedded ICT skills and use of LCC software applications in designing and implementing projects will ensure enhanced confidence through practice</li> <li>• Group work will support development of teamwork skills and be structured to ensure professional values are observed – this will be supported with tutor input and formative feedback through observation and peer reflection.</li> <li>• A range of online resources will be used to monitor and track progress, learning and self-reflections</li> <li>• Seminars will be scheduled to support social learning, academic research skill development and communication and presentation skills</li> </ul> |

### 3A. Knowledge and understanding

- Tutorials will support individual students in accordance with their personalised learning plan.
- Students will be encouraged and supported to take up part-time, vacation work or work experience in tourism and aviation related fields to ensure they are able to further develop their understanding and apply their learning.
- Innovative use of e-learning techniques to support teaching and learning such as use of the department 'Travel Blog' which will be used by staff and students to create an online community for the learners.
- Use of Google Drive will be actively encouraged thus allowing for instant feedback on learners work and an opportunity to enter into a dialogue with learners about their work away from the classroom.

Where possible, additional off-site activities and visits will enrich the curriculum and support an appreciation of the professional workplace environment ensuring preparation for potential employment.

#### Key Assessment Methods

A range of assessment methods will be used throughout the BA (Hons) International Tourism and Aviation Management qualification. Close industry links with Leeds Bradford Airport will enable us to gain access to guest speakers with a deep understanding on Crisis Management within Tourism and Aviation and Worldwide Tourism and the Media thus giving students an excellent source of information and exposure to one of the main employers in the region. As excellent oral and written communication skills are vital in the Tourism and Aviation sectors individual presentations will be used as an assessment method. Modules such as Global Issues in Tourism and Aviation and Worldwide Tourism and the Media will be assessed by individual presentations.

### 3A. Knowledge and understanding

It is important that students understand how the theories and concepts put forward relate to current organisations and carry out assessment methods relevant to the sector. This is why case studies will be used throughout the qualification, for example in the Crisis Management in Tourism and Aviation module. Reports and written essays will also be an integral assessment method, allowing students to build their research and analytical skills.

The assessment for the Dissertation module will involve students undertaking an in depth research investigation into a relevant aspect of their programme of study, and will be supported with a tutorial (supervision) system. The tutorials will take the form of individual support and feedback for students by tutors or other students, known as supervision, incorporating on-line support where appropriate. The area of study will be chosen by the learner, subject to approval from the dissertation supervisor and ethical review.

Throughout the qualification, there will be group and individual work which will be used to help support understanding and help build towards independence to successfully complete the dissertation.

| <b>3B. Cognitive skills</b>   |   |
|---|---|
| <b>Learning outcomes:</b>   | <b>Learning and teaching strategy/ assessment methods</b> |
| B1 Critically analyse, apply and interpret information from a variety of sources.   | As above  |
| B2 Contextualise theoretical knowledge and apply to global situations within the tourism and aviation industries.               |   |
| B3 Employ balanced and supported argument to critically explore aspects within tourism and aviation in a range of contexts.     |   |
| B4 Demonstrate intellectual flexibility and openness to new ideas within aspects related to the tourism and aviation industries |   |

| <b>3C. Practical and professional skills</b>   |   |
|--|---|
| <b>Learning outcomes:</b>  | <b>Learning and teaching strategy/ assessment methods</b> |
| C1 Critically analyse the impact of global events associated with tourism and aviation industries            | As above  |
| C2 Operate autonomously with limited supervision or direction within agreed guidelines and / or constraints. |   |
| C3 Utilise management and leadership skills in the tourism and aviation industries                           |   |

| 3C. Practical and professional skills |  |
|---------------------------------------|--|
|                                       |  |

| 3D. Key/transferable skills  |  |
|--|--|
| Learning outcomes:   | Learning and teaching strategy/ assessment methods |
| D1 Communicate clearly, fluently and effectively in a range of styles appropriate to the context   | As above   |
| D2 Engage effectively in academic discussion and present arguments in a professional manner.   |  |
| D3 Think and operate in an independent manner.   |  |
| D4 Demonstrate proficiency in collecting, storing and organising, assessing, evaluating, analysing, and synthesising information and data. |  |

#### 4. Programme Structure

| Compulsory modules                            | Credit points | Compensatable |
|---|---------------|---------------|
| Crisis Management within Tourism and Aviation | 20            | Yes           |
| Worldwide Tourism and the Media               | 20            | Yes           |
| Research Methods                              | 20            | Yes           |
| Global Issues in Tourism and Aviation         | 20            | Yes           |
| Dissertation                                  | 40            | No            |

##### Overview of structure of the modules across the academic year.

The programme at level 6 challenges the learner to become more independent by providing them with more autonomy, and to think in a strategic manner.

