Programme specification

(Notes on how to complete this template are provide in Annexe 3)

1. Overview/ factual information

Programme/award title(s)	BA (Hons) Travel and Tourism Management
Teaching Institution	Leeds City College
Awarding Institution	The Open University (OU)
Date of first OU validation	
Date of latest OU (re)validation	November 2015
Next revalidation	May 2021
Credit points for the award	120
UCAS Code	8G19
HECoS Code	100100 - Tourism management 100102 - Travel management
LDCS Code (FE Colleges)	
Programme start date and cycle of starts if appropriate.	
Underpinning QAA subject benchmark(s)	Events, Hospitality, Leisure, Sport and Tourism November 2019 Business and Management November 2019
Other external and internal reference points used to inform programme outcomes. For apprenticeships, the standard or framework against which it will be delivered.	
Professional/statutory recognition	
For apprenticeships fully or partially integrated Assessment.	
Mode(s) of Study (PT, FT, DL, Mix of DL & Face-to-Face) Apprenticeship	Full Time, Part Time routes offered Face to Face
Duration of the programme for each mode of study	Full Time (1 Year) and Part Time (18 Months)
Dual accreditation (if applicable)	n/a

Date of production/revision of this specification	

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the student module guide(s) and the students handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

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 travel and tourism management principles and practices
- Practical and vocational skills appropriate to a career in the travel and tourism sector.
- Cognitive, analytical and evaluation skills to support project work, problem solving and decision making
- Self-discipline and independence as learners and travel and tourism practitioners, capable of working in an interdisciplinary environment
- Innovative and creative thinking that will benefit the fast moving travel and tourism industry.
- The ability to complete a research study in the field of travel and tourism management, of the students 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)

The BA (Hons) Travel and Tourism Management has been developed as a progression route for students on completion of the FD Travel and Tourism Management.

2.3 For Foundation Degrees, please list where the 60 credit work-related learning takes place. For apprenticeships an articulation of how the work based learning and academic content are organised with the award.
Not applicable to this programme.

2.4 List of all exit awards
BA Travel and Tourism Management: To complete any 60 credits at Level 6, excluding the Dissertation module. BA Honours Travel and Tourism Management: 120 Credits

3. Programme structure and learning outcomes
(The structure for any part-time delivery should be presented separately in this section.)

Programme Structure - LEVEL 6

Compulsory modules	Credit points	Optional modules	Credit points	Is module compensatable?	Semester runs in
Research Methods	20			Yes	1
Strategic Management for Travel and Tourism	20			Yes	1
Destination Marketing Management	20			Yes	2
Influencing Sustainable Tourism	20			Yes	2
Dissertation	40			No	1&2

Programme Structure - LEVEL 6 Part Time

Compulsory modules	Credit points	Optional modules	Credit points	Is module compensatable?	Semester runs in
Research Methods	20			Yes	1 (Year 1)
	20			Yes	1 (Year 1)

Strategic Management for Travel and Tourism	20			Yes	2 (Year 1)
Destination Marketing Management	20			Yes	2 (Year 1)
Influencing Sustainable Tourism	40			No	1 (Year 2)
Dissertation					

Intended learning outcomes at Level 6 are listed below:

Learning Outcomes – LEVEL 6

3A. Knowledge and understanding

Learning outcomes:	Learning and teaching strategy/ assessment methods
A1 Critically analyse and evaluate the concepts and characteristics of leadership and management in the travel and tourism industry A2 Critically appraise and challenge conflicting theories and principles relevant to travel and tourism A3 Analyse and challenge theories of sustainability and ethics in the production and consumption of tourism A4 Plan, undertake and evaluate a negotiated, self managed major project	<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 management within the travel and tourism 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 • 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 including Google Classroom and the Grade Calculator.
	• Seminars will be scheduled to support social learning, academic research, skill development and communication and presentation skills
	• Tutorials will support students in accordance with their individual learning plan.
	• Students will be encouraged and supported to take up part-time, vacation work or work experience in travel and tourism related fields to ensure they are able to further develop their understanding and apply their learning.
	• Use of Google Drive will be actively encouraged, 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.

The temporary move to online learning throughout the pandemic has also meant that all lessons are recorded and can be accessed at a later date allowing students that are absent to catch up and recap on content later in the semester where necessary. As remote learning continues to take place students are given the opportunity to engage with Virtual Employability Sessions and with Guest speakers using online platforms. In particular, where visits have been unable to take place students have been given the opportunity to engage with Online and Virtual tours to Global destinations

Key Assessment Methods
A range of assessment methods will be used throughout the BA (Hons) Travel and Tourism Management qualification. As excellent oral and written communication skills are vital in the Travel and Tourism sector individual presentations will be used as an assessment method. Modules such as Research Methods and Destination Marketing Management will be assessed by individual presentations.
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 Influencing Sustainable Tourism and Strategic Management for Travel and Tourism.
Reports and case study analysis 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. 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.

