

## PART TWO: PROGRAMME SPECIFICATION

### Course record information

---

Name and level of final award:	MA Tourism Management The MA Tourism Management is a Masters degree that is Bologna FQ-EHEA second cycle degree or diploma compatible.
Name and level of intermediate awards:	Postgraduate Diploma Tourism Management Postgraduate Certificate Tourism Management
Awarding body/institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Marylebone Road
Language of delivery and assessment:	English
Course/programme leader:	Claire Humphreys
Course URL:	<a href="http://westminster.ac.uk/courses/subjects/tourism-and-events/postgraduate-courses/full-time/p09fptrm-ma-tourism-management">westminster.ac.uk/courses/subjects/tourism-and-events/postgraduate-courses/full-time/p09fptrm-ma-tourism-management</a>
Mode and length of study:	1 year full time or 2 years part time
University of Westminster course code:	TRMPTRM
JACS code:	N800
UKPASS code:	018452
QAA subject benchmarking group:	None established for Masters level study in Tourism
Professional body accreditation:	Not applicable
Date of course validation/review:	2000/2006
Date of programme specification:	2013/14

---

### Admissions requirements

The course is aimed at graduates seeking to establish or develop a career in the (broadly defined) tourism industry in the UK or abroad, in the private or public sector. Normally students should have:

- A good undergraduate Honours degree or equivalent;
- A good standard of English. Non-native speakers may be required to provide test evidence of proficiency. The required minimum will be IELTS 6.5 or equivalent.

Exceptionally, an applicant without these formal qualifications but with considerable work experience in the tourism industry may be accepted at the discretion of the course leader.

The University is an equal opportunity institution. The course team is fully committed to wide access to the course, and care and support for students in line with University policy.

Accredited Prior Learning (APL) entitles students to exemptions. Exemptions will be limited to whole modules where, in the opinion of the Course Leader or his/her nominee, the match between the Prior Experiential Learning or the Prior Certificated Learning and the MA Tourism Management module is sufficiently close, i.e.:

- the content and level of attainment of the experience gained or the course previously studied by the applicant are equivalent to a module in the award;
- the applicant provides evidence of this experience or evidence of successful completion of the earlier studies;
- as appropriate, the applicant provides evidence that he/she would be able to apply the module content effectively.

Note: University regulations state that, If a student already has a Masters degree, any use of credit from this towards another Masters degree is considered double counting of credit. A student may “top up” credit from a Postgraduate Certificate or Diploma to a Masters, but cannot use learning, which has already contributed to one Masters degree to claim credit towards another Masters degree.

### **Aims of the course**

The aims of the MA Tourism Management are:

- To build on and develop students’ intellectual and academic abilities
- To equip students with the ability to analyse complex issues in tourism; take a rigorous and critical approach to argument and data; devise and critically evaluate practical actions and solutions; so as to be able to respond in strategic and tactical terms
- To facilitate students’ understanding of and expertise in a wide range of transferable skills and competencies that are particularly appropriate to careers in tourism (broadly defined, and including private companies, public bodies and not-for-profit organisations) but which are relevant to a wide range of other industries and activities.

## **Employment and further study opportunities**

Today's organisations need graduates with both good degrees and skills relevant to the workplace, ie employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements which will inform the service delivered to students.

Graduates from the MA Tourism Management course enter a wide range of careers, in both the private and the public sectors, in Britain and internationally. Our graduates have developed careers working with national, regional and local tourism organisations, tour operators, transport providers, destination marketing organisations, tourism consultancies, and many other sectors of the industry. Some students continue studying by pursuing doctoral studies.

## **Learning outcomes**

Learning outcomes are statements on what successful students have achieved as the result of learning. These threshold statements of achievement and are linked to the knowledge, understanding and skills that a student will have gained on successfully completing a course.

### *Knowledge and understanding*

- Develop a thorough understanding and critical awareness of tourism, the tourism industry and the implications of its development
- Establish the ability to conceptualise, formulate and consider complex problems in an uncertain environment during a period of rapid change and to propose and implement appropriate solutions
- Attain the ability to identify, assess and manage the competing demands of internal and external stakeholders
- Demonstrate a critical and balanced view of the roles and responsibilities of tourism management within changing international economic, social, legal, ethical and political contexts.
- Achieve an awareness of new insights which are shaping the future of tourism in an international context

### *Specific skills*

- Define and evaluate the issues to be considered in developing a quality approach to tourism products and services.
- Design tourism products which successfully meet the requirements of particular tourism markets
- Produce and evaluate destination policy and plans, taking into account interests of all stakeholder groups

