



Course Specification

1	Final award title(s)	BA (Hons) Tourism and Hospitality Management BA (Hons) International Tourism and Hospitality Management	Course Code(s)	4959
2	Intermediate award title(s)	Certificate HE Tourism and Hospitality Management		
3	Awarding Institution	London South Bank University		
4	School	School of Law and Social Sciences (LSS)		
5	Department(s)	Urban Environment and Leisure Studies (UELS)		
6	Delivery site(s) for course(s)	Southwark/ESHOTel, Paris		
7	Mode(s) of delivery	Full time: Part Time		
8	Approval dates	Course(s) validated	31/03/17	
		Course specification last updated and signed off	September 2020	
		Version number	1	
9	Professional, Statutory & Regulatory Body accreditation	N/A		
10	Reference points	Internal	London South Bank University Corporate Plan 2015-20 LSBU Academic Regulations for Taught Courses LSBU Guidelines for Writing Programme Specifications LSBU Assessment Load Equivalence Guidelines LSBU Assessment Good Practice Guidelines LSS Delivery	
		External	SEEC Credit Level Descriptors for Higher Education , 2010 QAA (2008) Hospitality, Leisure, Sport and Tourism Studies Benchmarks	

11 Distinctive features of course

1. A course that studies the management of tourism and hospitality operations from the heart of a World City
2. Offers site visits and field trips linking to module topics and professional development;

3. 2x 5 month summer placements meaning that students get the equivalent of a 4 year sandwich degree in 3 years
4. A wide range of guest speakers from all parts of the tourism and hospitality sectors
5. A course that considers the management of tourism and hospitality operations with the underpinning of a sustainability ethic
6. Half day visits to a range of tourism and hospitality operations, destinations and trade fares in London
7. Strong focus on developing students' employability skills

12 Course Aims

The course aims to:

1. To develop students' understanding of processes of management of tourism organisations and resources through the provision of modules that explore management and social science theory;
2. Offer an up to date curricula that reflect current issues faced by the tourism and hospitality sector underpinned by scholarship and academic practice;
3. To equip students with employability skills for a range of careers and/or future study within the tourism and hospitality sector;
4. To provide an exciting and enjoyable learning environment that stimulates intellectual curiosity and allows students to attain their full potential;
5. To underpin the curricula with research, scholarly activities, consultancy and/or relevant industry/sector input;
6. To provide students with knowledge, skills and techniques to identify and investigate contemporary issues and challenges in the management of the tourism and hospitality sectors;
7. To develop students core skills in critical thinking, literacy, numeracy, communications and self-managed learning to enhance employability or progression to further study;
8. To build academic and professional key skills and competencies via field work in London, the UK and Europe;
9. Support students from a variety of backgrounds in order to achieve their academic and employability potential;
10. To facilitate a range of personal attributes, including academic and personal confidence, to help students achieve success in all their life endeavours.

13 Course Outcomes

The course outcomes through the modules are split into three strands. Not all modules include all strands. Learning outcomes reflect the nature of the different modules.

The learning outcomes fit into the University Teaching and Learning Strategy, but are further divided or focused to reflect the applied nature of Tourism and Hospitality Studies.

Section A Subject Knowledge and Understanding

Section B Intellectual and Research Skills

Section C Transferable Skills and Personal Attributes

A Students will have subject knowledge and understanding such that they are able to:

A1: Analyse and evaluate the structures, concepts and characteristics of the tourism, events and hospitality industries from a multi-disciplinary perspective including the fields of politics, social science and management studies.
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A2: Analyse and evaluate the interaction between tourism/events/hospitality markets,
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suppliers, clients, resources and other stakeholders in the global economy.
A3: Interpretation of business and research data to the development of tourism, events and hospitality strategies and plans. For example, business plans, destination management, hospitality, event and marketing planning.
A4: Evaluate the impacts of changes in the political, social environmental technological environment on the tourism, hospitality and events sectors
A5: Understand the practical contribution of tourism and hospitality concepts, techniques and understanding to forging more socially just and environmentally sustainable futures.
A6: Understand the logistics and operational processes required to manage hospitality and tourism businesses including, hotels, restaurants and tour operators.

Teaching and learning strategy:

The course follows the University Learning and Teaching Strategy. Acquisition of A1 – 6 takes place through a combination of taught modules from the UELS Division and through independent study supported through interactive use of the Virtual Learning Environment (VLE), the library, the Learning Resource Centre and in the workplace.

