

International Tourism Management

This version of the programme is no longer recruiting. Please refer to the programme specification for the programme with the same title.

Final award	B.A.(Hons)
Intermediate awards available	Cert HE, Dip HE
UCAS code	N800
Details of professional body accreditation	N/A
Relevant QAA Benchmark statements	General Business and Management
Date specification last up-dated	April 2012

Profile

The summary - UCAS programme profile

BANNER BOX:

International Tourism Management is a stimulating programme with an emphasis on the sustainable planning, development and management of tourism resources, destinations and businesses. The programme includes academic sources and case studies from the UK, Europe and beyond and incorporates various guest speakers and field trips. Taught at our Docklands campus in the heart of the London 2012 Olympic development, the programme is designed to equip you with a broad range of knowledge and skills required by companies, organisations and agents that contribute to the provision of tourism products and services. The degree acknowledges the diversity of tourism and helps you prepare for employment in the private, public and voluntary sector.

ENTRY REQUIREMENTS

For admission to undergraduate business and management programmes, applicants normally need to have either:

- 240 Tariff points with at least two A2 passes
- 24 points (pass) International Baccalaureate
- Pass in a recognised Access Course or International Foundation Programme

In addition to the above, we require GCSE Maths grade C and English grade C or equivalents, unless competency is part of the qualification gained.

We also welcome mature student applicants and those with relevant professional and vocational qualifications, and these will be dealt with on an individual basis and may require an interview.

Students that apply to enter Year 2 or 3 of the programme may be admitted through normal Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL) processes, or through an approved articulation agreement.

In the case of applicants whose first language is not English, then IELTS 6.0 (or equivalent) is required. International qualifications will be checked for appropriate matriculation to UK Higher Education undergraduate programmes.

ABOUT THE PROGRAMME

What is International Tourism Management?

The BA(Hons) International Tourism Management was launched by the Royal Docks Business School at the University of East London in 2007. This exciting programme is firmly based on the principles of business and management, at the same time including relevant approaches from other disciplines. It focuses on the issues of sustainable tourism planning, development and management and examines tourism demand and supply in a global, national and local context. The programme has a broad first year that introduces essential management concepts and sets the context in which the management and operation of tourism-related businesses and organisations is further explored in subsequent years. In the second year and third year it offers increased specialisation on the business context and management issues that are particularly relevant to tourism, including sports tourism, sustainable tourism, cultural tourism and visitor attraction management.

The programme draws on expertise from within the Royal Docks Business School to introduce students to a rich mixture of generic and tourism-specific management topics and themes. Students will be exposed to a broad range of concepts, skills and knowledge that are relevant and vital to any tourism-related organisation. These include

- International tourism and travel industry organisations and markets
- The provision for tourism and travel in developing and established host destinations
- Marketing of tourism destinations
- Reasons why consumers buy tourism products and services
- The management of cultural and heritage resources for tourism.
- The impact of tourism on the natural and socio-cultural environment
- The consequences of globalisation for tourism providers
- Strategic crisis management
- Tourism as a tool for regeneration
- Sports tourism

International Tourism Management at UEL

International Tourism Management offered at UEL differs from similar programmes delivered elsewhere in a number of ways:

First, the programme has embedded UEL's distinct skills curriculum at each level of study. Thus it seeks to provide strong support for students and places a keen interest on developing student employability.

Second, the programme will be exclusively taught at the Royal Docks Business School's state of the art campus located in the heart of Docklands within easy reach of the City. The Docklands campus is a unique site for the study of tourism, as it is located in the vicinity of London City Airport, the ExCel exhibition centre, the O2 arena and the London 2012 Olympic Stadium with easy access to numerous other tourism attractions and destinations.

Third, the programme is taught by a team of permanent and guest lecturers who are experts in their field, and some of whom continue to work in the tourism sector.

Fourth, the programme offers an optional work placement year between Levels 2 and 3 as well as the opportunity to study for a semester at a partner institution in Europe or the USA. If you choose the work placement option you can gain several advantages which should help your career development.

The advantages of taking the work placement are:

- you can put into practice what you learnt in Years 1 and 2,
- you can develop a network of international contacts in your chosen area of tourism, thus enhancing your employment opportunities when your studies are complete,
- you can gain valuable work experience in, and a wider understanding of, your chosen career route.