3B. Cognitive skills	
Learning outcomes:	**Learning and teaching strategy/ assessment methods**
B1 Question approaches in the travel and tourism industry using balanced, logical and supported arguments B2 Demonstrate intellectual flexibility and openness to new ideas related to the travel and tourism industry B3 Appraise, evaluate and synthesise, data/evidence from appropriate sources to make independent judgements with relevance to the travel and tourism industry	As above

3C. Practical and professional skills	
Learning outcomes:	**Learning and teaching strategy/ assessment methods**
C1 Act autonomously with limited supervision or direction within agreed guidelines and/or constraints C2 Evaluate approaches to managing the development of tourism through concepts of policy and planning	As above

3D. Key/transferable skills	
Learning outcomes:	**Learning and teaching strategy/ assessment methods**
D1. Engage effectively in academic discussion and present arguments in a professional manner D2. Evaluate factors which enhance group processes and team working, and own effectiveness within in a team D3. Demonstrate critical reflection to enhance professional development and personal effectiveness in the travel and tourism industry D4. Demonstrate proficiency in collecting, storing and organising, assessing, evaluating, analysing, and synthesising information and data	As above

**[BA Travel & Tourism Management
BA Honours Travel & Tourism Management]**

4. 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

- **Additional considerations for apprenticeships:**

➢ how the delivery of the academic award fits in with the wider apprenticeship

➢ the integration of the 'on the job' and 'off the job' training

➢ how the academic award fits within the assessment of the apprenticeship

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, MyTravel Airways, Britannia Airways, Global Travel, British Airways and the Devonshire Hotel group.

Recently, the department has also developed links with Welcome to Yorkshire, Marriott Hotel Chain, Bakewell Travel, CCUSA, Jet2,Leeds Playhouse, Not Just Travel, Starboard Hotels, Travel Counsellors to give students access to a range of local businesses within the sector. The team is also working with Skills for Growth team from the West Yorkshire Combined Authority, Leeds City Region Enterprise Partnership (LEP),

The proposed new structure of the programme has been developed to incorporate the study of Sustainable tourism, as an area of research and development that has become increasingly important to promote the future of the industry and look at ways tourism can be used positively to benefit the economy, promote education and more meaningful experiences with local connections. Through an appreciation of current issues impacting the industry students will have a more holistic understanding of how they can make a difference through promoting ethical practice within the industry and in their future careers. The programme team are inviting an exciting list of guest speakers including representatives from Greenpeace and Friends of the Earth in order to gain all perspectives on Sustainable Travel and Tourism.

In addition, there is also now involvement of modules that focus on strategy and strategic management as a vital facet of management within any business and more recently in response to the events of 2020. It is hoped this will help students when working in industry to deal with complex problems and consider a range of opportunities when making decisions as future leaders and managers within the sector.

As identified in the QAA Subject Benchmark statement for Events, Hospitality, Leisure, Sport and Tourism November (2019) that as the study of tourism overlaps with subject domains from both within and outside the subject areas and to some extent, this is reflected in the trend for tourism courses to incorporate ideas and concepts drawn from other areas. With that in mind it is anticipated that Travel and Tourism programmes will include an element of destination management, development, policy, governance and strategy to align with current industry requirements.

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5. Support for students and their learning.
(For apprenticeships this should include details of how student learning is supported in the work place)

The award adopts the approach to student learning support as identified below:.
- A robust communications system functions to give students access to lecturers and management; this includes e-mail the VLE and Google Applications.
- All necessary information about the programme is provided by means of the student handbook, module handbooks and the VLE.
- Each student will be given the opportunity for tutorials and personal development planning. This is implemented in the first semester 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. This will involve the use of the VLE.
- Students have access to the Academic Skills Tutor within the department, with the objective of improving Academic Skills and offering support and advice.
- There is an extensive range of learning resources in the Library, supported by specialist staff that provide bespoke study skills sessions or 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)

6. Criteria for admission	
HND/Foundation Degree:	This programme is predominately offered to those students who wish to continue their studies after successful completion of a Foundation Degree or HND in Travel & Tourism. The standard entry requirement is a grade profile of Pass at HND level or 50% and above at FD level from a UK Institution, however, where students have not met this grade and may have some mitigating circumstances, individual cases will be considered. Where appropriate, interviews will be used to ascertain the applicant's suitability for entry to the course. Part time students need to be currently working preferably in a supervisory or management role or have some work experience in their relevant sector. Where appropriate, interviews will be used to ascertain the applicant's suitability for entry to the course.
GCSE English:	English Language grade 4 or above. Key Skills Level 2, Functional Skills Level 2 and the Certificate in Adult Literacy are accepted in place of GCSEs.
IELTS:	IELTS 6.0 with no less than 5.5 in any component.
International qualifications:	International qualifications will be assessed against the above criteria.
RPL claims:	The course structure actively supports claims for Recognition of Prior Certified Learning (RPL).