A wide range of teaching and learning strategies are adopted, which normally include:

- lectures , including invited speakers
- discussion groups
- practical workshops
- tutorial/seminar group activities
- self-assessment/auditing and action-planning
- individual and group presentations
- directed reading activities
- supported self-study and self-directed research
- practical experience within the workplace
- e-learning and blended learning using the VLE
- case studies

Additional learning support is provided through the University VLE. There will be a variety of personal and academic tutorials. Students will receive oral and written feedback (formative and summative) on performance and assessments that support student learning at all levels throughout the programme.

Assessment:

The different forms of **subject knowledge and understanding** gained through the programme are assessed in a variety of ways within the University. The book of modules outlines which learning outcomes will be tested for each module. Assessment methods include: essays, reports, portfolios, case studies, posters, videos and presentations. Every module assesses learning outcomes through a combination of on-going formative and summative methods. Details are in the individual module statements.

B Students will develop their intellectual and research skills such that they are able to:

B1: Become critical and reflective learners drawing on their academic and employability experiences and using these to develop their career pathways.
B2: Undertake fieldwork observation and data collection in a responsible and safe manner, and sensitive to the impact of investigations on the environment and stakeholders.
B3: Use a range of quantitative and qualitative survey techniques and interpretive methods for the analysis and understanding of social, environmental and business environments.
B4: Use of interpersonal skills and knowledge to propose and evaluate practical and theoretical

solutions to complex problems.
B5: Evaluate and apply theories and concepts from generic management areas to the operation and planning of the tourism, events and hospitality industries.
B6: Identify and respond appropriately to diverse and conflicting interests within the tourism, events and hospitality sector applying the principles of sustainability, ethics and good business practice.

Teaching and learning strategy:

Intellectual skills are modelled within most taught sessions. Outcomes B1 – 6 are demonstrated through participation in structured individual and group tasks and presentations which support the questioning of knowledge and theories relating to industry practice.

Assessment:

The different forms of **intellectual and research skills** gained through the programme are assessed in a variety of ways within the University. The book of modules outlines which learning outcomes will be tested for each module. Assessment methods include: essays, reports, portfolios, case studies, posters, videos and presentations. Every module assesses learning outcomes through a combination of on-going formative and summative methods. Details are in the individual module statements.

C Students will acquire and develop transferable and practical skills such that they are able to:

Transferable Skills and Personal Attributes

C1: Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright.
C2: Access, select and synthesise data from library and internet sources to achieve a given purpose.
C3: Work effectively in group and team work situations, respecting the viewpoints of others.
C4: Work autonomously and manage one's own time, behaviour, motivation and initiative.
C5: Demonstrate personal, practical, intellectual skills and knowledge required to perform effectively in the workplace.
C6: Demonstrate interpersonal and employability skills of listening, negotiating, persuasion and presentation.

Teaching and learning strategy:

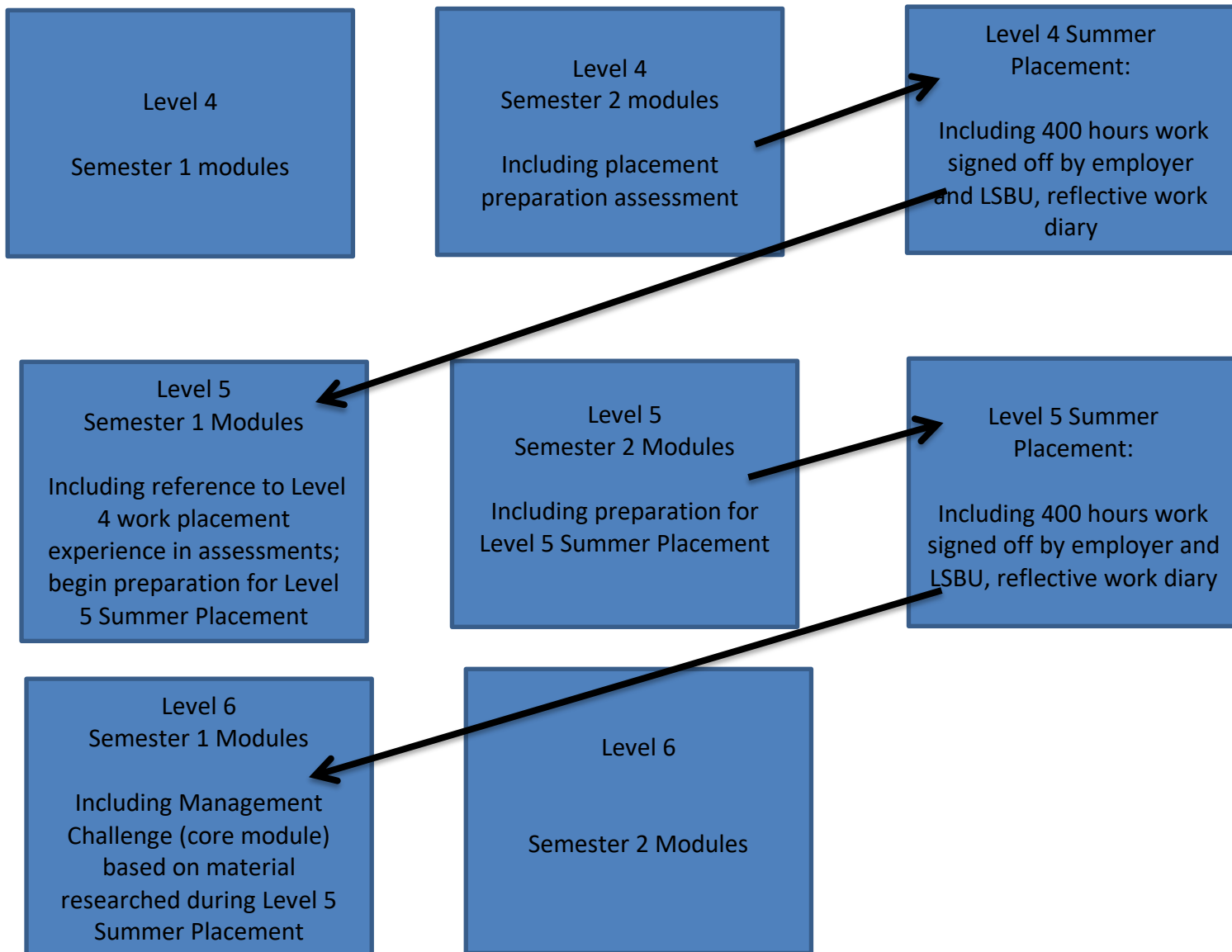
Transferable Skills and Personal Attributes

C1 – 6 will be acquired through the teaching and learning strategies outlined previously, but with an emphasis on applying learning to their workplace and exposure to professional practice through the placement experiences. Personal tutorials and oral and written feedback on assessments support student learning at all levels of the programme.

Assessment:

These will be assessed in a variety of ways both within the University and the workplace according to the expected learning outcomes for each module. Assessment methods include: an extended essay, poster, debate, management report, case studies, and individual and group oral presentations. Every module assesses learning outcomes through a combination of on-going formative and summative methods. Details are in the individual module statements. The extended essay is the culmination of students' ability to demonstrate their application of research, project planning and problem solving skills. Self-reflection is a key element of assessment of practical skills and knowledge and is demonstrated in the professional development module, research for management and the management challenge.

Work Placement Role in Curriculum



- There is a requirement to complete two 400 hour zero credit summer placement modules of agreed, monitored and assessed work placement between Easter and September of Levels 4 and 5
- This will involve a system in place where the employer and the placement tutor sign off the hours worked;
- The number of hours completed to date will be presented at the September resit Examination Board. Any hours that need to be made up to reach 400 will be carried over and required to be completed by the end of Week 12 of Semester 1 of the following academic year. If the hours are not made up by the end of Week 12 the student will be required to make up the hours by Easter. Failure to do this will require the student to resit Level 4 or Level 5 Summer Placement as Repeat Year.
- Students who do not complete Summer Placement Level 4 will not be able to begin Summer Placement Level 5.

14 Entry requirements

In order to be considered for entry to the course applicants will be required to have the following qualifications:

GCSE grade "C" or above in 5 subjects (including Mathematics and English Language) plus one of the following:

- A Level BCC (or equivalent);
- BTEC National Diploma DMM; in Tourism, Hospitality or Events Management
- Access to HE Diploma with 9 Distinctions and 36 Merits (or equivalent);
- Other equivalent level 3 qualifications

Mature students will be considered on the basis of their overall qualifications and prior work experience.

Applicants seeking direct entry into level 6 will be required to have:

- HND Merit achieved in Tourism, Hospitality or Events Management

Mature students will normally be considered on the basis of their overall qualifications and prior work experience.

Articulation Agreements will be in place for advanced entry at Levels 5 and 6 from graduates of the Confederation of Tourism and Hospitality programmes.

