

Programme Specification

Award and title:

BA(Hons) International Tourism and Hospitality Management

BA(Hons) International Tourism and Hospitality Management (with placement)

<i>School:</i>	York Business School
<i>Subject area:</i>	Business and Management
<i>Entry from academic year:</i>	2024-25
<i>in the month(s) of</i>	September, January (direct entry to level 6) ¹
<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 (TMI)
<i>Exit awards:</i>	Certificate of Higher Education International Tourism and Hospitality Management Diploma of Higher Education International Tourism and Hospitality Management Diploma of Higher Education International Tourism and Hospitality Management (with placement) BA (Ord) International Tourism and Hospitality Management BA (Ord) International Tourism and Hospitality Management (with placement)
<i>UCAS code / GTTR / other:</i>	N8N2 – 3 year N830 – 4 year (with placement)
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Events, Hospitality, Leisure, Sport and Tourism (2016) Business and Management (2015)
<i>Mode/s of study:</i>	Undergraduate periods of study for full time
<i>Language of study:</i>	English
<i>Paired with Foundation Year</i>	Yes
<i>Study abroad opportunities:</i>	Yes
<i>Opt-in YSJU Placement Year opportunity:</i>	No

Introduction and special features

Hospitality and Tourism are among the world's most popular industries, employing over 60 million people globally. The sector has experienced remarkable growth and, therefore, needs managing effectively. Activities in strategic planning, market research, e-commerce, project management and other specific management functions are becoming more significant all the time. All these activities demand an international and intercultural approach. A Tourism and Hospitality based degree will provide graduates with the skills needed to travel the world, work in a range of exciting sectors and meet a range of different people from all cultures and backgrounds.

¹ Direct entry to Level 6 is available in September and January, but entry to other Levels is restricted to September

The programme will develop and advanced your understanding of tourism and hospitality organisations, their management, the changing external context in which tourism and hospitality operates and the importance of destination management activities. It will prepare you for a wide range of careers in tourism and hospitality and is a great opportunity to gain a degree that is clearly focused on your long-term career prospects in a wide variety of contexts. You will be exposed to the latest contemporary research in tourism and hospitality management to develop your critical thinking skills and develop and apply knowledge of the latest thinking.

This course is designed for people who wish to pursue a management career in the hospitality sector and will develop the skills and knowledge you require to be effective in the role. In year one you will develop a grounding in business while appreciating some of the nuances associated with hospitality. In years two and three you will further develop that specialist knowledge to focus on key issues in the hospitality sector including meeting customer needs, delivering great service and effective leadership.

The programme is accredited by, the tourism management institute (TMI), ensuring that it aligns with our Work-Related Experiential Learning framework (WREL). The BA Honours in International Tourism and Hospitality Management, as well as the BA Honours in International Tourism and Hospitality Management with Placement, provide you with a comprehensive understanding of the tourism and hospitality industry and the organisations that operate within it. You will also learn about the dynamic external context in which tourism and hospitality operate and the importance of destination management activities.

The WREL programmes provide you with practical opportunities to apply your learning experiences and skills, allowing you to identify a wide range of careers in the tourism and hospitality industry. This is a great opportunity for you to gain a degree that is focused on your long-term career prospects, providing you with the skills and knowledge to succeed in a variety of contexts. The programme also helps you to develop a strong foundation in business while specialising in the tourism and hospitality industry, making you a well-rounded professional in your field. Overall, the WREL is an excellent choice for students who are interested in pursuing a career in the dynamic and exciting tourism and hospitality industry.

Upon graduation you should be a skilled manager ready and able to work in the diverse range of hospitality organisations. You will however have a range of transferable skills which should make you an attractive employee for any organisation.

Special features

- The programme is accredited by the Tourism Management Institute (TMI).
- Throughout the course there is regular opportunity to engage with a range of practising managers within hospitality organisations and take part in work related experiences and internships
- Programme of guest speakers which will enhance your learning and links with the hospitality business community
- Use of 'real life' (live) projects in assessments giving you practical application of the theory
- Excellent personal and academic support. You will be allocated an academic tutor to support you throughout the programme.

Admissions criteria

You must meet the minimum entry requirements which are published on the programme specific webpage.