Programme structure

The BA (Hons) International Tourism Management programme is offered as a single honours, major, joint or minor award. The degree is normally studied over three years in the full-time mode or four and a half years in the part-time mode. It is possible to switch between modes, subject to timetabling constraints, although only a limited range of modules are available in the evenings.

The International Tourism Management programme comprises eighteen 20 credit modules. In line with all business related programmes at UEL, the BA (Hons) International Tourism Management shares a number of modules with other degree awards in the Royal Docks Business School. This allows you to specialise in areas of interest after Level 1 of the programme if you choose to follow a different programme at that point..

The programme structure for single honours students is highlighted below. Breakdowns for major, minor and joint programmes are found in ‘What you will study when’:

International Tourism Management (Single honours):

Modular Structure

A one-year sandwich placement is available between Level 2 and 3 to all students

Level 1 SEM A	Level 1 SEM B	Level 2 SEM A	Level 2 SEM B	Level 3 SEM A	Level 3 SEM B
The Leisure Environment	Accounting and its Regulatory framework	Career Management in Business	Tourism Marketing	Research in Business and Management	Visitor Attraction Management
Marketing Principles & Practice	International Travel and Tourism Systems	Sports Tourism	Sustainable Tourism	Museums, Heritage and Cultural Tourism	International Business of Tourism

Studying for Business	People, Organisations and Management	Financial Planning for the Cultural Industries	Customer Service Operations & Excellence	International Tourism Development and Planning	Option
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Learning environment

The programme will be delivered exclusively at the Royal Docks Business School Building and at the UEL Docklands campus where you will use our networked facilities. We will teach you how to maximise your potential and benefit from these powerful resources.

You will develop proficiency as a researcher using our library facilities and extensive, subject specific online databases. We will encourage you to develop skills for life including competence in professional writing, team working and presentation techniques. In addition, student learning is supported via *UELPlus*, our virtual learning environment which has the added benefit of improving your information technology skills. Therefore when you enter employment you will have a very broad range of skills that will enable you to effectively demonstrate and apply what you have studied in your degree.

Assessment

- It is the policy of the Royal Docks Business School to include information all assessments and assessment criteria in module handbooks.
- Assessment methods include different types of coursework, presentations and examinations.
- Level 1 assessment comprises coursework, presentations and some short time constrained tests but there are no formal examinations.
- Your marks in Level 2 and 3 modules will determine your final degree classification; Level 1 marks are not used for this purpose but you must pass all modules at Level 1.

Work experience/placement opportunities

Work placement

Between your second and final year you can gain valuable work experience by working full time in an organisation. You should note that we assist you in finding a placement with a suitable organisation. The placement is normally paid, thus reducing the financial burden of degree study.

There are several other major advantages of this placement:

- it enables you to put into practice the ideas you have previously learnt.
- when you return for the final year you will be able to critically analyse your study in the light of your own practical experience.

Project work

You may undertake a project at Level 3 on a topic that you have chosen in consultation with a supervising member of staff. You will receive specific guidance on its preparation in modules taught in the preceding semester, and at Level 2, so you will be well prepared!

You will also find that mini projects or group work exercises feature in some of the modules taught in the degree, throughout each of the three years

Added value

Studying for a degree is not just about acquiring knowledge but is also about developing a set of skills and confidence which are valued by employers. The programme is designed to help you develop knowledge, skills and experience. We will help you to reflect upon your learning and recognise how you have developed. This will help you to present yourself in the best possible light to employers.

To enhance your prospects of employment after graduation, we offer two optional modules based on practical work. At Level 2 you have the opportunity to choose an additional module in which you undertake a volunteering project. At Level 3 you may choose a work-based learning module where you gain credit for academic work undertaken in relation to your workplace.

IS THIS THE PROGRAMME FOR ME?

If you are interested in...

International development and how tourism contributes to social and economic change; tourism planning; concepts and impacts of sustainability; how international destinations are marketed and portrayed; the role global Non Government Organisations in tourism development, be it in terms of environmental protection or tourism workers' rights; sports tourism; the impacts of the 2012 Olympics on the London region; the management of tourism sites and destinations; and the relationship between cultural heritage management and tourism...;

If you want to work in tourism in the public, private or voluntary sector, then this programme is for you!

If you enjoy...

- Listening to, and working with others,
- Finding solutions to management problems,
- The challenge of reading and thinking about, many different subjects from, sustainability to marketing, from tourism planning to travel logistics,
- The challenge of understanding the links which may exist between many different, subjects relative to international tourism,
- Evaluating how globalisation affects tourism business,
- Working with others from different cultures

then you will probably enjoy studying for the degree in International Tourism Management.

If you want to combine International Tourism Management with other subjects you can, subject to availability and timetabling.

The International Tourism Management programme is designed to combine with other programmes that run across UEL. As stated above, International Tourism Management can

be combined as either a major, joint or minor award when taken in conjunction with other awards. Typical combinations might include:

- International Politics
- Sociology
- Human Resource Management
- Accounting
- Business Economics
- Anthropology

For details on possible combinations see the Combined Honours web pages at <http://www.uel.ac.uk/combined/programmes/index.htm>

Studying International Tourism Management with another subject may increase the range of career choices open to you.

Talk to your careers adviser, they should be able to give you further advice or come and see us on an Open Day, the details of which you can find on our web page.

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- Accounting
- Marketing
- International Business
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Your future career

International Tourism Management offers a broad understanding of tourism and the opportunity to focus on specific areas such as sports tourism, cultural tourism and sustainable

tourism management. The programme is designed to equip students with the skills sought by companies and organisations involved in tourism, culture and hospitality as well as other associated leisure and service sector industries. Tourism related revenue contributes annually some \$3.6 trillion to the world economy, which is the equivalent to 8% of world exports and 11% of the world's GDP. Currently over 240 million people are employed worldwide in tourism related jobs; the equivalent of 8% of the global workforce. Numerous career opportunities exist for future graduates in the airline, hotel, catering, cultural or leisure industries. The London 2012 Games are expected to contribute to Tourism as a growth sector of the economy, with many job opportunities ranging from managers, researchers, marketers, event managers, tourism planners, agents and promoters. Careers in tourism extend beyond tourism businesses and opportunities will also exist in the voluntary and public sector, both in the UK and overseas.

How we support you

(A) Introducing you to degree level study:

- we have designed the assessment and teaching processes throughout the first year so that you are progressively introduced to degree study
- we have developed a specific module in the first year that gives you the techniques needed for degree level study

(B) Academic and administrative support :

- our staff at the Royal Docks Business School Help Desk will be able to answer the queries you may have about the operation of your degree
- a personal tutor will be allocated to you for each year of study who can advise on academic matters and personal development planning
- the year tutor for your programme and/or programme leader can help if you have programme related issues you wish to raise

Bonus factors

The Docklands Campus:

In September 2006, the Royal Docks Business School relocated to our state of the art campus at the UEL Docklands campus. The campus boasts a large range of brand new student facilities including new, modern lecture theatres, IT labs and Library.

Field Trips

Tourism specific modules offered on the programme will include a range of field trips to tourist sites in and around the London area. These trips will be used to highlight aspects of management practise and serve as examples of the application of tourism related concepts.

Study Abroad:

During your second year, in semester B, you can study in Europe, but be taught in English if you wish. We have links, with the benefits of additional funding direct to you from the EU Erasmus Programme, with universities in

- France,
- Italy,
- Germany,
- the Netherlands and
- Finland

where you will study courses which we have previously agreed, and the grades for which will count towards your degree classification.

Outcomes

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to develop:

- a clear understanding of the dynamic nature of international tourism and the employment opportunities that exist within the sector,
- detailed academic and applied knowledge of the sustainable tourism management practices, tourism's environmental, social, cultural and political impacts and the role it plays in economic development,
- your critical thinking skills so you can evaluate that knowledge and apply it in complex situations which may be characterised by contested and contradictory information
- relevant transferable and practical skills so that you can manage your own learning and are confident in applying these skills in your chosen area of international tourism,
- in essence, the knowledge and skills to secure employment in international tourism organisations in the private, public or non-profit sector, or proceed to further study within the academic community.

What will you learn?

Knowledge

- You will be able to explain and comment critically upon management concepts and service management techniques used in the international tourism environment.
- You will identify problem situations for which the relevant business and ethical concepts and techniques were developed, in particular in relation to sustainability.
- You will be able to apply the relevant sustainable management concepts and techniques to resolve multi-faceted business problems or issues related to the international tourism environment.

Thinking skills

- You will have developed an understanding of the theoretical basis of the concepts or techniques drawn from a range of management and tourism related disciplines.
- You will be able to critically assess these concepts or techniques in relation to international tourism development.

