

## Programme specification

### BA (Hons) Tourism Management and Marketing

### BA (Hons) Tourism Management and Marketing with placement

<i>School:</i>	York Business School		
<i>Entry from:</i>	2019	<i>In:</i>	September
<i>Awarding Institution:</i>	York St John University		
<i>Teaching Institution:</i>	York St John University		
<i>Delivery Location:</i>	York St John University		
<i>Programme/s Accredited by:</i>	Tourism Management Institute, Chartered Institute of Marketing, Chartered Management Institute		
<i>Exit Awards:</i>	BA (Hons) Business Administration BA (Hons) Business Administration with placement BA (Ord) Tourism Management and Marketing BA (Ord) Tourism Management and Marketing with placement Diploma of Higher Education Tourism Management and Marketing Diploma of Higher Education Tourism Management and Marketing with placement Certificate of Higher Education Tourism Management and Marketing		
<i>UCAS Code / GTTR / Other:</i>	Not applicable		
<i>Joint Honours Combinations:</i>	Not applicable		
<i>QAA Benchmark Group(s):</i>	Hospitality, Leisure, Sport and Tourism (2008)		
<i>Mode/s of Study:</i>	Full-time 3 years or 4 years with placement		
<i>Language of Study:</i>	English		

### Introduction and Special Features

BA (Hons) Tourism Management & Marketing programme offers you the opportunity to understand, analyse and interpret tourism operations and marketing as cultural practices, business activities and management processes. The programme draws on other business and management topics such as strategy, HR, finance and organisational analysis. For example, marketing refers to the “development, access and operation of markets for resources, goods and services” and approaches to “...segmentation, targeting, positioning generating sales and the need for innovation in product and service design”, all of which is relevant to the study of tourism operations. The benchmark for tourism refers to an area of academic and applied study, involving the nature and characteristics of tourists and generating markets, the products, structure of and interactions in the tourism industry and the relationships between tourism and the communities and environments that constitute tourist destinations and host tourism activities.

The fields of tourism management and marketing therefore share a great deal in terms of operational imperatives and theoretical underpinnings and you will be offered the opportunity to study them both in this combination. This will enable you to explore issues that are central to both, but in different contexts and structures of governance. For example, product development, differentiation, customer service, ethics and sustainability are key to the practical application of ideas in both subject areas. Studying tourism management and marketing together will provide

examples, insights and theoretical connections and a breadth and depth of learning that owes much to the variety of perspectives each subject offers.

If you are studying on the BA (Hons) Tourism and Marketing Management with placement variant you will undertake a Year in Industry (also known as a sandwich year or placement year), in between your second and third year.

### Special features

- Multiple accreditation with the Tourism Management Institute, Chartered Institute of Marketing and Chartered Management Institute giving you professionally recognised qualifications alongside your degree
- A 'Year in Industry' (sandwich year) for those on the with placement variant
- Opportunity to study abroad
- Opportunity to qualify as a Microsoft Office Specialist
- Taught by a small yet highly qualified and approachable business management and tourism team. You will be allocated an academic tutor to support you throughout the programme.
- Use of 'real life' (live) projects in assessments, giving you practical application of the theory
- Access to a range of specialist resources including, Financial Information Database (FAME) and Financial Times Interactive and business simulation software to support learning and research.
- Systematic development of employability skills through a Continuing Professional Development framework
- Throughout the course there is regular opportunity to engage with a range of practising managers, organisations, employers and entrepreneurs and take part in work related experiences and internships
- Programme of guest speakers which will enhance your learning and links with the business community
- Opportunity to compete in business simulation competitions both within the University and on national / international scales

### Admissions Criteria

You must meet the University's general entry criteria for [undergraduate](#) study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Accredited Prior \(Experiential\) Learning \(APL/APEL\)](#).

We also consider applications for entry with advanced standing.

### Programme Aims

The BA (Hons) Tourism Management and Marketing Programme is based on the philosophy that development should be incremental.

The programme integrates the development of academic and research skills, culminating in the production of an independent study at Level 6. This provides an opportunity for you to integrate academic knowledge with operational and practitioner awareness, thus preparing you for a career in the tourism industry. To do this, you should be capable of making tourism management and marketing decisions at both a strategic and at a tactical level, emphasising

the complexity and dynamics of tourism, management and marketing and taking cognisance of the integrative nature of the various factors which impinge upon business decisions. The programme incorporates frameworks for reviewing, reflecting, analysing and critiquing existing individual and organisational practices linked with tourism.