### *Key transferable skills*

- Communicate effectively orally, in writing and through other relevant means
- Negotiate access to and use numerical and other data rigorously and with confidence
- Identify an appropriate topic for research, and plan and carry out a programme of investigation, considering creativity and originality in the process
- Manage work effectively, making appropriate use of a range of appropriate IT and working effectively with others
- Confidence in decision-making in complex situations
- Learn independently and self-critically

## **Learning, teaching and assessment methods**

### *Teaching and Learning*

The teaching and learning approaches that are adopted seek to promote learner independence and self-development and to provide a substantial awareness of the professional roles of those working at management level in tourism related organisations. Each module encourages the use of a wide range of learning styles through different methods such as lectures (including guest lectures), seminar discussions, tutorials, debates, guided reading, case studies and practical exercises. The course and all its modules are supported on Blackboard, the University's virtual learning environment.

A residential field trip is embedded into the course. This is designed to enhance knowledge and understanding of the industry while also providing a discrete opportunity for students to compare and contrast theoretical principles with practice.

Students are encouraged to consider their personal development by drawing on prior experiences to identify existing knowledge and skills, using this to inform plans for enhancement in areas related to their learning, career development and employability. Such reflection is supported by feedback from lecturers and peers in the form of individual and small-group tutorials, class discussions and written comments.

## Assessment

The assessment completed for the programme is strategically designed to ensure that, upon graduating from the course, students will have had the opportunity to display their theoretical knowledge and demonstrate their ability to apply that knowledge, enhanced through contact with industry and practice.

Assessment takes a variety of forms to allow for the demonstration of skills, knowledge and analytical ability in the most appropriate way for the modules offered. Methods of assessment include investigative assignments, individual and group coursework, examinations and a dissertation with in-depth individual research.

### **IMPORTANT**

You should remember that this is a highly intensive programme, and you will need to do a great deal of work in your own time, outside the classroom. This will include a wide range of reading as well as work on specific assignments and other tasks. As Masters students, we will expect you to take the primary responsibility for your learning and for time planning that allows you to deal with many conflicting demands. In order to succeed on the programme, you must ensure that other commitments do not prevent you from devoting sufficient time to your academic work.

## Course structure

This section shows the core and option modules available as part of the course and their credit value. The course is offered in a one-year, full-time mode, and a two-year, part-time mode.

### *Full-time mode*

<i>Semester 1</i>	<i>Semester 2</i>
Tourism Concepts *	Tourism Policy and Destination Management*
Strategic Tourism Marketing *	Option
One option module and one free choice module	
Dissertation*	

Part-time mode

Year 1

Semester 1	Semester 2
Tourism Concepts	Tourism Policy and Destination Management*
Strategic Tourism Marketing	Option

Year 2

Semester 1	Semester 2
One option module and one free choice module	
Dissertation*	

\* = core modules

In order to qualify for the award of MA Tourism Management, students must pass core modules to the value of 120 credits, as follows:

Module code	Module title	Status	UK credit	ECTS
4TRS7A9	Tourism Concepts	Core	20	10
4TRS7B1	Strategic Tourism Marketing	Core	20	10
4TRS7B2	Tourism Policy and Destination Management	Core	20	10
4TRS7A4	Dissertation	Core	60	30
<b><u>And Option modules to the value of 40 credits selected from the following:</u></b>				
Module code	Module title	Status	UK credit	ECTS
4TRN7A3	Airline Planning and Management	Option	20	10
4TRN7A1	Airport Planning and Management	Option	20	10
ATRS702	Exploring Creative Experiences for Attractions and Events	Option	20	10
ATRS703	Festivals Culture and Place	Option	20	10
ATRS704	Mega Events	Option	20	10
ATRS705	Professional Practice	Option	20	10
4TRS7A6	Tourism and Cities	Option	20	10
4TRS7A7	Responsible Tourism	Option	20	10
ATRS706	Understanding Visitor Behaviour	Option	20	10
<b><u>And a free choice option module to the value of 20 credits:</u></b>				
	Any Option module listed above	Option	20	10
	Any University of Westminster Level 7 module	Option	20	10
			<b>Total:</b>	<b>180 UK credits</b>

NB: Not all option modules will necessarily be offered in any one year

## Academic regulations

The MA Tourism Management and its intermediate awards operate in accordance with the University's Academic Regulations and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland published by the Quality Assurance Agency for Higher Education (QAA) in 2008.

All students should make sure that they access a copy of the current edition of the general University handbook called Essential Westminster, which is available at [westminster.ac.uk/essential-westminster](http://westminster.ac.uk/essential-westminster). The following regulations should be read in conjunction with the *Modular Framework for Postgraduate Courses* and relevant sections of the current *Handbook of Academic Regulations*, which is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations).