In the first semester the Research Methods module will allow students to develop the fundamental skills which are imperative for successful research design and development. This module will provide students with the correct platform on which to produce the Dissertation. Students will carry out activities during the Research Methods module on aspects such as the importance of Literature Reviews. These activities will feed into group and individual tutorials as part of the Dissertation module.

The Dissertation module will provide students with the opportunity to develop their academic writing, critical analysis and independent research/management skills. Furthermore, students will be given opportunity to discuss and develop an empirical study of their choice and gain support from specialist faculty staff members.

The Crisis Management within Tourism and Aviation module will develop an understanding of the growing importance of crisis and disaster management for the tourism industry. Students will be encouraged to consider the management of such incidents and how these can be vastly improved through the extension and application of crisis and disaster management theory and concepts, coupled with the development of specific tourism crisis management research and frameworks.

The Worldwide Tourism and the Media module will introduce students to the recent media developments and their effects on various aspects of the worldwide tourism and aviation industries in recent years. The module aims to facilitate skills in media relations and develop strategies for dealing with the media, using practical examples from tourism and aviation.

The Global issues in Tourism and Aviation module will examine the main issues currently affecting tourism and aviation on a global scale, enabling them to explore and critically analyse key factors and develop realistic strategies for dealing with global themes, using practical examples from within the industry.

Full time delivery

Modules will be delivered over 2 days to allow part-time working. The following table indicates which modules are delivered in each semester.

| <b>Semester 1</b>                               | <b>Semester 2</b>  |
|---|--|
| Research Methods<br>(20 Credits)                | Global issues in tourism and aviation<br>(20 Credits)            |
| Worldwide Tourism and the Media<br>(20 Credits) | Crisis Management within tourism and<br>Aviation<br>(20 Credits) |
| Dissertation (40 Credits)                       |  |

Part time delivery

We do not envisage having part-time students starting September 2016 and this will not be marketed. Any students needing to reduce from full-time to part-time due to personal circumstance will be offered the opportunity to infill.

## **5. Distinctive features of the programme structure**

- **Where applicable, this section provides details on distinctive features such as:**
- **where in the structure above a professional/placement year fits in and how it may affect progression**
- **any restrictions regarding the availability of elective modules**

**where in the programme structure students must make a choice of pathway/route**

The teaching team have considerable experience both in regard to teaching and vocationally relevant experience. The team have worked for a variety of different employers which gives them an excellent base from which to teach and impart knowledge to students. Major employers include Thomson, Italian Life, Cosmos, Jet2.com, Easyjet, BMI Airways, Gulf Air, MyTravel Airways, Britannia Airways, Global Travel, British Airways.

Due to our link with Leeds Bradford International Airport (LBIA) the department has an excellent relationship with the airport which gives a greater opportunity for students to meet with key industry professionals. Due to our relationship with LBIA two of the departments' lecturers have been given airside passes. Subject to security checks, this gives the team the rare opportunity to take learners through the airport experiencing landside and airside giving them a unique opportunity to fully understand and experience the operations of an airport as a whole. This relationship may also give the team the opportunity to involve the LBIA staff in the development of the students on the top-up degree. For example, guest speakers from LBIA on how they manage and plan for crisis situations.

We also have the mock aircraft cabin which is based at the Park Lane Campus. This enables the team to give realistic practical demonstrations and for students to carry out simulated role-play activities which are vital in preparing them for working in the sector.

We will be the only educational institution offering a BA (Hons) International Tourism and Aviation Management qualification in the West Yorkshire region. We will also be the only institution offering a Foundation Degree of any sort in regard to Tourism and Aviation in the centre of Leeds.

Over the years the department have built some excellent employer links both overseas and in the UK. Students have taken up European placements with our Majorcan partner Marina Hotels, to Greece with the P.A.P Hotel Group and to Italy with the tour operator Max Ski. We have also built up excellent links with the tour operator HolidayBreak (now Homair). We are currently the only UK college to offer a European Work placement scheme with this employer; this involves students completing a short course at college and then taking up a paid six month work placement at one of their Eurocamp holiday parcs. We are currently in discussions with Homair to see how top-up degree students can also be placed overseas. Closer to home we have also built up excellent employer links throughout the Leeds area, such as with the hotel chain Hilton Hotels, LBIA and a range of hotels, travel agencies, museums and tourist attractions.

Leeds is a growing city with the recent renovation of the Leeds Bradford Airport highlighting the position of tourism as a major economic industry for the city and region. The latest strategic plan published by LBIA states that from 2016 to 2030 the airport is forecast to handle an extra 3.1million passengers and support approximately an extra 1000 direct full time jobs. It is therefore vital that the necessary qualification framework is in place to ensure students have the necessary skills, knowledge and attributes to take advantage of this growth. The qualification which has been put together will help to facilitate this requirement and help to ensure that the industry is provided with students with the necessary skills and abilities to move the sector forward.

