

# PROGRAMME SPECIFICATION

**Programme Title:** BSc (Hons) Travel and Tourism

**Partner Institution:** GSM London

**Start Date:** October 2015

**First Date of Award:** 2017

**Date(s) of Revision(s) to this Document:** 06/07/2017

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## PROGRAMME SPECIFICATION

This Programme Specification should contain no information referring to individual members of staff as it will be employed as a public document.

### PS1. Programme Details

<b>Awarding Institution:</b>	Plymouth University
<b>Teaching Institution:</b>	GSM London
<b>Accrediting Body:</b>	Not applicable
<b>Language of Study:</b>	English
<b>Mode of Study:</b>	Standard (3 Years) / Accelerated (2 Years) Extended Standard (4 Years)/ Extended Accelerated (3 Years) Part-time Standard (4 Years)/ Part-time Extended (5 Years 1 Semester) (See Appendix: Programme Structure by Delivery Mode)
<b>Final Award:</b>	BSc (Hons)
<b>Intermediate Award:</b>	CertHE 120 credits; DipHE 240 credits; Ordinary degree 320 credits
<b>Programme Title:</b>	BSc (Hons) Travel and Tourism
<b>UCAS Code:</b>	2 Year – NN28 3 Year – NND2 2 Year (Extended) – NN18 3 Year (Extended) – NNC8
<b>JACS Code:</b>	N890
<b>Benchmarks:</b>	QAA Framework for Higher Education Qualifications in England, Wales  QAA Subject Benchmarks: Hospitality, Leisure, Sport and Tourism  QAA Code of Practice for the assurance of academic quality and standards in Higher Education  SEEC 2010
<b>Date of Programme Approval:</b>	14/01/2015

## **PS2. Brief Description of the Programme**

The following is a description of the programme that clarifies both its position within the delivering institution and Plymouth University's portfolio. This material/ may be used for promotion of the programme and the text should be approximately 200-250 words.

The BSc (Hons) Travel and Tourism programme focuses on key areas of the Travel and Tourism industry. The programme aims to equip students with the requisite knowledge and skills for embarking on a successful and exciting career in the Travel and Tourism sector whether in countries with well-established tourism products or in developing nations. Upon completion of the programme, students will be aware of how the industry operates and the effects it has on local infrastructure and world economies.

Delivered by a dynamic teaching team, the level four modules will cover fundamental academic and professional knowledge and skills aimed at ensuring that a strong foundation is established upon which to build key employability skills at the next level. At level 5, whilst developing the pertinent travel and tourism knowledge, students will be given the opportunity to choose between undertaking a work placement or designing and implementing a project of their choice. This employability theme continues through to level 6 where students will be given the opportunity to choose between undertaking a dissertation, consultancy project or work- based learning.

While there are core modules that students must undertake, the programme has been specifically designed to afford students the opportunity to opt for the combination of modules that will interest them most. This ensures that the programme adequately caters to the diversity of students needs and fosters an atmosphere wherein each student can work towards his/her own career aspirations or academic persuasions.

## **PS3. Details of Accreditation by a Professional/Statutory Body (if appropriate)**

Full details of professional qualifications/accreditation by professional/statutory bodies are available at:

<http://www.gsm.org.uk/undergraduate/professional-qualifications>

## **PS4. Exceptions to Plymouth University Regulations**

Plymouth University has approved an exemption to the regulations enabling GSM London to utilise a 15/30 credit structure.

## PS5. Programme Aims

The programme will deliver:<sup>1</sup>

- A1. Facilitation of students' learning and development of industry subject knowledge and academic skills as a foundation upon which related postgraduate studies may be built.
- A2. Development of key skills such as critical thinking, analysis and synthesis to enable critical assessment and evaluation from a wide range of sources, enhancing the formulation and presentation of sound arguments.
- A3. Development of the ability to identify the links between theory and practice.
- A4. The entrenching of evidence-based personal and professional development skills to enhance students' development and employability.
- A5. Provision of opportunities for the acquisition of GSM London's Graduate Attributes and facilitation of the application of these attributes in both academic and vocational contexts.

## PS6. Programme Intended Learning Outcomes (ILO)

By the end of this programme the student will be able to:<sup>5</sup>

### **Knowledge and understanding:**

- K1.0 Demonstrate clear and critical knowledge and understanding of different tourism concepts and the academic theories related to both the operational and strategic management of a travel and tourism organisation.
- K1.1 Explain conceptual and empirical knowledge, analytical skills and emerging themes in the travel and tourism industry.
- K1.2 Analyse principles of sustainability and social responsibility, including environmental and economic factors which influence travel and tourism businesses and assess the impact.
- K1.3 Evaluate ethical issues in travel and tourism and be able to discuss these in relation to personal values.

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<sup>1</sup> Recommended: 5-7 "numbered points"

### **Cognitive and Intellectual Skills:**

- C2.0 Demonstrate independent learning and the application of the key academic and professional concepts delivered in the programme to real life scenarios/examples.
- C2.1 Apply acquired knowledge and understanding to contemporary issues in travel and tourism through a range of appropriate cognitive and intellectual skills.

### **Transferable Skills:**

- T3.0 Utilise a range of transferable people skills appropriate to working in and managing travel and tourism organisations such as team-working, time management, communication and customer services.
- T3.1 Demonstrate the development and/or improvement of general and personal skills such as presentation, problem solving, initiative and commitment.

### **Employment:**

- E4.0 Demonstrate evidence-based personal and professional development skills, to aid further development and employability.
- E4.1 Secure employment in a range of travel and tourism related organisations through a portfolio of knowledge and skills gained through involvement in project design and implementation or work placement and a choice of Capstone project.

### **Practical:**

- P5.0 Demonstrate the acquisition of GSM London's Graduate Attributes and facilitate the application of these attributes in both academic and vocational contexts.
- P5.1 Demonstrate an understanding of the issues involved when working with others and to be able to act appropriately to achieve successful outcomes.
- P5.2 Apply relevant methods and frameworks to clearly defined business problems.
- P5.3 Undertake research tasks with minimum guidance to investigate and develop people performance issues.
- P5.4 Communicate effectively to explain business issues in a clear and concise manner.
- P5.5 Become an effective and reflective practitioner using the skills and approaches developed throughout the programme.