- You will have developed ability in incorporating the full range of multi-disciplinary approaches, as appropriate to the problem or issue being discussed.

Subject-Based Practical skills

- You will be able to prepare and present sustainable solutions to tourism industry based problems or issues.
- You will be able to undertake a major self-managed activity, the project, which will address a topic of your choice which will be relevant to your future career.
- On completion you will have demonstrated competence in using a broad range of information technology resources to enhance both your learning and its application to problem resolution.

Skills for life and work

- You will be able to work effectively both as a team player and as an individual meeting strict deadlines and targets.
- You will have confidence in explaining, defending and summarising your views to your peers on complex multidisciplinary issues and problems.
- You will have developed high level skills in identifying problem parameters and selecting and implementing solution(s).
- You will have realised that your International Tourism Management degree from UEL is just the beginning of your lifelong learning.

Structure

The programme structure

Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 360 credits.

Typical duration

The expected duration of this programme is 3 years when attended in full-time mode or 4 and a half years in part-time mode. It is possible to move from a full-time mode of study to a part-time mode of study and vice-versa, to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

How the teaching year is divided

The teaching year begins in September or February and ends in June or January. A student, normally registering for 6 modules in one year (3 modules in each Semester) would do so in a full-time attendance mode of study and a student registering for up to 4 modules in one year (2 modules in each Semester) would do so in part-time attendance mode of study.

What you will study when

This programme is part of a modular degree scheme. A typical full-time student will take six 20 credit modules per year. An honours degree student will complete six modules at level one, six at level 2 and six at level 3.

It is possible to bring together modules from one subject with modules from another to produce a combined programme. Subjects are offered in a variety of combinations:

- Single - 120 credits at levels one, two and three
- Major - 80 credits at levels one, two and three
- Joint - 60 credits at levels one, two and three
- Minor - 40 credits at levels one, two and three

Modules are defined as:

- Core - Must be taken
- Option - Select from a range of identified modules within the field
- University wide option - Select from a wide range of modules across the University

LEVEL	TITLE	CREDITS	STATUS SINGLE	STATUS MAJOR	STATUS JOINT	STATUS MINOR
1	International Travel and Tourism Systems	20	Core	Core	Core	Core
1	The Leisure Environment	20	Core	Core	Core	Core
1	Studying for Business	20	Core	Core	Skills Option	
1	People, Organisations and Management	20	Core			
1	Marketing Principles & Practice	20	Core	Core	Option	

1	Accounting and its Regulatory Framework	20	Core				
2	Sustainable Tourism	20	Core	Core	Core	Core	Core
2	Sports Tourism	20	Core	Core	Core	Core	Core
2	Career Management in Business	20	Core	Core		Skills Option	
2	Tourism Marketing	20	Core	Core		Option	
2	Financial Planning for the Cultural Industries	20	Core				
2	Customer Service Operations & Excellence	20	Core	Option			
3	Research in Business and Management	20	Core	Core		Skills Option	
3	International Tourism Development and Planning	20	Core	Core	Core	Core	Core
3	Museums, Heritage and Cultural Tourism	20	Core	Core	Core		
3	Visitor Attraction Management	20	Core	Core			Option
3	International Business of Tourism	20	Core			Option	Option
3	Project	20	Option				
3	International Marketing	20	Option				
3	Strategic Management	20	Option				
3	Discovering Entrepreneurship	20	Option				
3	International Human Resource Management	20	Option				
3	Buyer Behaviour & Analysis	20	Option				
3	Work-based Learning	20	Option	Option	Option	Option	Option

Requirements for gaining an award

In order to gain an honours degree you will need to obtain 360 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 120 credits at level three or higher

In order to gain an ordinary degree you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 60 credits at level three or higher

In order to gain a Diploma of Higher Education you will need to obtain at least 240 credits including a minimum of 120 credits at level one or higher and 120 credits at level two or higher

In order to gain a Certificate of Higher Education you will need to obtain 120 credits at level one or higher.

In order to gain a Foundation Degree you will need to obtain a minimum of 240 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher

(A foundation degree is linked to a named Honours degree onto which a student may progress after successful completion of the Foundation degree.)