- Accreditation of Prior (and Experiential) Learning AP(E)L
- Prospective students with extensive work experience or non-standard or overseas qualifications may be accepted onto the programme subject to assessment of their knowledge and abilities by course staff. In doing this we shall apply the universities policies on AP(E)L. As prospective students' background may vary enormously prospective candidates are required to meet the Course Director to discuss AP(E)L arrangements. A Curriculum Vitae and a portfolio of evidence that demonstrates your knowledge and skills may be asked of these candidates. An interview may be called for or to write an essay or any combination of these.

15 Course structure

BA (Hons) Tourism and Hospitality Management

BA (Hons) International Tourism and Hospitality Management

Full Time course structure Diagram outlining all modules – All Modules are worth 20 CAT points (except Level 4 and Level 5 Summer Placement which are 0 bearing credit modules)

<i>BA (Hons) Tourism & Hospitality Management</i>	<i>BA (Hons) Tourism & Hospitality Management <u>Top Up</u></i>
Level 4 Semester 1	
Studying for sustainability	
Leisure and consumption	
Management and leadership	
Level 4 Semester 2	
Geographies of Tourism	
Fundamentals of hospitality	
Professional development	
Level 4 Summer Placement	
Level 5 Semester 1	
Business development	
Marketing strategy and communications	
Destination management	
Level 5 Semester 2	
Research for management	
Hospitality operations	
Hospitality design	
Level 5 Summer Placement	
Level 6 Semester 1	Level 6 Semester 1
Human resource management	Human resource management
Management challenge	Management challenge
Destination Marketing	Destination Marketing
Level 6 Semester 2	Level 6 Semester 2
Extended essay	Extended essay
International hospitality operations	International hospitality operations
Urban tourism	Urban tourism

16 List of Appendices

Appendix A: Curriculum Map

Appendix A: Curriculum Map: BA (Hons) Tourism and Hospitality Management

LEARNING OUTCOMES <i>Subject Knowledge and Understanding</i>	Core Modules Level 4							Core Modules Level 5				Core Modules Level 6		
	Level 4 Summer Placement	Studying for Sustainability	Leisure and Consumption	Management and Leadership	Geographies of Tourism	Professional Development	Fundamentals of Hospitality	Level 4 Summer Placement	Marketing Strategy and Communications	Research for Management	Business Development	Human Resource Management	Management Challenge	Extended Essay
A1: Analyse and evaluate the structures, concepts and characteristics of the tourism, events and hospitality industries from a multi-disciplinary perspective including the fields of politics, social science and management studies.		TDA	TDA	tda			tda	tda		tda			tda	
A2: Analyse and evaluate the interaction between tourism/events/hospitality markets, suppliers, clients, resources and other stakeholders in the global economy.	tda		tda		tda	tda			tda					tda
A3: Interpretation of business and research data to the development of tourism, events and hospitality strategies and plans. For example, business plans, destination management, hospitality, event and marketing planning.								tda	tda	tda	tda	tda	tda	tda
A4: Evaluate the impacts of changes in the political, social environmental technological environment on the tourism, hospitality and events sectors.				tda							tda	tda		
A5: Understand the practical contribution of tourism and hospitality concepts, techniques and understanding to forging more socially just and environmentally sustainable futures.					tda									
A6: Understand the logistics and operational processes required to manage hospitality and tourism businesses including, hotels, restaurants and tour operators.							tda							

LEARNING OUTCOMES <i>Intellectual and Research Skills</i>	Core Modules Level 4						Core Modules Level 5				Core Modules Level 6			
	Level 4 Summer Placement	Studying for Sustainability	Leisure and Consumption	Management and Leadership	Geographies of Tourism	Professional Development	Fundamentals of Hospitality	Level 5 Summer Placement	Marketing Strategy and Communications	Research for Management	Business Development	Human Resource Management	Management Challenge	Extended Essay
B1: To become critical and reflective learners drawing on their academic and employability experiences and using these to develop their career pathways.	tda					tda		tda		tda				tda
B2: Undertake fieldwork observation and data collection in a responsible and safe manner, and sensitive to the impact of investigations on the environment and stakeholders.														
B3: Use a range of quantitative and qualitative survey techniques and interpretive methods for the analysis and understanding of social, environmental and business environments.		tda						tda	tda	tda	tda			
B4: Use of interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems.		tda		tda								tda	tda	
B5: Evaluate and apply theories and concepts from generic management areas to the operation and planning of the tourism, events and hospitality industries.			tda	tda			tda	tda		tda	tda	tda	tda	
B6: Identify and respond appropriately to diverse and conflicting interests within the tourism, events and hospitality sector applying the principles of sustainability, ethics and good business practice.		tda			tda		tda							