## PS7. Distinctive Features

The following provides a definitive and approved list of elements that may be used to both conceptualise and promote the market position of this programme:<sup>2</sup>

- The modules are closely linked to those offered by related professional bodies to enable students to gain possible exemptions from some professional examinations. This also lends itself to an easy transition from the programme to a professional qualification or from relevant level three professional studies on to the degree programme.
- The programme will be flexibly delivered and provides the following distinct modes of study: Standard (3 Years); Accelerated (2 Years); Extended Standard (4 Years); Extended Accelerated (3 Years); Part-time Standard (4 Years); Part-time Extended (5 Years 1 Semester) (See Appendix: Programme Structure by Delivery Module.)
- The accelerated mode allows students to enter the workplace more quickly and at a lower expense (they save the cost of a third year). This offers a considerable added value to the GSM London experience.
- The three-year model attracts a younger student population which favours a programme with a longer break between academic years.
- The part-time format facilitates study alongside other commitments and skills and knowledge can be developed simultaneously.
- The programme provides an opportunity for students with differing social backgrounds and with varying qualifications to achieve their full potential for a successful career in the travel and tourism industry by ensuring that there is a focus on raising attainment levels throughout the programme.
- Core modules are compulsory but students are afforded the flexibility to select from a range of electives. This ensures that students undertake modules which are the most appealing to them and/or dovetails with their career aspirations.
- There is a strong focus on employability which runs through the programme to ensure that students are equipped with the requisite general and technical skills to enable them to locate and successfully function in a travel and tourism job role. This is built on a strengths-based approach to education wherein students are supported in identifying and developing their strengths while managing any identified weaknesses. (See Appendix: Skills Modules)
- The need to produce graduates with the relevant industry skills has been embedded in the programme design. Industry professionals and employers are invited as guest speakers to foster networking with other employers and key stakeholders to ensure that the programme remains current. Through these links, students will be able to undertake work placements during the programme.

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<sup>2</sup> Recommended: “bullet points” to assist promotional use

- Contemporary teaching and learning strategies are employed such as webinars, recorded lectures and blended learning. There will also be seminars, workshops and field trips aimed at ensuring modules are delivered in the most effective and inspiring way.
- The programme focuses on both travel and tourism studies instead of only tourism management.
- The programme features a number of shared modules (from Level 4 through to Level 6) with a focus on skills acquisition and emerging themes within the travel and tourism industry. Through these modules, students become equipped with the skills required in order to become employable in their chosen field. (See Appendix: Skills Modules)
- The project modules on the programme (see appendix) offer students an innovative approach to practical learning and reflection where they will be expected to undertake a project or work-based learning activities focusing on one of many areas specific to the travel and tourism industry.
- Supporting our students to develop distinctive GSM London Graduate Attributes valued by employers (employability and professionalism, enterprise and innovation, critical thinking and scholarship, global citizenship and social responsibility) is an important feature of the student experience. These dimensions shape the design, content and delivery of the programmes and the extra-curricular portfolio on offer. Students are encouraged and supported to evidence and articulate their acquisition of these attributes.
- Guest speakers and workshops will be a regular feature of the programme. Included within these will be significant curricular activities such as fieldtrips, networking and opportunities for voluntary work to gain valuable experience

## **PS8. Student Numbers**

The following provides information that should act as a guide to assure the quality of the student experience, progression opportunities, and staff and resource planning:

Approximate minimum student numbers per stage = 15

Target student numbers per stage = 200

Approximate maximum student numbers per stage = No maximum provided at this point in time because additional numbers over target will be monitored over the recruitment cycle to ensure that student numbers can be managed.

## PS9. Progression Route(s)

There are GSM London Masters level programmes which students can progress onto, please see the programme team for more details.

## PS10. Admissions Criteria

Qualification(s) Required for Entry to this Programme:	Details:
<p><b>Level 2:</b></p> <p>-</p> <p>-</p>	<p>Level 2 qualifications are not suitable for entry onto the Bachelor degree programmes. However, applicants for entry onto the extended degree options are considered for entry with a qualification at Level 2: <b>Please see the Bachelors' Extended Degree Programme Specification for further details.</b></p>
<p><b>Level 3: at least one of the following:</b></p> <p>-</p> <p>-</p>	<p><u>These are requirements for entry onto the Bachelor degrees only (excluding the extended degrees i.e. Year 0 entry)</u></p> <p>An applicant must normally be 18 years of age at the start of the programme and as a minimum must have obtained:</p> <ul style="list-style-type: none"> <li>• 2 A Level passes (A-E/ minimum of 80 UCAS Tariff points) or successfully achieved 120 credits on the GSM London's Year 0 programme or equivalent</li> </ul> <p><i>We accept overseas qualifications equivalent to those mentioned above. For further information contact your local British Council office or GSM London's International Advisors (+44 [0]208 5167 800 <a href="mailto:admissions@gsm.org.uk">admissions@gsm.org.uk</a>)</i></p> <ul style="list-style-type: none"> <li>• If English is not the applicant's first language, proof of fluency through IELTS (minimum score 6.0 for degree programmes) or another accepted system must be provided.</li> </ul> <p>Other qualifications may be considered (subject to approval by Plymouth University):</p> <ul style="list-style-type: none"> <li>• Advanced Level Diploma:</li> </ul>



- - - - - -	<ul style="list-style-type: none"> <li>• BTEC National Certificate/Diploma:</li> <li>• HNC/D:</li> <li>• VDA: AGNVQ, AVCE, AVS:</li> <li>• Access to HE or Year 0 provision:</li> <li>• International Baccalaureate:</li> <li>• Irish / Scottish Highers / Advanced Highers:</li> </ul>
<b>Work Experience:</b>	Applications from candidates who lack the normal course entry requirements are positively encouraged. In such cases, the Admissions Tutors must be satisfied that the applicant has the necessary potential, knowledge or experience and motivation to follow the course successfully. Candidates with non-standard qualifications will be invited to attend for interview.
<b>Other non-standard awards or experiences:</b>	Other non-standard awards or experiences are welcomed and these are assessed on an individual basis. Such awards could be other HE level awards. Where required, an interview may be necessary.
<b>APEL / APCL<sup>3</sup> possibilities:</b>	<p><u>Accreditation of prior learning</u></p> <p>Partial exemptions from an undergraduate programme may be obtained in accordance with the Academic Regulations dependent on the compatibility of previous study. Each case is considered on its own merit and will be, subject to the approval by Plymouth University.</p> <p>You may be required to provide an academic reference and/or personal statement.</p> <p><b>We will not normally consider APL's older than 3 years unless the applicant has a recent experiential learning that is directly related to the APL.</b></p>
<b>Interview / Portfolio requirements:</b>	Interview(s) may be required by the admissions tutor.
<b>Independent Safeguarding Agency (ISA) / Criminal Record Bureau (CRB) clearance required:</b>	No

<sup>3</sup> Accredited Prior Experiential Learning and Accredited Prior Certificated Learning

## PS11. Academic Standards and Quality Enhancement

The programme will follow Plymouth University's current annual monitoring process for partnership programmes to complete evaluation of and planning for maintaining and improving quality and standards.

