

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 Management
<i>Entry from academic year:</i>	2027-28
<i>in the month(s) of</i>	September
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	Lord Mayor's Walk
<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>	
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Events, Hospitality, Leisure, Sport and Tourism (2019) Business and Management (2023)
<i>Mode/s of study:</i>	Non-standard period of study as follows: Full time - 3 Years Full time - 4 Years (with Placement)
<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>	Yes
<i>Excluding a year-long placement/professional experience, are there placement/field trip/work experience(s) totalling 20 days or more?</i>	No

Introduction and special features

Tourism and hospitality are among the world's fast-growing industries, employing millions of people globally. The sector has experienced remarkable growth and, therefore, needs effective management. Responding to

industry needs that attend to visitor experience, destination development, and marketing are critical to business success. For example, building strategies that maximise upon global industry trends, such as smart technologies, health, risk, sustainability and personalisation are fundamental in a rapidly changing and volatile marketplace. All these activities demand an international and intercultural approach. An International Tourism and Hospitality Management based degree will provide you with the skills needed to work in a range of exciting sectors and meet a range of different people from all cultures and backgrounds.

This programme will enhance your understanding of global tourism and hospitality organisations, their management, the dynamic external environment in which tourism and hospitality operates and the importance of destination marketing and 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 apply knowledge of the latest thinking. The programme also explores the impact of digital transformation and the ethical considerations in managing tourism and hospitality businesses.

This programme is designed for people who wish to pursue a professional management career in the tourism and hospitality sector and will develop the skills and knowledge you require to be effective in the role. In Level 4 you will be introduced to the business of tourism and hospitality. In Level 5 and 6 you will develop specialist knowledge that focuses on key areas in the tourism and hospitality sector including the evolving role of technology, building sustainable and responsible experiences and destinations, risk and crisis management, and the social, environmental, economic, political, and ethical impacts of tourism and hospitality.

The programme is accredited by the Tourism Management Institute (TMI) and aligned with our Work-Related Experiential Learning framework (WREL). The BA (Hons) International Tourism and Hospitality Management, as well as the BA (Hons) 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 learn about the dynamic external context in which tourism and hospitality operate and the importance of destination management and operational activities. You will gain insights into managing tourism and hospitality during challenging times and the importance of responsible and ethical practices in the industry.

The WREL programmes are designed to provide you with practical and industry-aligned learning experiences that reflect the challenges and opportunities in the tourism and hospitality industry. You will assess, analyse, and evaluate real-world organisations in the sector and propose solutions to the challenges they may face. You will have the opportunity to network with local stakeholders, allowing you to gain insights into industry trends and build meaningful connections. This hands-on approach bridges theory and practice, helping you build a dynamic portfolio of transferrable skills, such as critical thinking and employability skills, that prepare you for future careers.

As signatories to PRME (Principles for Responsible Management Education), York Business School is committed to integrating corporate responsibility and sustainability within all operations. PRME is a United Nations initiative seeking to inspire and champion responsible management education, research and thought leadership globally. Issues such as corporate responsibility, sustainability and ethical behaviour are core to the principles of York Business School and as such are embedded throughout all our programmes.

If you are studying on the BA (Hons) International Tourism and Hospitality 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:

- The programme is accredited by the Tourism Management Institute (TMI).
- Delivery within a Business School environment.
- Throughout the programme, you will have regular opportunities to engage with practising managers from tourism and hospitality organisations, and participate in work-related experiences and internships to enhance your employability skills.
- Throughout the programme, you will benefit from industry speakers and practitioners that enhance your learning and links with the hospitality business community.
- Taught by highly qualified and approachable academics with global outlooks.
- Live, work-related activities and/or assessments so that you can apply the theories you have learnt to real world challenges.
- An opportunity to take a year in Industry for those on the “with placement” variant.
- The chance to study abroad for one or two semesters at level 5 without extending the length of your degree programme.
- The opportunity to qualify as a Microsoft Office Specialist across the suite of Microsoft Office programmes.
- Excellent personal and academic support from your academic tutor 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.yorks.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. