Programme specification

1. Overview/ factual information

Programme/award title(s)	FD Tourism and Aviation
Teaching Institution	Leeds City College
Awarding Institution	The Open University (OU)
Date of latest OU validation	November 2013
Next revalidation	November 2018
Credit points for the award	240
UCAS Code	8G18
Programme start date	
Underpinning QAA subject benchmark(s)	Hospitality, leisure, sport and tourism 2008 General Business and Management 2007 FD Benchmarks
Other external and internal reference points used to inform programme outcomes	National Occupational Standards QAA Subject benchmarks
Professional/statutory recognition	
Duration of the programme for each mode of study (P/T, FT,DL)	Full Time (2 Year) and Part Time (2 years)
Dual accreditation (if applicable)	n/a
Date of production/revision of this specification	

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 tourism and aviation principles and practices. • Practical management and vocational skills appropriate to a career in the 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. • An understanding of the importance of the customer to the tourism and aviation sector.

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.

3A. Knowledge and understanding	
Learning outcomes:	**Learning and teaching strategy/ assessment methods**
A1 Critically apply knowledge and understanding of key theories, concepts and principles relevant to tourism and aviation industries A2 Critically analyse and evaluate a variety of ideas, contexts and frameworks associated with tourism and aviation. A3 Explore legal and ethical issues relevant to the tourism and aviation industries	<u>Key Learning & Teaching Methods</u> 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 • A blend of lectures, practical workshops, seminars, tutorials and guest speaker/ lecturer sessions: • Lectures and workshops will impart core principles and concepts and will be interspersed with student activities to promote engagement • Practical workshops will ensure embedded ICT skills and use of LCC software applications in designing and implementing projects will ensure enhanced confidence through practice • 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. • A range of online resources will be used to monitor and track progress, learning and self-reflections • Seminars will be scheduled to support social learning, academic research skill development and communication and presentation skills

3A. Knowledge and understanding	
	• Tutorials will support individual students in accordance with their personalised learning plan. • Students will have a personal progress and development file for the duration of the Foundation Degree which will help focus reflection and personal development as well as inform meetings with personal and module tutors • 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. Where they are unable to get suitable employment or work experience, LCC will arrange a relevant work related learning experience of two weeks minimum • Students will be given access to our Leeds Bradford International Airport training room. This will allow greater access to expert industry professionals and will also enable students to gain understanding on the workings of an airport. • 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. Further information on how the methods employed at level 5 reflect a suitable development from those at level 4 can be found in the Programme Structure section (box 22 Key Assessment Methods

3A. Knowledge and understanding	
	A range of innovative assessment methods will be used throughout the FD Tourism and Aviation qualification. Industry related simulation will be used as an assessment method. For example, in the Human Resource Management module learners will take the role of a 'HR Officer' in the recruitment process. This will involve going through the recruitment and selection process, including interviewing prospective applicants for a specific role and evaluating the whole recruitment process. Role play will also be a feature in the Managing Customer Service for Tourism and Aviation module. It is also hoped that we will be able to use the Airport Ambassadors employed by Leeds Bradford Airport to help students practice dealing with real life customer service scenarios such as dealing with conflict.
	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 Managing Customer Service in Tourism and Aviation and Fundamentals of Marketing will be assessed by individual presentations. In addition this form of assessment will allow students to fully explain the reasoning behind their chosen website design for the ICT in Travel module.
	It is important that students understand how the theories and concepts put forward relate to current organisations. This is why case studies will be used throughout the qualification, for example in the Health, Safety and Security module and the Tourism Development module. Reports and written essays will also be an integral assessment method, allowing students to build their research and analytical skills.
	Throughout the qualification, there will be group and individual work which will be used to help support understanding. There will be group research and discussions on various tourism and aviation topics such as during the ICT in Travel and Airport Operations module. Where group skills are being assessed students will be assessed individually.

3A. Knowledge and understanding	
	The Professional Development module will be assessed by the compilation of a personal development plan and a reflective learning statement. This will allow students to build, develop and assess their personal, professional and academic skills. The Work Related Project assessment for the Work Related Learning module will take the form of an evidence portfolio where articles, research and a diary can be submitted to support the recommendations and conclusion of the work related project as appropriate

3B. Cognitive skills	
Learning outcomes:	**Learning and teaching strategy/ assessment methods**
B1 Analyse, apply and interpret information from a variety of sources. 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.	As above

3C. Practical and professional skills	
Learning outcomes:	**Learning and teaching strategy/ assessment methods**
C1 Can operate ethically when applying employability skills relevant to various situations in the tourism and aviation industries C2 Act with increasing autonomy, with reduced need for supervision and direction within defined guidelines C3 Develop management and leadership skills within a variety of situations required in the tourism and aviation industries	As above