Elements of this process include engaging with stakeholders. For this definitive document it is important to define:

### Subject External Examiner(s):

The programme will have an external examiner who will provide a strategic overview of both the academic, practical and research elements of the programme. In addition, specialist external examiners will provide an oversight of specific modules. However, modules which fall under the management of another programme will be externally examined by examiners appointed to that programme and therefore will appear in the relevant programme specification. A full list of modules and department owners is available in the Operational Specification. Modules are grouped as below but are subject to change:

Employability Skills	Policy and Planning in the Tourism Industry	Airline, Travel Agency and Tour Operations
Project/Placement Design and Implementation	E-Tourism	Simulation of Travel and Tourism Operations
Evaluation and Reflection (Work based/ related learning)	Cultural Tourism	Tourism Services Operations Management
Emerging Themes	Strategic Planning for Travel and Tourism	Hospitality and Venue Management
Capstone Project	Sustainable Tourism	
Research Methods		
Research and the Professional		

### Additional stakeholders specific to this programme:<sup>4</sup>

The following additional stakeholders are vital to the successful delivery of this programme:

Students: Engagement through programme committee meetings, student liaison meetings, module evaluation questionnaires, students' perception questionnaires, and discussion forums.

<sup>4</sup> i.e. students, graduates, employers, academic communities etc

Employers: Engagement through dialogue and consultation to facilitate a curriculum focused on employability; also through participation in employability events.

Graduates: Engagement through the Alumni community.

Academic communities: Engagement through academic partnerships, collaborative research, project.

Professional bodies: Engagement through the mapping of modules to meet professional body requirements, facilitation of students' progression routes, and access to professional certification within the programme.

Accrediting bodies: Engagement through quality assurance of the programme; appointment of external examiners, subject assessment panels and award boards, module evaluation questionnaires, students' perception questionnaires, programme monitoring and review and peer review.

## PS12. Programme Structure

The following provides the current structure diagram for this programme. It enables both full time and part time routes to be compared within a single diagram as well as any optional modules to be clearly indicated.

FHEQ Level: 4 For: Year 1 BSc (Hons) Travel and Tourism				
F/T Route Year <sup>5</sup>	P/T Route Year <sup>6</sup> <small>Error! Bookmark not defined.</small>	Core or Option Module <sup>6</sup>	Credits <sup>7</sup>	Module <sup>8</sup>
1	1	Core	15	Academic Skills (ACSK4001-C)
1	1	Core	15	Management and Organisations (MORG4038)
1	1	Core	30	Marketing and Communications (MCOM4040)
1	1	Core	15	Professional Skills (PRSK4048-C)
1	1	Core	15	Customer Service Management for Travel and Tourism (CSMT4014)
1	2	Core	15	Financial Decision Making for Travel and Tourism (FDMT4027)
1	2	Core	15	Fundamentals of Travel and Tourism (FTTO4030)

<sup>5</sup> Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

<sup>6</sup> Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

<sup>7</sup> Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

<sup>8</sup> Enter: the module code and title

FHEQ Level: 5 For: Year 2 BSc (Hons) Travel and Tourism2				
F/T Route Year <sup>9</sup>	P/T Route Year <sup>10</sup> <small>Error! Bookmark not defined.</small>	Core or Option Module <sup>10</sup>	Credits <sup>11</sup>	Module <sup>12</sup>
2	2	Core	15	Policy and Planning in the Tourism Industry (PPTI5036)
2	2	Core	15	Employability Skills (EMSK5012)
2	2	Option Choice A Any Mix	30	Digital Marketing (DMKT5008)
2	2	Option Choice B Any Mix	15	Airline, Travel Agency and Tour Operations (ATAT5001)
2	2	Option Choice C Any Mix	15	E-Tourism (ETOU5015)
2	2	Option Choice D Any Mix	15	Cultural Tourism (CUTO5007)
2	3	Core	30	Project/Placement Design and Implementation (PPDI5039)
2	3	Core	30	Evaluation and Reflection (Work Based/Related Learning) (EVRE5017)

<sup>9</sup> Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

<sup>10</sup> Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

<sup>11</sup> Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

<sup>12</sup> Enter: the module code and title

FHEQ Level: 6 For: Year BSc (Hons) Travel and Tourism				
F/T Route Year <sup>13</sup>	P/T Route Year <sup>13</sup> <small>Error! Bookmark not defined.</small>	Core or Option Module <sup>14</sup>	Credits <sup>15</sup>	Module <sup>16</sup>
3	3	Core	30	Strategic Planning for Travel and Tourism (SPTT6063)
3	4	Core	15	Emerging Themes (EMTH6013)
3	4	Option Choice A	15	Research Methods (RMET6053)
3	4	Option Choice B	15	Research and the Professional (RPRO6050)
3	4	Option Mix of any two	15	Destination Marketing (DEMA6010)
3	4	Option Mix of any two	15	Hospitality and Venue Management (HVMA6025)
3	4	Option Mix of any two	15	Tourism Services Operations Management (TSOM6066)
3	4	Option	30	Sustainable Tourism (SUTO6064)
3	4	Option Mix of any two	15	Simulation of Travel and Tourism Operations (STOP6056)
3	4	Core	30	Capstone Project (Dissertation/Consultancy Project/Work Based learning) (CAPP6004-C)

\*See Appendix: Programme Map for run semesters.

<sup>13</sup> Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

<sup>14</sup> Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

<sup>15</sup> Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

<sup>16</sup> Enter: the module code and title

## PS13. Exposition and Mapping of Learning Outcomes, Teaching & Learning and Assessment

Developing graduate attributes and skills, at any level of HE, is dependent on the clarity of strategies and methods for identifying the attributes and skills relevant to the programme and the where and how these are operationalized. The interrelated factors of Teaching, Learning and Assessment and how these are inclusive in nature are fundamentally significant to these strategies and methods, as are where and how these are specifically distributed within the programme.

Ordered by graduate attributes and skills, the following table provides a map of the above plus an exposition to describe and explain the ideas and strategy of each. Therefore, subsequent to the initial completion for approval, maintenance of this table as and when programme structure changes occur is also important:

Level: 4					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning Outcomes	Range of Assessments	Related <u>Core</u> Modules
<p><b>Knowledge / Understanding:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark<sup>17</sup> Hospitality, leisure, sport and tourism (2008)<sup>18</sup></p>	<p>Primary: Lectures, tutorials, and guided independent study<sup>19</sup></p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live</p>	A1 <sup>20</sup>	K1.0 K1.1	Reports, presentations, projects, and exams <sup>21</sup>	<p>Academic Skills, Management &amp; Organisations</p> <p>Marketing &amp; Communications, Professional</p>

<sup>17</sup> Enter: "For this sub-bachelor level programme the following has been informed by the Foundation Degree Qualification Benchmark (FDQB), as well as QAA Subject Benchmark(s)" or "For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark(s)" or "For this post-graduate taught level programme the following is guided by the QAA Master's Degree Level Subject Benchmark(s)"

<sup>18</sup> Insert benchmark(s) statement reference

<sup>19</sup> List strategy/methods (i.e. lecs, tuts, guided ind study etc)