Degree Classification

Where a student is eligible for an Honours degree, and has gained a minimum of 240 UEL credits at level 2 or level 3 on the programme, including a minimum of 120 UEL credits at level 3, the award classification is determined by calculating:

$$\frac{\text{The arithmetic mean of the best 100 credits at level 3}}{\times 2/3} + \frac{\text{The arithmetic mean of the next best 100 credits at levels 2 and/or 3}}{\times 1/3}$$

and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

- 70% - 100% First Class Honours
- 60% - 69% Second Class Honours, First Division
- 50% - 59% Second Class Honours, Second Division
- 40% - 49% Third Class Honours
- 0% - 39% Not passed

Assessment

Teaching, learning and assessment

Teaching and learning

Knowledge is developed through

- Directed and general reading in the subject area
- Participation in lectures, tutorials, seminars, workshops

- Primary research using interviewing, surveys or case study approaches and the use of information technology to undertake secondary research

Thinking skills are developed through the critical analysis involved in

- preparing tasks set for tutorials, seminars and workshops
- satisfactorily completing the continuous assessment process including essays, presentations, multiple choice assessment
- Preparation for examinations or major assignments such as the project

Practical skills are developed through

- The use of information technology
- The preparation of presentations on selected topics
- The completion of group based or individual assignments

Skills for life and work (general skills) are developed through

- Managing time so that assignment deadlines are met, whether working in groups or individually.
- Presenting ideas or arguments in a clearly structured manner
- Being able to produce clearly argued solutions when problem solving

Assessment

As outlined above, the BA (Hons) International Tourism Management degree is multi-disciplinary. Therefore it is appropriate that we use many different assessment techniques as different disciplines use different forms of assessment.

It is the policy of the Royal Docks Business School to include information on assessments and assessment criteria in module handbooks

During your studies and dependent on the module you choose, you will be assessed by many different techniques which may be conducted either individually or in groups, including

- essays
- reports
- presentations (using Powerpoint or a short video)
- preparation of a case study
- analysis of an existing case study
- modelling using Excel, Access presented using Powerpoint and Publisher
- time constrained tests
- open book tests
- critical self assessment analysis
- preparation of a portfolio
- preparation of a seminar paper
- multiple choice tests
- a final year project
- closed book examinations
- examinations based upon previously distributed case studies

As appropriate knowledge, thinking skills, practical skills and skills for life and work will be assessed as follows:

Knowledge is assessed by

- evidence of comprehensive reading in the module being assessed.
- ability to explain, identify, describe, discuss, draw upon (as appropriate) the ideas in the module in the context of the piece of assessment for the module.

Thinking skills are assessed by

- the ability to compare, examine, contrast, question, debate, distinguish between (as appropriate) the ideas in the module and how they are relevant to the piece of assessment for the module.
- the ability to develop, elaborate, redefine, propose alternatives, re-conceptualise, integrate, establish new connections between, (as appropriate) the ideas in the Module in response to the assessment for the module.
- the ability to assess, judge, appraise, criticise (as appropriate) the ideas in the Module in addressing the module's assessment.

Practical skills are assessed by

- the ability to prepare an assignment using appropriate resources, including information technology, to addresses the issue or question in the assessment.
- evidence of logical planning and management of time in preparing the assessment.
- the ability to present written and oral submissions in a professional format.

Skills for life and work (general skills) are assessed by

- evidence of team or group working.
- the ability to work in time constrained environments.
- the use of appropriate problem solving skills.

Quality

How we assure the quality of this programme

Before this programme started

Before this programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the Quality and Standards Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

- Module evaluations
- Student representation on programme committees (meeting each semester)

Students are notified of the action taken through:

- circulating the minutes of the programme committee
- providing details on the programme notice-board

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

- The Royal Docks Business School Advisory Board
- Placements Officer
- Tourism Concern, DCMS, The Tourism Society

Further Information

Where you can find further information

Further information about this programme is available from:

- The UEL web site (<http://www.uel.ac.uk>)
- The programme handbook
- Module study guides
- UEL Manual of General Regulations and Policies <http://www.uel.ac.uk/qa/>
- UEL Quality Manual <http://www.uel.ac.uk/qa/>
- Regulations for the Academic Framework <http://www.uel.ac.uk/academicframework/>
- UEL Guide to Undergraduate Programmes <http://www.uel.ac.uk/courses/index.htm>
- Admissions http://www.uel.ac.uk/courses/how_to_apply/index.htm
- <http://www.uel.ac.uk/elbs/>
- Equal Opportunities <http://www.uel.ac.uk/equality/index.htm>