LEARNING OUTCOMES <i>Transferable Skills and Personal Attributes</i>	Core Modules Level 4							Core Modules Level 5			Core Modules Level 6			
	Level 4 Summer Placement	Studying for Sustainability	Leisure and Consumption	Management and Leadership	Geographies of Tourism	Professional Development	Fundamentals of Hospitality	Level 5 Summer Placement	Marketing Strategy and Communications	Research for Management	Business Development	Human Resource Management	Management Challenge	Extended Essay
C1: Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright.	tda	tda	tda		tda	tda	tda	tda		tda	tda	tda		tda
C2: Access, select and synthesise data from library and internet sources to achieve a given purpose.		tda	tda	tda		tda			tda		tda			tda
C3: Work effectively in group and team work situations, respecting the viewpoints of others.														
C4: Work autonomously and manage one's own time, behaviour, motivation and initiative.					tda		tda							tda
C5: Demonstrate personal, practical, intellectual skills and knowledge required to perform effectively in the workplace.	tda			tda		tda						tda		
C6: Demonstrate interpersonal and employability skills of listening, negotiating, persuasion and presentation.	tda		tda		tda	tda							tda	

LEARNING OUTCOMES <i>Subject Knowledge and Understanding</i>	Elective Modules Level 5			Elective Modules Level 6		
	Destination Management	Hospitality Operations	Hospitality Design	Destination Marketing	International Hospitality Operations	Urban Tourism
A1: Analyse and evaluate the structures, concepts and characteristics of the tourism, events and hospitality industries from a multi-disciplinary perspective including the fields of politics, social science and management studies.	tda					tda
A2: Analyse and evaluate the interaction between tourism/events/hospitality markets, suppliers, clients, resources and other stakeholders in the global economy.			tda	tda		tda
A3: Interpretation of business and research data to the development of tourism, events and hospitality strategies and plans. For example, business plans, destination management, hospitality, event and marketing planning.			tda	tda		
A4: Evaluate the impacts of changes in the political, social environmental technological environment on the tourism, hospitality and events sectors	tda					
A5: Understand the practical contribution of tourism and hospitality concepts, techniques and understanding to forging more socially just and environmentally sustainable futures.		tda			tda	
A6: Understand the logistics and operational processes required to manage hospitality and tourism businesses including, hotels, restaurants and tour operators.		tda	tda	tda		tda

LEARNING OUTCOMES <i>Intellectual and Research Skills</i>	Elective Modules Level 5			Elective Modules Level 6		
	Destination Management	Hospitality Operations	Hospitality Design	Destination Marketing	International Hospitality Operations	Urban Tourism
B1: To become critical and reflective learners drawing on their academic and employability experiences and using these to develop their career pathways.						tda
B2: Undertake fieldwork observation and data collection in a responsible and safe manner, and sensitive to the impact of investigations on the environment and stakeholders.	tda				tda	
B3: Use a range of quantitative and qualitative survey techniques and interpretive methods for the analysis and understanding of social, environmental and business environments.					tda	
B4: Use of interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems.		tda				
B5: Evaluate and apply theories and concepts from generic management areas to the operation and planning of the tourism, events and hospitality industries.	tda		tda	tda		tda
B6: Identify and respond appropriately to diverse and conflicting interests within the tourism, events and hospitality sector applying the principles of sustainability, ethics and good business practice.		tda		tda		tda

LEARNING OUTCOMES <i>Transferable Skills and Personal Attributes</i>	Elective Modules Level 5		Elective Modules Level 6			
	Destination Management	Hospitality Operations	Hospitality Design	Destination Marketing	International Hospitality Operations	Urban Tourism
C1: Communicate effectively in written, graphic, oral and multi-media forms in ways which are appropriate to the relevant audience and which respect intellectual property and copyright.			tda		tda	tda
C2: Access, select and synthesise data from library and internet sources to achieve a given purpose.	tda		tda	tda	tda	tda
C3: Work effectively in group and team work situations, respecting the viewpoints of others.	tda					
C4: Work autonomously and manage one's own time, behaviour, motivation and initiative.						
C5: Demonstrate personal, practical, intellectual skills and knowledge required to perform effectively in the workplace.		tda				
C6: Demonstrate interpersonal and employability skills of listening, negotiating, persuasion and presentation.						