7. Language of study
English

8. Information about non-OU standard assessment regulations (including PSRB requirements)
N/A

9. For apprenticeships in England End Point Assessment (EPA). *(Summary of the approved assessment plan and how the academic award fits within this and the EPA)*
N/A

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

10. Changes made to the programme since last (re)validation
Changes being proposed (2021) are:- Name Change of Award title The BA (Hons) Travel and Tourism management specific unit provides an appropriate pathway for students from both disciplines, as well as those with relevant backgrounds and /or interests in these sectors. The reasoning behind this primarily came from feedback from students and employers and current feedback is that this continues to be the case. In addition, the broader generic modules provide an overall understanding of the Travel and Tourism sectors. Change in modules

Prior to the initial validation of the BA (Hons), modules were discussed and meetings were undertaken with employers to determine their relevance and need. From these discussions it was very clear that as well developing underpinning knowledge of the industry there needed to be a clear focus on managerial/business related modules in order to fully meet the needs of the industry. (See consultation folder).

The agreed modules are:

Research Methods
Dissertation
Influencing Sustainable Tourism
Strategic Management for Travel & Tourism
Destination Marketing Management

Addition of part time provision
The full time programme will be run over one year while the proposed part time programme will be run over one and a half years. This is a successful model currently being utilised by other programmes in the department, BA (Hons) Leadership & Management and BA (Hons) Business, Enterprise & Management. It is hoped that by offering the BA (Hons) Travel and Tourism Management on a part time basis it will attract potential students who are already working in the Travel and Tourism sector who have career aspirations and wish to develop to gain promotion and leadership positions. It is also clear that due to the current pandemic the employment prospects in the industry may be limited and therefore potential students may be in a far more competitive environment therefore students without a degree may feel that they need to complete this to put themselves into the best position for future opportunities.

Annexe 1: Curriculum map

Annexe 2: Curriculum mapping against the apprenticeship standard or framework (delete if not required.)

Annexe 3: Notes on completing the OU programme specification template

Annexe 1 - Curriculum map

This table indicates which study units assume responsibility for delivering (shaded) and assessing (✔) particular programme learning outcomes.

Programme Outcomes, Level 6													
Module	A1	A2	A3	A4	B1	B2	B3	C1	C2	D1	D2	D3	D4
Influencing Sustainable Tourism	✔		✔			✔			✔	✔	✔		
Destination Marketing Management		✔				✔			✔			✔	
Research Methods		✔					✔	✔				✔	✔
Strategic Management for Travel and Tourism	✔		✔		✔		✔		✔	✔			
Dissertation		✔		✔	✔	✔	✔	✔					✔

Annexe 2: Map of Teaching and Learning Methods

Level 6

	Lectures	Seminars	Tutorials	Practical	Independent research	Case studies
Influencing Sustainable Tourism	✓	✓		✓	✓	✓
Destination Marketing Management	✓	✓			✓	✓
Research Methods	✓	✓	✓	✓	✓	✓
Strategic Management for Travel and Tourism	✓	✓			✓	✓
Dissertation	✓	✓	✓	✓	✓	✓

Annexe 3: Map of Assessment Methods

Level 6

	Class based Assessment	Dissertation	Group Seminar	Written Report	Presentation	Case Study Report
Influencing Sustainable Tourism			60% (45 Minutes) Week 28			40% (2200 words) Week 22
Destination Marketing Management				50% (2500 words) Week 20	50% (Video presentation, 20 minutes) Week 26	
Research Methods					100% (Poster Presentation, 30 minutes) Week 9	
Strategic Management for Travel and Tourism	50% (2500 words) Week 15			50% (2500 words) Week 11		
Dissertation		100% (10000 words) Week 30				

Annexe 2: Notes on completing programme specification templates

1 **-** This programme specification should be mapped against the learning outcomes detailed in module specifications.

2 – The expectations regarding student achievement and attributes described by the learning outcome in <u>section 3</u> must be appropriate to the level of the award within the **QAA frameworks for HE qualifications**: <u>http://www.qaa.ac.uk/AssuringStandardsAndQuality/Pages/default.aspx</u>

3 – Learning outcomes must also reflect the detailed statements of graduate attributes set out in **QAA subject benchmark statements** that are relevant to the programme/award: <u>http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx</u>

4 – In section 3, the learning and teaching methods deployed should enable the achievement of the full range of intended learning outcomes. Similarly, the choice of assessment methods in section 3 should enable students to demonstrate the achievement of related learning outcomes. Overall, assessment should cover the full range of learning outcomes.

5 - Where the programme contains validated **exit awards** (e.g. CertHE, DipHE, PGDip), learning outcomes must be clearly specified for each award.

6 - For programmes with distinctive study **routes or pathways** the specific rationale and learning outcomes for each route must be provided.

7 – Validated programmes delivered in **languages other then English** must have programme specifications both in English and the language of delivery.