3D. Key/transferable skills	
Learning outcomes:	**Learning and teaching strategy/ assessment methods**
D1 Reflect systematically on performance to further develop learning. D2 Demonstrate a realistic match between career aspirations and personal aptitudes, interests and motivations. D3 Select and use a range of communication methods appropriate to the context. Prepare, deliver and evaluate presentations to an audience D4 Adopt a range of roles within a team and contribute to the effective working of the team	As above

4. Programme Structure

Level 4

Compulsory modules	Credit points	Compensatable
Managing Customer Service for Tourism and Aviation	20	No
Development of the Airline and Airport Industry	20	Yes
Health, Safety and Security	20	Yes
Fundamentals of Marketing	20	Yes
ICT in Travel	20	Yes
Professional Development	20	Yes

Level 5

Compulsory modules	Credit points	Compensatable
Human Resource Management	20	Yes
Airport Operations	20	Yes
Tourism Development	20	Yes
Leadership and Management	20	Yes
Work Related Learning	40	No

Overview of structure of the modules across the academic year.

The programme is structured to develop an operational understanding at Level 4 with progression to more strategic knowledge and application at level 5. This will support progression onto Level 6 and ensure students develop a contextualised understanding of the issues and concepts that they might face in their current or potential employment and that they might build on with additional professional qualifications. The combination of modules facilitates progression to continued specialisation on further tourism programmes at other institutions or alternatively onto a broader business management programme at level 6. With a blend of theory and practice-based learning students will develop their academic knowledge and skills and be able to evidence their progression through the framework of experiential learning and reflection. Students will be supported by module tutors as well as a personal tutor who will meet them regularly to discuss their progress. As well as a focus on personal and professional development in semester 1 of year 1, students will have an on-line personal progress, research and development file in which they can record skills audits, keep a reflective diary and personal development plans. This will be introduced and initially assessed in the Professional Development module and remain with them for the duration of the Foundation Degree which will help focus reflection and personal development as well as inform meetings with personal and module tutors. All modules embed elements of academic, professional and employability skills development as they all develop and assess practical/professional skills and key transferable skills as well as knowledge, understanding and cognitive skills.

Work-related learning is embedded throughout the course modules, in many cases through research into a tourism/aviation organisation for their assessments, but given the necessity for vocational application of learning, students will be encouraged and supported to take up part-time, holiday work or work experience to ensure they are able to further develop their understanding and apply their learning. Leeds City College has access to employers for potential work experience, should students struggle to find employment, and will arrange a work related learning experience for a minimum of two weeks.

Level 4:

The first semester will equip students with the fundamentals required to progress where diversity of background, work experience and academic qualifications may lead to gaps in their knowledge. Industry application will enrich the programme delivery with the use of guest speakers and the range of industry experience of the tutor team. The first semester will focus on the importance of customer service within the tourism and aviation sector, development of background knowledge of the sector through the Airline and Airport Industry module. The first semester will also aid the development of personal, employability and academic skills through the Professional Development module.

The Health, Safety and Security module in the second semester will enable students to look at the impact that this aspect has had on the whole sector with specific focus given to the aviation industry. In the Fundamentals of Marketing module, the students will be introduced to marketing as one of the core business disciplines and encouraged to apply their knowledge to a work-related scenario. The exciting ICT in Travel module will look at the development of ICT in the industry and how it has radically altered the way that customers engage with the tourism and aviation industry. Students will be given the opportunity to set up their own travel website using many of the technologies that travel companies are using in the workplace today.

Level 5:

This next level challenges the students to develop a more independent approach to their learning and further applying theoretical principles and practice to the tourism and aviation workplace. The first semester represents a focus on human resource management where students will be contextualising theoretical elements of human resource management and applying these to the tourism and aviation sector through case studies, work-based scenarios and simulations. The Tourism Development module allows students to gain a critical understanding of how tourism in general has developed and focus specifically on ethics and issues surrounding sustainability and tourism development.

The second semester will focus on a more strategic outlook with leadership theories and management skills and attributes focused upon in the Leadership and Management module. For the first seven weeks of the semester this programme will run alongside the Work Related Learning (WRL) module. After week seven students will fully focus on the WRL module, which will provide students with the opportunity to analyse, propose, make recommendations and draw conclusions to an issue affecting a chosen organisation.This will normally involve a work related learning experience the minimum of which will be 2 weeks. This work related learning experience could take place overseas or in the UK. All work related learning experiences will include a tutor visit where possible as well as online tutor support.