<sup>20</sup> Refer to relevant numbered aim(s) or LO(s) [as appropriate]

<sup>21</sup> List the range of assessments most relevant to test these

<p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>knowledge of the underlying concepts, principles, and terminology related to management, organisations, and their external environment, including these within the Travel and Tourism Industry.</p>	<p>webinars, recorded audio and video lectures, and the use of social media.</p>				<p>Skills, Customer Service Management for Travel and Tourism</p> <p>Financial Decision Making for Travel and Tourism</p> <p>Fundamentals of Travel and Tourism</p> <p>22</p>
<p>An exposition for embedding Knowledge and Understanding through Teaching &amp; Learning and Assessment at this level of the programme: The key elements of Level 4 are the context of business and an introduction to the travel and tourism industry with particular emphasis on customer services. Additionally, there will be a focus on academic and professional skills.</p>					
<p><b>Cognitive and Intellectual Skills:</b></p> <p>For this bachelor level programme the</p>					

<sup>22</sup> Insert the module code(s) that relate to these attributes/skills



<p>following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>an ability to present, evaluate and interpret qualitative and quantitative data in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of management including that of the travel and tourism industry</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A2</p>	<p>C2.0 C2.1</p>	<p>Reports, presentations, projects, and exams</p>	<p>Academic Skills, Management &amp; Organisations</p> <p>Marketing &amp; Communications</p> <p>Professional Skills</p> <p>Customer Service Management for Travel and Tourism</p> <p>Financial Decision Making for Travel and Tourism</p> <p>Fundamentals of Travel and Tourism</p>
<p>An exposition for embedding Cognitive and Intellectual Skills through Teaching &amp; Learning and Assessment at this level of the programme:</p>					

A focus on various learning techniques including the use of case studies, practical workshops to develop students' cognitive and intellectual skills.

**Key Transferable Skills:**

For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)

By the end of this level of this programme the students will be able to demonstrate for:  
A threshold pass:

the ability to evaluate and interpret concepts and principles within business and exercise some personal responsibility

Primary:  
Lectures, tutorials, and guided independent study

Secondary/Supplementary:  
Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.

A4

T3.0  
T3.1

Reports, presentations, projects, and exams

Academic Skills, Management & Organisations

Marketing & Communications

Professional Skills

Customer Service Management for Travel and Tourism

Financial Decision Making for Travel and Tourism

					Fundamentals of Travel and Tourism
<p>An exposition for embedding Key Transferable Skills through Teaching &amp; Learning and Assessment at this level of the programme:  A focus on transferable skills throughout the module, evident through the utilisation of a range of assessments, along with a focus on academic and professional skills</p>					
<p><b>Employment Related Skills:</b></p> <p>For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>By the end of this level of this programme the students will be able to demonstrate for:  A threshold pass:</p> <p>The use of interpersonal and communication skills such as effective listening, negotiating, persuasion , and presentation to clarify tasks and rectify issues within a business context.</p>	<p>Primary:  Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary:  Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A3  A4</p>	<p>E4.0</p>	<p>Reports, presentations, projects, and exams</p>	<p>Academic Skills</p> <p>Management &amp; Organisations</p> <p>Marketing &amp; Communications</p> <p>Professional Skills</p> <p>Customer Service</p> <p>Management for Travel and</p>

					Tourism Financial Decision Making for Travel and Tourism Fundamentals of Travel and Tourism
An exposition for embedding Employment Related Skills through Teaching & Learning and Assessment at this level of the programme: This level features development of academic and professional skills, students will attend employability seminars and workshops alongside employer site visits, in addition to other modules which provide relevant intellectual content designed to enhance students' employability skills.					
<b>Practical Skills:</b> For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark Hospitality, leisure, sports and tourism (2008) By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: Practical skills related to data analysis and the use of models of business	Primary: Lectures, tutorials, and guided independent study Secondary/Supplementary: Electronic and computer-based communication and	A5	P5.0 P5.1 P5.2 P5.4	Reports, presentations, projects, and exams	Academic Skills Management & Organisations Marketing &

	learning such as live webinars, recorded audio and video lectures, and the use of social media.				Communications Professional Skills Customer Service Management for Travel and Tourism Financial Decision Making for Travel and Tourism Fundamentals of Travel and Tourism
An exposition for embedding Practical Skills through Teaching & Learning and Assessment at this level of the programme: Development of practical skills through the range of assessment utilised such as presentations, group work, alongside wider study within the level.					

Level: 5					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning Outcomes	Range of Assessments	Related <u>Core</u> Modules
<b>Knowledge / Understanding:</b>					

<p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark<sup>23</sup> Hospitality, leisure, sport and tourism (2008)<sup>24</sup></p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>knowledge and critical understanding of travel and tourism policy making processes and approaches in addition to a combination of travel and tourism operations, types of tourism and/or digital marketing concepts.</p>	<p>Primary: Lectures, tutorials, and guided independent study<sup>25</sup> Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A1<sup>26</sup></p>	<p>K1.0<sup>20</sup> K1.1 K1.2</p>	<p>Reports, presentations, projects, and exams<sup>27</sup></p>	<p>Policy and Planning in the Tourism Industry,  Employability Skills, Project/Placement Design and Implementation, Evaluation/Reflection (Work based/related learning)</p>
<p>An exposition for embedding Knowledge and Understanding through Teaching &amp; Learning and Assessment at this level of the programme: Practical demonstration and application of knowledge and understanding are embedded well within modules at this level, along with a range of assessment strategies.</p>					
<p><b>Cognitive and Intellectual Skills:</b></p>					

<sup>23</sup> Enter: "For this sub-bachelor level programme the following has been informed by the Foundation Degree Qualification Benchmark (FDQB), as well as QAA Subject Benchmark(s)" or "For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark(s)" or "For this post-graduate taught level programme the following is guided by the QAA Master's Degree Level Subject Benchmark(s)"

<sup>24</sup> Insert benchmark(s) statement reference

<sup>25</sup> List strategy/methods (i.e. lecs, tuts, guided ind study etc)

<sup>26</sup> Refer to relevant numbered aim(s) or LO(s) [as appropriate]

<sup>27</sup> List the range of assessments most relevant to test these

<p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>1. The ability to analyse and synthesise information in order to inform and propose suitable business solutions to problems arising from that analysis.</p> <p>2. The ability to identify, organise, analyse, and evaluate travel and tourism operations with the aim of presenting to management.</p>	<p>Primary: Lectures, tutorials, and guided independent study Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A2</p>	<p>C2.0 C2.1</p>	<p>Reports, presentations, projects, and exams</p>	<p>Policy and Planning in the Tourism Industry</p> <p>Employability Skills</p> <p>Project/Placement Design and Implementation, Evaluation/Reflection (Work based/related learning)<sup>2829</sup></p>
<p>An exposition for embedding Cognitive and Intellectual Skills through Teaching &amp; Learning and Assessment at this level of the programme: Demonstration through practical projects including work placement alongside other modules designed to develop and assess students' cognitive and intellectual skills.</p>					
<p><b>Key Transferable Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p>					

<sup>28</sup> Insert the module code(s) that relate to these attributes/skills

<sup>29</sup> Insert the module code(s) that relate to these attributes/skills

<p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>1. Effective communication of information, arguments and analysis in a variety of forms to specialists within the travel and tourism sector as well as to non-specialist audiences, and effectively deployment of key competencies that relate to the travel and tourism industry.</p> <p>2. Through reflection, identification and undertaking of further training, in order to develop existing skills and acquire new competences that will enable them to assume significant management responsibilities within the services sector.</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A3 A4</p>	<p>T3.0 T3.1</p>	<p>Reports, presentations, projects, and exams</p>	<p>Policy and Planning in the Tourism Industry</p> <p>Employability Skills; Project/Placement Design and Implementation, Evaluation/Reflection (Work based/related learning)<sup>30</sup></p>
<p>An exposition for embedding Key Transferable Skills through Teaching &amp; Learning and Assessment at this level of the programme: The development of management and other skills relevant to the travel and tourism industry through products, critical analysis and evaluation, and problem-solving.</p>					
<p><b>Employment Related Skills:</b></p> <p>For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p>					

<sup>30</sup> Insert the module code(s) that relate to these attributes/skills



<p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>The development of the qualities and transferable skills necessary for employment within the travel and tourism industry, including the awareness of personal responsibility and professional codes of conduct.</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A3 A4</p>	<p>E4.0 E4.1</p>	<p>Reports, presentations, projects, and exams</p>	<p>Policy and Planning in the Tourism Industry</p> <p>Employability Skills; Project/Placement Design and Implementation, Evaluation/Reflection (Work based/related learning)<sup>3132</sup></p>
<p>An exposition for embedding Employment Related Skills through Teaching &amp; Learning and Assessment at this level of the programme: The embedding of employment related skills through the level 5 project modules, employability skills modules, and practical activities across the level including access to employability seminars, guest speakers, and engagement with the industry.</p>					
<p><b>Practical Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>Practical demonstration of key skills such</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary:</p>	<p>A4 A5</p>	<p>P5.0 P5.1 P5.2 P5.3 P5.4</p>	<p>Reports, presentations, projects, and exams</p>	<p>Policy and Planning in the Tourism Industry</p> <p>Employability</p>

<sup>31</sup> Insert the module code(s) that relate to these attributes/skills

<sup>32</sup> Insert the module code(s) that relate to these attributes/skills

as team-working, problem-solving, leadership, and interpersonal and communication skills with the ability to adapt to a range of situations, audiences, and degrees of complexities.	Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.				Skills;, Project/Placement Design and Implementation, Evaluation/Reflection (Work based/related learning) <sup>3334</sup>
An exposition for embedding Practical Skills through Teaching & Learning and Assessment at this level of the programme: Practical skills are developed throughout the level by employing activities such as simulations, projects, analysis and evaluation, group and team working.					

Level: 6					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning Outcomes	Range of Assessments	Related <u>Core</u> Modules
<p><b>Knowledge / Understanding:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark<sup>35</sup> Hospitality, leisure, sport and tourism (2008)<sup>36</sup></p> <p>By the end of this level of this programme the</p>	Primary:	A1 <sup>38</sup>	K1.0 <sup>20</sup>	Reports,	Strategic Planning

<sup>33</sup> Insert the module code(s) that relate to these attributes/skills

<sup>34</sup> Insert the module code(s) that relate to these attributes/skills

<sup>35</sup> Enter: "For this sub-bachelor level programme the following has been informed by the Foundation Degree Qualification Benchmark (FDQB), as well as QAA Subject Benchmark(s)" or "For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark(s)" or "For this post-graduate taught level programme the following is guided by the QAA Master's Degree Level Subject Benchmark(s)"

<sup>36</sup> Insert benchmark(s) statement reference

<p>students will be able to demonstrate for: A threshold pass:</p> <ol style="list-style-type: none"> <li>1. A critical understanding of the function of strategic planning in the travel and tourism industry in addition to emerging themes in order for a tourism organisation to remain an industry leader.</li> <li>2. Demonstration of coherent and detailed knowledge of a range of operations within the travel and tourism industry.</li> <li>3. The ability to be able to describe and comment upon particular aspects of current research within the travel and tourism sector.</li> </ol>	<p>Lectures, tutorials, and guided independent study<sup>37</sup> Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A3</p>	<p>K1.1 K1.2 K1.3</p>	<p>presentations, projects, and exams<sup>39</sup></p>	<p>for Travel and Tourism, Emerging Themes, Capstone Project</p>
<p>An exposition for embedding Knowledge and Understanding through Teaching &amp; Learning and Assessment at this level of the programme: Application of knowledge and understanding are well embedded within modules at this level through the range of assessment strategies utilised.</p>					
<p><b>Cognitive and Intellectual Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>By the end of this level of this programme the students will be able to demonstrate for:</p>	<p>Primary: Lectures, tutorials, and</p>	<p>A2</p>	<p>C2.0 C2.1</p>	<p>Reports,</p>	<p>Strategic Planning for Travel and</p>

<sup>38</sup> Refer to relevant numbered aim(s) or LO(s) [as appropriate]

<sup>37</sup> List strategy/methods (i.e. lecs, tuts, guided ind study etc)

<sup>39</sup> List the range of assessments most relevant to test these

<p>A threshold pass:</p> <ol style="list-style-type: none"> <li>1. An ability to think critically and deploy accurately established techniques of analysis and enquiry within the travel and tourism management.</li> <li>2. The development of conceptual understanding in order to devise and sustain arguments, and/or to solve problems, using ideas which are at the forefront of the travel and tourism discipline.</li> <li>3. The ability to describe and comment upon particular aspects of current research within the travel and tourism discipline as well as other cognate areas.</li> </ol>	<p>guided independent study Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A3</p>		<p>presentations, projects, and exams</p>	<p>Tourism, Emerging Themes, Capstone Project</p>
<p>An exposition for embedding Cognitive and Intellectual Skills through Teaching &amp; Learning and Assessment at this level of the programme: Demonstration through practical projects such as the Capstone project including work placement, alongside other modules designed to develop and assess students' cognitive and intellectual skills.</p>					
<p><b>Key Transferable Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <ol style="list-style-type: none"> <li>1. Application of the methods and</li> </ol>	<p>Primary: Lectures, tutorials, and guided independent study Secondary/Supplementary: Electronic and computer-</p>	<p>A3 A4</p>	<p>T3.0 T3.1</p>	<p>Reports, presentations, projects, and exams</p>	<p>Strategic Planning for Travel and Tourism, Emerging Themes, Capstone Project,</p>

<p>techniques learned to review, consolidate, extend and apply knowledge and understanding, to initiate and carry out projects relevant to the travel and tourism industry and the broader service sector.</p> <p>2. Critical evaluation of arguments, assumptions, and abstract concepts and data, to make judgements, and to frame appropriate questions to achieve a solution or range of solutions.</p> <p>3. Communication of information, ideas, problems and solutions to travel and tourism audiences.</p>	<p>based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>				
<p>An exposition for embedding Key Transferable Skills through Teaching &amp; Learning and Assessment at this level of the programme: The development of and application of management and other skills relevant to the travel and tourism industry through projects, critical analysis and evaluation, and problem-solving.</p>					
<p><b>Employment Related Skills:</b></p> <p>For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>The development of the qualities and transferable skills necessary for employment within the travel and tourism</p>	<p>Primary: Lectures, tutorials, and guided independent study Secondary/Supplementary: Electronic and computer-based communication and learning such as live</p>	<p>A4</p>	<p>E4.0 E4.1</p>	<p>Reports, presentations, projects, and exams</p>	<p>Strategic Planning for Travel and Tourism, Emerging Themes, Capstone Project,</p>

<p>industry which requires the exercising of initiative and personal responsibility, decision making in complex and unpredictable contexts, and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.</p>	<p>webinars, recorded audio and video lectures, and the use of social media.</p>				
<p>An exposition for embedding Employment Related Skills through Teaching &amp; Learning and Assessment at this level of the programme: The embedding of employment-related skills through the capstone project module, project management module, and a higher level development and assessment of students' readiness for the workplace. These are supported by practical activities across the level including access to employability seminars, guest speakers, and engagement with the industry.</p>					
<p><b>Practical Skills:</b></p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark Hospitality, leisure, sport and tourism (2008)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>1.The location of their role within a poorly defined and/or flexible context requiring a level of autonomy, the ability to seek and apply new techniques and processes to their own performance and identify how these might be evaluated.</p>	<p>Primary: Lectures, tutorials, and guided independent study Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A3 A5</p>	<p>P5.0 P5.1 P5.2 P5.3 P5.4 P5.5</p>	<p>Reports, presentations, projects, and exams</p>	<p>Strategic Planning for Travel and Tourism, Emerging Themes, Capstone Project</p>

2. Key skills such as team-working, problem solving, and leadership; setting criteria for, and being effective in, professional and interpersonal communication in a wide range of situations.

An exposition for embedding Practical Skills through Teaching & Learning and Assessment at this level of the programme:  
Practical skills are developed throughout the level employing activities such as simulations, projects, analysis and evaluation, group and team working.

## PS14. Work Based/Related Learning

WBL is an essential element of Foundation Degrees and therefore needs to be detailed here. However, there should be an employability focus for all HE programmes, through at least Work Related Learning. Therefore, the following section is applicable to all programmes:

Level: 4					
WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related Core Module(s)
Employer site visit  Guest talks	Some activities will take place on campus while others may take place at other locations. Activities outside of the GSM London's sites will be appropriately planned to ensure that students have the opportunity to attend and that all appropriate safety recommendations are fully adhered to.	A1, A3, A4	K1.0, C2.0, T3.0, T3.1	Design and Implementation of projects, evaluation, reflection; multiple choice tests, longer tests, exams, essays, presentations and seminar performances.	Academic Skills, Management & Organisations, Marketing & Communications, Professional Skills, Customer Service Management for Travel and Tourism, Financial Decision Making for Travel and Tourism, Fundamentals of Travel and Tourism
<p>An exposition to explain this map: Students at this level will be involved in a number of activities through the delivery of the modules aimed at exposing them to the workplace. This will be delivered through simulations via presentations, employer site visits; and varying assessment tools.</p>					

Level: 5					
WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related Core Module(s)
Project  Employer site visit	Some activities will take place on campus while others may take place at other locations. Activities	A1, A3, A5	K1.0, K1.1, K1.2, C2.0, C2.1, T3.0, T3.1, E4.0, E4.1, P5.0, P5.1, P5.2, P5.3, P5.4, P5.5	Design and Implementation of projects, evaluation, reflection, multiple	Policy and Planning in the Tourism Industry, Employability Skills,;



Work-based learning Guest talks	outside of the GSM London's sites will be appropriately planned to ensure that students have the opportunity to attend and that all appropriate safety recommendations are fully adhered to.			choice tests, longer tests, exams, essays, presentations and seminar performances.	Project/Placement Design and Implementation.  Evaluation and Reflection (Work based/related learning)
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An exposition to explain this map:

Students at this level will be involved in the project design and implementation module (including work placement) along with the project evaluation and reflection module (including work placement evaluation and career planning). This is intended to provide them with the maximum exposure to work-based learning.

Level: 6					
WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related Core Module(s)
Project Employer site visit Work-based learning Guest talks	Some activities will take place on campus while others may take place at other locations. Activities outside of the GSM London's sites will be appropriately planned to ensure that students have the opportunity to attend and that all appropriate safety recommendations are fully adhered to.	A1, A3, A4, A5	K1.0, K1.1, K1.2, K1.3, C2.0, C2.1, T3.0, T3.1, E4.0, E4.1, P5.0, P5.1, P5.2, P5.3, P5.4 P5.5	Design and Implementation of projects, evaluation, reflection, multiple choice tests, longer tests, exams, essays, presentations and seminars	Strategic Planning for Travel and Tourism, Emerging Themes, Capstone Project,

An exposition to explain this map:

Students at this level could be involved in the capstone project module (which focuses on dissertation / consultancy project / work-based learning). This is intended to provide students with the maximum exposure to work-based learning.

## Appendix: Programme Structure by Delivery Mode

### Full Time modes

Academic Year	Semester	Extended Standard (4 Years)		Standard (3 Years)		Extended Accelerated (3 Years)		Accelerated (2 Years)	
		Level	Module Credits	Level	Module Credits	Level	Module Credits	Level	Module Credits
Year 1	1	Year 0	60	Level 4	60	Year 0	60	Level 4	60
	2		60		60		60		
	3								
Year 2	4	Level 4	60	Level 5	60	Level 4	60	Level 5	60
	5		60		60		60		
	6								
Year 3	7	Level 5	60	Level 6	60	Level 6	60		
	8		60		60		60		
	9								
Year 4	10	Level 6	60						
	11		60						
	12								

**Part Time modes**

Academic Year	Semester	Extended (5 Years)		Standard (4 Years)		Academic Year		
		Level	Module Credits	Level	Module Credits			
Year 1	1	Year 0	30	Level 4	30	Year 1		
	2		30		30			
	3		30		30			
Year 2	4		Level 4		30	Level 5	30	Year 2
	5	30		30				
	6	30		30				
Year 3	7	Level 5		30	Level 6		30	Year 3
	8			30			30	
	9			30			30	
Year 4	10			Level 6			30	
	11	30	30					
	12	30	30					
Year 5	13	Level 6	30			Year 5		
	14		30					
	15		30					
Year 6	16			30			Year 6	
	17							
	18							