## **6. Support for students and their learning**

The award adopts the approach to student learning support as identified below:

- Tailored induction support begins before students arrive with the admissions team, and is reinforced at the College HE induction programme with support from Student Services and then a course specific induction by the Course Leader
- A robust communications system functions to give students access to lecturers and management; this includes e-mail, the VLE and course notice board.
- All necessary information about the programme is provided by means of the student handbook, module handbooks and the VLE.
- Each student is allocated a tutor for regular tutorials and personal development planning. This is implemented in the first term and continued throughout the year of study.
- For part-time students and modules adopting a blended learning methodology, a robust support system will be in place to provide students with seminar recordings / notes, tutorial information, on-line activities, blogs, forums, quizzes, etc. This will involve the use of the VLE.
- There is an extensive range of learning resources in the Library, supported by specialist staff that provide bespoke study skills sessions for students.
- The College provides an extensive range of services for students, including support for those with special and additional learning needs or in receipt of Disability Support Allowance(DSA)

## **7. Criteria for admission**

Foundation Degree in a Tourism-related subject or a Higher National Diploma in a Tourism-related subject based on a 50% merit or above profile. For students below this profile a suitable tutor reference will be required.

International qualifications will be assessed against these criteria. Speakers of other languages need to have an IELTS score of at least 6.5 or a recognised level 2 English qualification.

All students must be able to demonstrate either by qualifications or testing that they have the required literacy skills to complete the course.

## **8. Language of study**

English

## **9. Information about assessment regulations**

Dissertation – non compensatable

## **10. Methods for evaluating and improving the quality and standards of teaching and learning.**

In addition to the annual Programme monitoring process the following mechanisms are in operation:

- Peer Review
- Annual Planning
- Peer Observation
- Student module reviews
- Tutor module reviews
- Enrolment and Induction reviews
- Course Committee
- Pathway Committee meetings
- Student Pathway meetings

Annexe 1: Curriculum map

Annexe 2: Map Of Teaching and Learning Methods

Annexe3 : Map of assessment methods

**Annexe 1 - Curriculum map**

|       |   | Programme Outcomes |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------|---|--------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Level | Module  | A1                 | A2 | A3 | A4 | B1 | B2 | B3 | B4 | C1 | C2 | C3 | D1 | D2 | D3 | D4 |
| 6     | Crisis Management within Tourism and Aviation |                    | ✓  |    | ✓  |    | ✓  |    | ✓  |    |    | ✓  | ✓  |    |    |    |
|       | Worldwide Tourism and the Media               | ✓                  |    | ✓  |    |    | ✓  |    |    | ✓  |    | ✓  |    | ✓  |    |    |
|       | Research Methods                              | ✓                  |    |    |    | ✓  |    | ✓  |    |    | ✓  |    | ✓  |    | ✓  |    |
|       | Global Issues in Tourism and Aviation         |                    |    | ✓  |    | ✓  |    | ✓  |    | ✓  |    |    |    | ✓  |    | ✓  |
|       | Dissertation                                  |                    | ✓  |    | ✓  | ✓  |    | ✓  | ✓  |    | ✓  |    |    | ✓  | ✓  | ✓  |

## Annexe 2: Map of Teaching and Learning Methods

### Level 6

|   | Lectures | Seminars | Tutorials | Practical | Independent research | Case studies | Group activities | Guest speakers |
|---|----------|----------|-----------|-----------|----------------------|--------------|------------------|----------------|
| Crisis Management within Tourism and Aviation | ✓        | ✓        | ✓         | ✓         | ✓                    | ✓            | ✓                | ✓              |
| Worldwide Tourism and the Media               | ✓        | ✓        | ✓         |           | ✓                    | ✓            | ✓                | ✓              |
| Research Methods                              | ✓        | ✓        | ✓         | ✓         | ✓                    | ✓            | ✓                |                |
| Global Issues in Tourism and Aviation         | ✓        | ✓        | ✓         |           | ✓                    | ✓            | ✓                | ✓              |
| Dissertation                                  | ✓        | ✓        | ✓         | ✓         | ✓                    | ✓            | ✓                |                |

### Annexe 3: Map of Assessment Methods

#### Level 6

|   | Dissertation             | Industry simulation | Written Report    | Presentation                            | Written essay     |
|---|--------------------------|---------------------|-------------------|---|-------------------|
| Crisis Management within tourism and Aviation |                          | ✓50%                | ✓50% (2500 words) |   |                   |
| Worldwide Tourism and the Media               |                          |                     | ✓50% (2500 words) | ✓50% (Video presentation, 10 minutes)   |                   |
| Research Methods                              |                          |                     |                   | ✓100% (Poster Presentation, 15 minutes) |                   |
| Global Issues in Tourism and Aviation         |                          |                     |                   | ✓50% (10 minutes)                       | ✓50% (2500 words) |
| Dissertation                                  | ✓100% (8000-10000 words) |                     |                   |   |                   |