### Award

To qualify for the award of **MA Tourism Management**, a student must:

- obtain a minimum of 180 credits at Level 7;
- attempt modules worth no more than 240 credits (see section 18.29 and 18.37);
- Note: A first attempt of any module will count as an attempt, and a re-attempt of any module that a student has failed will count as a further, separate attempt. Re-assessment following referral at the first sit will not count as a further separate attempt.
- satisfied the requirements contained within any course specific regulations for the relevant Course Scheme.

The University may award a Masters Degree with Merit to a student whose marks average at least 60% across modules at Level 7 or a distinction to a student whose marks average at least 70% across the modules at Level 7.

An intermediate award of a Postgraduate Certificate (normally 60 UK credits at Level 7) or a Postgraduate Diploma (normally 120 UK credits at Level 7) is available for students who are unable to complete the course. These awards may specify particular modules which must be passed or have course specific regulations.

## **Support for students**

Upon arrival, an induction programme will introduce students to the staff responsible for the course, the campus on which they will be studying, the Library and IT facilities and to the Faculty Registry. Students will be provided with the Course Handbook, which provides detailed information about the course. Students are allocated a personal tutor who can provide advice and guidance on academic matters.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at their Faculty. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books).

Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their Faculty. Students can also securely connect their own laptops and mobile devices to the University wireless network.

The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students.

At University level, Services for Students provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers and the chaplaincy providing multi-faith guidance. The International Office provides particular support for international students. The University of Westminster Students' Union also provides a range of facilities to support all students during their time at the University.

## **Reference points for the course**

### *Internally*

The academic staff team are actively engaged in research, publication and consultancy in Tourism, and this scholarship and involvement in the industry provides essential underpinning for the Masters programme. Staffs have wide experience in teaching and course design, including through research and experience as External Examiners. The course has been designed to take account of the University's mission to provide education for professional life and to meet the requirements of the University policies on personal development and employability. The course structure meets the requirements of the modular frameworks and the academic regulations of the University.

## *Externally*

There is no QAA Benchmark statement for Tourism at Masters level. However, the QAA Subject Benchmark Statement for Hospitality, Leisure, Sport and Tourism (designed for BA (Hons) programmes) has been considered and its advice incorporated as appropriate. The QAA framework for higher education qualifications (2008) has set a number of descriptors specifically for postgraduate level qualifications and these have informed the learning outcomes for the programme. Industry feedback has also informed course design.

## **Quality management and enhancement**

### **Course management**

The Course is managed by a Course Leader from the Centre for Tourism Research, within the Department of Property and Construction, a department of the Faculty of Architecture and the Built Environment. The Centre also offers an MA in Events and Conference Management, BA (Hons) Tourism and Planning, BA (Hons) Tourism with Business, BA (Hons) Tourism and Events Management, and supervision for research students. The Centre has 8 academic staff as well as drawing regularly on the expertise of visiting lecturers from industry. Academic staff from other disciplines in the University also contribute to programme.

The staff team review the programme annually to improve its design and delivery. Staff undertake personal development through course attendance or research activity. Staff in the Department also attend staff development events organised by the University to further enhance their skills and knowledge.

### **Course approval, monitoring and review**

The course was initially approved by a University Validation Panel in 2000. The panel included internal peers from the University and external subject specialists from academia and industry to ensure the comparability of the course to those offered in other universities and the relevance to employers. Periodic course review helps to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers.

The course is monitored each year by the Faculty to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from each Course Committee, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. The Annual Monitoring Sub-Committee considers the Faculty action plans resulting from this process and the outcomes are reported to the Academic Council, which has overall responsibility for the maintenance of quality and standards in the University.

## Student involvement in Quality Assurance and Enhancement

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways. The most formal mechanism for feedback on the course is the Course Committee. Student representatives will be elected to sit on the Committee to represent the views of their peer group in various discussions. The University and the Students' Union work together to provide a full induction to the role of the Course Committee.

All students are invited to complete a Module Feedback Questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced. The University also has an annual Student Experience Survey which elicits feedback from students about their course and University experience.

Students meet with review panels when the periodic review of the course is conducted to provide oral feedback on their experience on the course. Student feedback from course committees is part of the Faculty's quality assurance evidence base.

### For more information about this course:

- Course Leader: Claire Humphreys ([humphrc@westminster.ac.uk](mailto:humphrc@westminster.ac.uk))
- Academic Admissions Tutor: Simon Curtis ([curtiss@westminster.ac.uk](mailto:curtiss@westminster.ac.uk))
- Admissions Officer: Andrew Kenney ([kenneya@westminster.ac.uk](mailto:kenneya@westminster.ac.uk))

Webpages: [westminster.ac.uk/tourism](http://westminster.ac.uk/tourism)

**Please note:** This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

Copyright of University of Westminster 2014©