Full time delivery

3 modules will be delivered in each semester lasting 15 weeks and each module will be delivered over 3 hours per week with 1 hour tutorial with the course personal tutor per week. As stated above the only variance to this is in the second semester of year 2 when the Leadership and Management module will be delivered over seven weeks at 6hrs per week. The WRL module will run from the start of semester two at 3hrs per week up to week seven, after this all sessions will be focused on the WRL module. Modules will be delivered over 2 days to allow part-time working. The following table indicates which modules are delivered in each semester.

Year 1 Level 4 Semester 1	Credits
Managing Customer Service for Tourism and Aviation	20
Development of the Airline and Airport Industry	20
Professional Development	20
Year 1 Level 4 Semester 2	Credits
Health, Safety and Security	20
ICT in Travel	20
Fundamentals of Marketing	20

Year 2 Level 5 Semester 1	Credits
Human Resource Management	20
Airport Operations	20

Tourism Development	20
Year 2 Level 5 Semester 2	Credits
Leadership and Management	20
Work Related Learning	40

Part time delivery

We do not envisage having part-time students starting September 2017 however moving forward with the qualification, the part time structure could look as follows:

Year 1 Level 4	**Weeks 1-10**	**Weeks 11 - 20**	**Weeks 21 - 30**
10 weeks @ 2 hour sessions per module per week.	Managing Customer Service for Tourism and Aviation 20 credits	Health, Safety and Security 20 Credits	ICT in Travel 20 Credits
	Professional Development 20 credits	Development of the Airline and Airport Industry 20 credits	Fundamentals of Marketing 20 credits

Year 2 Level 5	**Weeks 1-10**	**Weeks 11 - 20**	**Weeks 21 - 30**
10 weeks @ 2 hour sessions per module per week.	Human Resource Management 20 credits	Leadership and Management 20 Credits	Work Related Learning
	Airport Operations 20 credits	Tourism Development 20 credits	40 credits

Part-time students will be supported by a blended learning approach making maximum use of our VLE. Online applications including discussion forums and blogs (e.g. reflective journals) will be optimised to ensure that students enjoy continued, supported engagement and benefit from formative feedback, tutor input and support mechanisms. Group and individual activities can be conducted online and can progress remotely e.g. desk, primary, observation and research activities.

In most cases we would expect part time learners to be employed in a setting related to the tourism and aviation industries.

We are the only educational institution offering an FD Tourism and Aviation qualification in Leeds and the West Yorkshire region.

The teaching team have excellent 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.

A member of the team currently manages their own online travel agency ensuring the department is at the forefront of current issues and able to impart that knowledge to students. This lecturer is one of the founding members of the exciting new Zamboogie.TV project which is an online travel show. The lecturer is leading on the ICT in Travel module.

The department is developing its own in house 'Travel Shop' for students. This enables the practical demonstration on travel systems such as SABRE, Galileo and the rail booking system Evolvi. The Travel Shop will operate as an independent business enabling the team to gain further links with employers such as British Airways, Sandal Resorts and other major employers in the travel and tourism industry.

The team have excellent links with employers at Leeds Bradford Airport (LBA) and have in the past provided bespoke training courses. For example, the team delivered a hugely successful training course 'Customer Service Excellence at Leeds Bradford Airport' for staff employed at the Airport which incorporated aspects such as conflict management, communication skills and cultural awareness. The Terminal Manager of LBA stated about the training course, "The team are absolutely gutted the training is over! They all had such a great time and thoroughly enjoyed and benefitted from the expert training provided". This reflects the high standard to which the department works.

Links with Leeds Bradford International Airport (LBA) have led to the College opening a specialist training room facility based at the airport which provides an opportunity for students to meet with key industry professionals. The relationship with LBA has additionally led to two of the departments' lecturers being given airside passes. 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 also presents the opportunity to involve LBA staff in the development of the students on the foundation degree. For example, the Airport Ambassadors at LBA help students deal with various real-life customer service experiences such as conflict management.

As well as the new LBA training room facility the College has a mock aircraft cabin 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. This is an excellent resource enabling students to fully prepare for working in the sector.

Over the years the department have built excellent employer links both overseas and in the UK. Students have, for example, taken up European placements with a Majorcan partner ROSU and Marina Hotels, to Greece with the P.A.P Hotel Group, and to Italy with the tour operator

Max Ski. The team have also built up excellent links with the tour operator HolidayBreak and the College is 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 parks. Closer to home we have also built up excellent employer links throughout the Leeds area, such as with the business travel operator Traveleads, LBIA and a range of hotels, travel agencies, museums and tourist attractions.

Whilst the detailed programme clearly changes from year to year to reflect new and emerging areas and speaker availability the above highlights the high standard of work that the department do.