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 [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Programme aim(s)

The aims of the programmes are to:

1. Prepare you for a career in the rapidly changing International Tourism and Hospitality Industry with the skills needed to adapt and develop as the environment changes
2. Provide a challenging, integrated programme of study that equips you with a sound general knowledge of Tourism and Hospitality, their management and the global environments in which they operate

Programme learning outcomes

Upon successful completion of the programme students will be able to:

Level 4

Knowledge and Understanding

- 4.1 Describe and explain a range of relevant concepts, theories and models to the solution of problems within Tourism and Hospitality.
- 4.2 Describe and identify management decisions in an international tourism and hospitality context.

Cognitive and Thinking Skills

- 4.3 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

- 4.4 Demonstrate the use of communication and organisation skills and the ability to work with others.
- 4.5 Demonstrate the use of research skills to gather information

Key Transferable Skills

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

Level 5

Knowledge and Understanding

- 5.1 Compare and contrast a range of relevant concepts, theories and models to the solution of problems within Tourism Hospitality.
- 5.2 Analyse and discuss tactical management decisions in an international tourism and hospitality context.

Cognitive and Thinking Skills

- 5.3 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

- 5.4 Demonstrate the effective use of communication and organisation skills and the ability to work with others.
- 5.4 Demonstrate the use of research and enquiry to further their understanding

Key Transferable Skills

- 5.5 Develop independence and your own learning to explore a wide variety of learning sources and opportunities

Level 6

Knowledge and Understanding

- 6.1 Apply a range of relevant concepts, theories and models to the solution of problems within Tourism and Hospitality.
- 6.2 Synthesise and evaluate strategic and tactical management decisions in an international tourism and hospitality context.
- 6.3 Critically evaluate Tourism and Hospitality Management thinking through an extended piece of Research

Cognitive and Thinking Skills

- 6.4 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

- 6.5 Demonstrate the achievement of graduate skills in relation to communication, organisation and working with others in a professional manner.
- 6.6 Conduct research and enquiry to further their understanding and to inform Tourism and Hospitality Management decision-making

Key Transferable Skills

- 6.7 Manage your own learning to explore a wide variety of learning sources and opportunities

Programme structure

Code	Level	Semester	Title	Credits	Module status	
					Compulsory (C) or optional (O)	non-compensatable (NC) or compensatable (X)
BMB4001M	4	1	Practising Responsible Business Behaviours	20	C	X
BMT4001M	4	1	Tourism Insight and Industry	20	C	X
BMT4003M	4	1	Hospitality in the 21 st Century	20	C	X
BMD4002M	4	2	Business Analytics and the Block Chain	20	C	X
BMT4004M	4	2	Hospitality and the Consumer Experience	20	C	X
BMT4002M	4	2	Tourism: Past, Present and Future	20	C	X
BMB5002M	5	1	Managing People in Service Industries	20	C	X
BME5002M	5	1	Events Tourism	20	C	X
BMT5004M	5	1	Hospitality and Service Operations	20	C	X
BMR5002M	5	2	Research Methods for Service Industries	20	C	X
BMW5003M	5	2	Career Development and Employability	20	O	X
BMW5004M	5	2	Entrepreneurship and Business Development	20	O	X
BMT5003M	5	2	Cultural and Heritage Tourism	20	C	X
BMR6001M	6	1&2	Research Investigation	40	C	NC
BMT6005M	6	1	Hotel Operations Management	20	C	X
BMT6002M	6	1	Consumer Culture and Tourism	20	C	X
BMT6003M	6	2	Responsible Tourism	20	C	X
BMT6006M	6	2	Contemporary Issues in Hospitality	20	C	X

Any modules that must be passed for progression or award are indicated in the table above as non-compensatable. A non-compensatable module is one that must be passed at the relevant level (with a mark of 40) in order to progress.

Study abroad

You have the opportunity (subject to meeting the University Threshold Standards) to undertake a semester or full year abroad² as part of your studies during your second year.²

Learning, teaching and assessment

A key philosophy of the programme is that by bringing together relevant academic theory and practical experience, you can enhance your deep understanding of these elements, and develop yourself as an individual and a potential leader.

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. Each module has a Virtual Learning Environment (VLE) where you and other master's level students will be encouraged to be involved with online debate and collaborative approaches to learning.

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. Support with study

² If you are taking the placement award you are only eligible for one semester abroad.

skills, conventions of academic analysis and writing will be available for you from the start of the programme module and will continue throughout your studies.

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations 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.

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 as non-compensatable.

The exit award of BA Ordinary is not available to students entering at Level 6.

Internal and external reference points

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)
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Date written / revised:

Programme originally approved: 02/12/2020