## Appendix: Matching of modules to the relevant SEEC Level Descriptors

<b><u>MODULES / SEEC DESCRIPTORS</u></b>	A	B	C	D	E	F	G	H	I	J	K	L	M
<b>STAGE 1 – HE LEVEL 1</b>													
Academic Skills	X		X						X			X	X
Management and Organisations	X	X	X					X	X	X	X		
Marketing and Communications			X						X	X	X		X
Customer Service Management for Travel and Tourism	X	X	X	X					X	X	X		X
Professional Skills	X	X	X						X	X		X	X
Financial Decision Making for Travel and Tourism	X	X	X	X					X				
Fundamentals of Travel and Tourism	X		X		X			X		X			X
<b>STAGE 2 – HE LEVEL 2</b>													
Employability Skills	X	X	X	X				X	X	X		X	X
Policy and Planning in the Tourism Industry	X	X	X	X				X	X				
Digital Marketing	X	X	X	X	X		X	X	X	X			
Cultural Tourism	X	X	X	X	X		X	X		X	X		
Airline, Travel Agency and Tour Operations	X	X	X					X	X	X	X	X	X
E-Tourism	X	X	X	X	X		X	X		X	X		
Project/Placement Design and Implementation	X	X	X	X	X	X	X	X	X	X	X	X	X
Evaluation and Reflection (Work Based/Related Learning)	X	X	X	X	X	X	X	X	X		X	X	
<b>STAGE 3 – HE LEVEL 3</b>													
Emerging Themes			X	X	X	X	X	X	X				
Strategic Planning for Travel and Tourism	X	X	X	X	X	X	X	X	X	X	X		
Research and the Professional	X	X	X	X	X	X	X	X	X				
Research Methods	X	X	X	X	X	X	X	X	X				

Hospitality and Venue Management	X	X	X			X	X	X	X	X	X		X
Tourism Services Operations Management	X	X	X	X	X	X	X	X	X	X	X	X	X
Destination Marketing	X		X	X		X		X			X	X	
Simulation of Travel and Tourism Operations	X	X	X	X	X		X		X	X		X	X
Sustainable Tourism	X	X	X	X	X	X	X	X	X		X		
Capstone Project (Dissertation/Consultancy Project/Work Based learning)	X	X	X	X	X	X	X	X	X	X	X	X	X

<b><u>Setting</u></b>	<b><u>Knowledge and Understanding</u></b>	<b><u>Cognitive skills</u></b>	<b><u>Performance and practice</u></b>	<b><u>Personal and enabling skills</u></b>
A. Operational context	C. Knowledge and Understanding	D. Conceptualisation and Critical Thinking	H. Adaptation to Context	L. Personal evaluation and development
B. Autonomy and responsibility for actions		E. Problem Solving, Research & Enquiry	I. Performance	M. Interpersonal and communication skills
		F. Synthesis and Creativity	J. Team and organisational working	
		G. Analysis and evaluation	K. Ethical awareness & application	

## Appendix: Level 5: Project Outline (PPDI5039)

Outline of suggested project topics for the Level 5 project modules

Scenario	Project Input and Main Focus	Development Process	Employability and Professionalism Output
<p><b>Student Scenario:</b> In groups of three, choose a range of attractions in the UK and create a Tour Package for Visitors to the UK from any three countries.</p>	<p>Focus is on:</p> <ul style="list-style-type: none"> <li>-Academic, Professional and Employability Skills</li> <li>-Marketing and Communications</li> <li>-Financial and Economic Literacy for Managers</li> <li>-Policy and Planning in the Tourism Industry</li> </ul>	<p>Students should be able to combine skills such as communicating, team working and time management with the marketing, financial and planning knowledge and skills acquired at levels 4 and 5. They will be able to apply theories learnt to the work environment and be able to reflect on their strengths with a view to developing these for maximum benefit.</p>	<p>Demonstration of:</p> <ul style="list-style-type: none"> <li>-Key tourist attractions in the UK and their customer base.</li> <li>-Research skills.</li> <li>-Skills involved in working together as a team and within boundaries.</li> <li>-The ability to apply key skills and knowledge to a real life scenario.</li> <li>-The ability to reflect on one's actions taken and to make recommendations</li> </ul>

## Appendix: Skills Modules

The skills modules will include a combination of skills based elements and subject based elements. The Learning and Skills Department are working alongside subject specialists to ensure students receive a balance of generic skills with skills relevant to their chosen discipline. Indicative examples of skills are outlined below. More detailed schemes of work are available for each student within the individual module handbooks each semester.

### **Academic Skills (Level 4)**

<b>Examples of Skills Based Element</b>	<b>Examples of Subject Based Element</b>
Research Skills	Travel & Tourism journals and newsletters; Travel and Tourism blogs
Critical Thinking skills	Problem solving; Critical thinking
Computer Literacy	Travel and tourism resources – e.g. relevant electronic libraries
Referencing & Plagiarism	Harvard referencing
Academic reflection	Self-analysis and reflection

### **Professional Skills (Level 4)**

<b>Examples of Skills Based Element</b>	<b>Examples of Subject Based Element</b>
Business Awareness skills	Companies in the travel and tourism industry – e.g. airlines, travel agents and tour operators, hotels, attractions etc.
Team Building	Field trips and volunteering; group work; seminars
Presentation and sales pitch skills	Fundraising for travel and tourism projects; negotiation skills
Social Networking skills	Guest speakers; participation in travel and tourism events; field trips; volunteering; use of social media; contribution to blogs and newsletters; etc.
Marketing Concepts	Capital projects; new product/service development; brainstorming process, promotion of travel and tourism products, etc.