The programme is also designed to embed employability and professional skills at all levels and requires you to develop a means to record evidence of continual professional development. The programme therefore incorporates frameworks for reviewing, reflecting, analysing and critiquing existing individual and organisational practices and applying these in professionally relevant tourism management and marketing case studies.

### **The aims of the programmes are to:**

1. Prepare you for a career in a rapidly changing world of tourism and marketing as a global industry with the skills needed to adapt and develop with the changing environment.
2. Provide a challenging, integrated programme of study that equips you with a sound general knowledge of tourism, its organisational structures, marketing and the global environments in which they operate, within the context of the guiding principles of the Principles for Responsible Management Education (PRME).
3. Provide you with the opportunity to focus on particular aspects of tourism management and marketing that are relevant to your interests and career aspirations through a choice of final independent research activity.
4. Facilitate the development and demonstration of your intellectual skills, information-processing, analysis, synthesis, critical appraisal, creativity and innovation, and the ability to manage and make decisions in situations of ambiguity and uncertainty.
5. Enable you to understand and interpret the social, cultural and political contexts of tourism management and marketing.
6. Enable you to be a graduate who is able to respond to the need for ethical, responsible and sustainable management in the tourism and marketing sectors.

## **Programme Learning Outcomes**

### **Level Four**

On successful completion of the level four you will be able to:

#### **Knowledge and Understanding**

1. Describe and explain a range of relevant concepts, theories and models to the solution of tourism and marketing problems.
2. Describe and identify tourism and marketing decisions in a variety of organisational contexts.

#### **Cognitive and Thinking Skills**

3. Demonstrate the ability to apply a range of academic and intellectual skills relevant to Level Four study including, information-gathering, analysis and problem identification.

#### **Practical/Professional Skills**

4. Exhibit the development of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds.

5. Demonstrate the use of research skills to gather information

### **Key Transferable Skills**

6. Develop your own learning with guided support to explore a wide variety of learning sources and opportunities

### **Level Five**

On successful completion of level five you will be able to:

#### **Knowledge and Understanding**

1. Compare and contrast a range of relevant concepts, theories and models to the solution of tourism and marketing problems.
2. Analyse and discuss tactical tourism and marketing decisions in a variety of organisational contexts.

#### **Cognitive and Thinking Skills**

3. Demonstrate the ability to apply a range of academic and intellectual skills relevant to Level Five study including, information-gathering, problem-solving, analysis, and evaluation.

#### **Practical/Professional Skills**

4. Exhibit the development and achievement of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds.
5. Demonstrate the use of research and enquiry to further your understanding

### **Key Transferable Skills**

6. Develop independence and your own learning to explore a wide variety of learning sources and opportunities

### **Level Six**

On successful completion of level six you will be able to:

#### **Knowledge and Understanding**

1. Apply a range of relevant concepts, theories and models to the solution of tourism and marketing problems.
2. Synthesise and evaluate strategic and tactical tourism and marketing decisions in a variety of organisational contexts.
3. Critically evaluate tourism and marketing thinking through an extended piece of research

#### **Cognitive and Thinking Skills**

4. Demonstrate the ability to apply a range of academic and intellectual skills relevant to undergraduate level study including, information-gathering, problem-solving (incorporating creativity and innovation) and the skill to critically analyse, synthesise, and evaluate information and data to aid management decision-making.

#### **Practical/Professional skills**

5. Exhibit the development and achievement of skills in relation to communication, organisation and working with others from organisational and national cultures and

backgrounds in a professional manner.

6. Conduct research and enquiry to further your understanding and to inform management decision-making
7. Demonstrate the use of management skills (e.g. delegation, negotiation and leadership)

### Key Transferable Skills

8. Manage your own learning to explore a wide variety of learning sources and opportunities

## Programme Structure

At level four, the six compulsory modules are designed to give you a grounding in the key theoretical areas of tourism and marketing.

At level six, you study a minimum of three compulsory modules directly related to your award. Alongside this you undertake 40 credits worth of research. You will complete a total of either five modules if you choose to undertake the 40 credit dissertation, or six modules if you choose to undertake one of the alternative research routes which consist of two 20 credit research modules (as opposed to the 40 credit dissertation).