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 foundation degree 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 two years 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 and Adobe Connect.
- There is an extensive range of learning resources in the library, supported by the specialist business librarian who can support effective research by 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).
- Tutors will maintain in regular contact with students whilst on their work related learning experience to provide support and helping to ensure that they are fulfilling the requirements of the experience in a safe and productive environment. All work related learning experiences will involve a tutor visit where possible. In addition, this contact may also be via telephone and electronic communications including written and visual. E-learning will play an important part in the Work Related Learning module. Using systems such as the department's Travel Blog, Google Drive, Email and Skype will enable tutors to fully support learners whilst on their work related learning experience.

7. Criteria for admission
A typical offer is likely to be 2 x D at A level, or a Merit profile in a relevant BTEC National Diploma subject area such as Travel and Tourism, Aviation Operations, Hospitality and Business, although each application will be considered on its own merit together with a minimum of 4 GCSE grades at C or above including English. Maths GCSE grade C is desirable. International qualifications will be assessed against these criteria. Speakers of other languages need to have an IELTS score of at least 6.0 or a recognised level 2 English qualification. In the absence of formal learning qualifications applications are welcomed from persons who can demonstrate relevant work experience, including work in a voluntary capacity. The course structure actively supports claims for Accreditation of Prior Learning (APL) including Accreditation of Prior Experiential Learning (APEL) and Accreditation of Prior Certificated Learning (APCL). We welcome applications from mature candidates who may not have met the academic criteria. Candidates in this category will be interviewed to assess their suitability for the course and asked to provide a portfolio of evidence to support their application. All students must be able to demonstrate either by qualifications or testing that they have the required literacy skills to complete the course. Part-time students would be expected to be employed or have previous experience in tourism and aviation related field. Full-time students are expected to undertake a work related learning experience for a minimum of 2 weeks as part of the programme of study. However, all applicants will be interviewed to assess their suitability.

8. Language of study
English

9. Information about assessment regulations
Level 4: Managing Customer Service for Tourism and Aviation module is non-compensatable Level 5: Work Related Learning module is 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 – Map of Outcomes to Modules

Level 4

Module Name	A1	A2	A3	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4
Managing Customer Service for Tourism and Aviation	✓				✓	✓			✓	✓	✓			✓
Development of the Airline and Airport Industry		✓	✓	✓		✓			✓		✓			
Health, Safety and Security			✓		✓					✓				✓
Fundamentals of Marketing		✓		✓								✓	✓	
ICT in Travel	✓			✓			✓	✓					✓	
Professional Development	✓						✓	✓			✓	✓		

Level 5

Module Name	A1	A2	A3	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4
Human Resource Management	✓		✓		✓			✓			✓		✓	
Airport Operations		✓	✓	✓		✓		✓		✓				
Tourism Development		✓	✓	✓					✓				✓	
Leadership and Management	✓				✓						✓	✓	✓	
Work Related Learning	✓	✓				✓	✓		✓			✓		✓

Annexe 2: Map of Teaching and Learning Methods
Level 4

	Lectures	Seminars	Tutorials	Practical	Demonstrations	Case studies	Group activities	Guest speakers
Managing Customer Service for Tourism and Aviation	✓	✓	✓	✓	✓	✓	✓	✓
Development of the Airline and Airport Industry	✓	✓				✓	✓	✓
Health, Safety and Security	✓	✓			✓	✓		✓
Fundamentals of Marketing	✓	✓				✓		
ICT in Travel	✓	✓		✓	✓	✓	✓	
Professional Development	✓	✓	✓					✓

Level 5

	Lectures	Seminars	Tutorials	Practical	Demonstrations	Case studies	Group activities	Guest speakers
Human Resource Management	✓	✓		✓	✓	✓		✓
Airport Operations	✓	✓				✓	✓	✓
Tourism Development	✓	✓		✓		✓	✓	

Leadership and Management	✓	✓				✓		
Work Related Learning	✓	✓	✓	✓		✓		

Annexe 3: Map of Assessment Methods

Level 4

Examples – put in your own specific forms	Personal development plan/Portfolio	Report	Reflective learning statement	Case study	Industry related simulation	Presentation	Written essay
Managing Customer Service for Tourism and Aviation		✓50%				✓50%	
Development of the Airline and Airport Industry		✓70%				✓30%	
Health, Safety and Security				✓60%	✓40%		
Fundamentals of Marketing						✓50%	✓50%
ICT in Travel		✓50%				✓50%	
Professional Development	✓50%		✓50%				

Annex 3 - Level 5 map of Assessment Methods

Examples – put in your own specific forms	Report	WRL project	Reflective learning statement	Examination	Case study	Industry related simulation	Written essay	Presentation
Human Resource Management	✓50%					✓50%		
Airport Operations							✓50%	✓50%
Tourism Development					✓50%		✓50%	
Leadership and Management			✓40%	✓60%				
Work Related Learning	✓30%	✓70%						

Level 5