### **Employability Skills (Level 5)**

<b>Examples of Skills Based Element</b>	<b>Examples of Subject Based Element</b>
Interview Skills	Recruitment trends; expectations across the travel and tourism industry; debates and discussions; presentations
Digital Skills	Digital literacy skills for employment in the travel and tourism industry
CV Building	Internships; guest speakers with debates-discussions; employability consultation
Exploring and Evaluating Career Paths/ Opportunities	Industry engagement ideas (e.g. apprenticeships)
Employment Action Plan	Career path mapping exercises; reflection ; guest speakers (on-site or off-site); networking with professionals; discussion on templates and cv examples for travel and tourism; Produce a professional CV



## Appendix: Programme Map

### BSC (Hons) Travel and Tourism

#### Level 4: Certificate on Higher Education (120 Credits)

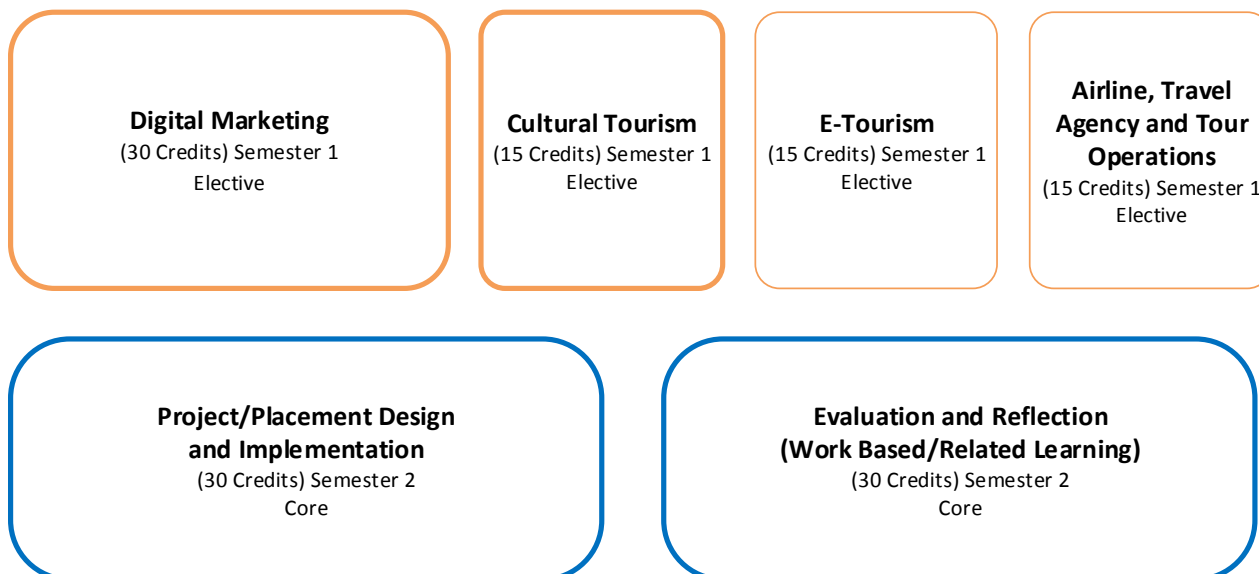
KEY	
Orange	- Semester 1
Blue	- Semester 2
<b>Bold line</b>	- Shared module
<b>Thin line</b>	- Unique module



#### Level 5: Diploma of Higher Education (120 Credits)



Any mix of electives (30 credits):



# BSC (Hons) Travel and Tourism

## Level 6 (120 Credits)

**KEY**  
Orange - Semester 1  
Blue - Semester 2  
Bold line - Shared module  
Thin line - Unique module

**Emerging Themes**  
(15 Credits) Semester 1  
Core

**Research Methods**  
(15 Credits) Semester 1  
Elective

or

**Research and the Professional**  
(15 Credits) Semester 1  
Elective

**Strategic Planning for Travel and Tourism**  
(30 Credits)  
Semester 1  
Core

Plus electives equal to 30 credits:

**Hospitality and Venue Management**  
(15 Credits) Semester 2  
Elective

**Destinations Marketing**  
(15 Credits) Semester 2  
Elective

**Tourism Services Operations Management**  
(15 Credits) Semester 2  
Elective

**Simulation of Travel and Tourism Operations**  
(15 Credits) Semester 2  
Elective

**Capstone Project**  
*(Dissertation / Consultancy Project / Work Based Learning)*  
(30 Credits)  
Semester 2  
Core

**Sustainable Tourism**  
(30 Credits) Semester 2  
Elective

## Appendix: Summary of Programme Assessments (Including Indicative Content)

### BSc (Hons) Travel and Tourism

Module	Credits	Level	Semester	Core/Elective	Exam	Coursework	Practical
Academic Skills	15	4	1	Core		100% Indicative Content: Portfolio	
Management and Organisations	15	4	1	Core		100% Indicative Content: Written assignment 2,000 words	
Marketing and Communications	30	4	1	Core		100% Indicative Content: Report and Written assignment - (50%) Marketing report 2,000 words (50%) Communication campaign 2,000 words	
Professional Skills	15	4	2	Core		100% Indicative Content: Portfolio	
Customer Service Management for Travel and Tourism	15	4	2	Core		100% Indicative Content: Report 2,500 words	
Financial Decision Making for Travel and Tourism	15	4	2	Core		70% Indicative Content: Report 2,000 words	30% Indicative Content: Oral assessment and presentation 10 minutes
Fundamentals of Travel and Tourism	15	4	2	Core		100% Indicative Content: Written assignment 2,500 words	
Policy and Planning in the Tourism Industry	15	5	1	Core		100% Indicative Content: Report 3,000 words	
Employability Skills	15	5	1	Core		100% Indicative Content: Written assignment- 30% journal entries 3x 200 words each (70%) critical reflection 900 words	
Airline, Travel Agency and Tour Operations	15	5	1	Elective		100% Indicative Content: Report 3,000 words	

E-Tourism	15	5	1	Elective		50% Indicative Content: Report 2,500 words	50% Indicative Content: Oral assessment and presentation 15 minutes
Digital Marketing	30	5	1	Elective		100% Indicative Content: Report 4,000 words	
Cultural Tourism	15	5	1	Elective		100% Indicative Content: Report 3,000 words	
Project/Placement Design and Implementation	30	5	2	Core		100% Indicative Content: Portfolio	
Evaluation and Reflection Word based/related learning	30	5	2	Core		100% Indicative Content: Portfolio: Evaluation, reflective report. 4,000 words	
Emerging Themes	15	6	1	Core		100% Indicative Content: Written assignment - 50% Article Analysis 1,000 words 50% Seen case analysis 3,000 words	
Strategic Planning for Travel and Tourism	30	6	1	Core		100% Indicative Content: Report 4,000 words	
Research and the Professional	15	6	1	Elective		100% Indicative Content: Written assignment - Research Proposal 4,000 words	
Research Methods	15	6	1	Elective		100% Indicative Content: Written assignment - Research Proposal 4,000 words	
Hospitality and Venue Management	15	6	2	Elective		100% Indicative Content: Report 3,500 words	
Destination Marketing	15	6	2	Elective		100% Indicative Content: Report 3,500 words	

Simulation of Travel and Tourism Operations	15	6	2	Elective		70% Indicative Content: Portfolio 2,500 words	30% Indicative Content: Practical skills assessment - Simulation
Tourism Services Operations Management	15	6	2	Elective		100% Indicative Content: Report- Analytical Report 3,500 words	
Sustainable Tourism	30	6	2	Elective	50% Indicative Content: Written exam 3 hours	50% Indicative Content: Report 3,000 words	
Capstone Project (Dissertation/Consultancy Project/Work Based learning)	30	6	2	Core		100% Indicative Content: Dissertation/Written assignment- Project	