### Modules for the Programme

Code	Level	Semester	Title	Credits	Status of Module*
1BMM01	4	1	Marketing Principles	20	C
1BMT05	4	1	Delivering the Consumer Experience	20	C
1BMB09	4	2	Ethics, Scandal and Business Decisions	20	C
1BMM02	4	2	Marketing Research	20	C
1BMT01	4	1	Tourism Industries	20	C
1GE306	4	2	Tourism Geographies	20	C
2BMB01	5	1	Management and Leadership	20	C
2BMM01	5	1	Strategic Marketing Planning	20	C
2BMT01	5	1	Destination Marketing	20	C
	5	1	Study Abroad	60	O
2BMB03	5	2	Research Methods and Project Management	20	C
2BMM03	5	2	Integrated Marketing Communications	20	C
2BMT02	5	2	Cultural and Heritage Tourism	20	C
	5	2	Study Abroad	60	O
3BMT10	6	1+2	Dissertation	40	C <sup>1</sup>
3BMB16	6	1+2	Business Creation Project	40	C <sup>1</sup>
3BMT11	6	1	Developing a Business Research Project	20	C <sup>1</sup>
3BMT13	6	1	Developing an Organisation Based Project	20	C <sup>1</sup>
3BMM01	6	1	Digital Marketing and Communications	20	C
3BMT01	6	1	Tourism Policy and Planning	20	CA
3BMT12	6	2	Business Research Project	20	C <sup>1</sup>
3BMT14	6	2	Organisation Based Project	20	C <sup>1</sup>

<sup>1</sup> Students must take 40 credits from either: a) Dissertation or; b) Developing a Business Research Project *and* Business Research Project or; c) Developing an Organisational Based Project *and* Organisational Based Project.

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3BMM02	6	2	International Marketing	20	CA
3BMT02	6	2	Responsible Tourism	20	C

\***C**: compulsory, **CA**: compulsory for award, **O**: option

Note that to study abroad you must meet the university's standard study abroad requirements.

### Continuing Professional Development

You are strongly encouraged to undertake Continuing Professional Development throughout your studies to prepare you for the world of work. You will be able to develop a range of academic and professional skills through a range of activities, exercises and events (which includes undertaking a 20 day work related activity) which will help you to progress through the course and into the job market, and provide the work based skills employers require.

### Study Abroad

You have the opportunity (subject to meeting the University Threshold Standards) to undertake a semester or full year abroad<sup>2</sup> as part of your studies during your second year.

## Teaching, Learning and Assessment

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities.

You are supported initially in the use of guided learning strategies in Level 4 developing towards autonomous, well-judged use of collaborative and independent learning strategies in Levels 5 and 6.

Throughout the programme you will be introduced to a range of different teaching and learning strategies. For example in Level 4 you will undertake simulation based learning (Ventures in Entrepreneurship) in which we use a computer based simulation to develop your business skills through developing your awareness of market forces and the decision making process you may require as a manager. Also laying the foundations of core tourism and marketing concepts through Marketing Principles and Marketing Tourism Industries. At Level 5 (for example) there will be evidence of practice based learning (Cultural and Heritage Tourism) in which you will be expected to engage in practical based activities while also developing skills in managing projects (Research Methods and Project Management). Finally at Level 6 (for example) you will demonstrate your skills through practice and enquiry based learning giving you the opportunity to develop creative and innovative solutions to problems through Digital Marketing and Communication and Responsible Tourism.

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations, exams and tests, and practical activities. An essential part of the assessment is to encourage both learning and the development of skills as well as preparing you for the requirements of the workplace.

You will have opportunities for formative assessment and feedback to inform your work prior to submission and you will receive detailed feedback on assessments to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

You will have the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of tourism, management and marketing.

<sup>2</sup> If you are taking the placement award you are only eligible for one semester abroad.

## Progression and Graduation Requirements

The University's [general regulations for undergraduate awards](#) apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section.

Students who achieve the standard requirements for an honours degree who do not achieve the compulsory for award modules will be awarded the degree of BA(Hons) Business Administration.

## Internal and External Reference Points

This programme specification was formulated with reference to:

- [Strategic Plan 2015-20](#) [see page four]
- [QAA subject benchmark statement](#)
- [Framework for Higher Education Qualifications](#)

## Further Information

Further information on the programme of study may be obtained from:

- Admissions entry profile (Admissions)
- Programme validation document (Registry – Academic Quality Support)
- Regulations (Registry – Academic Quality Support)
- Student programme handbook (school)
- Module handbooks (school)

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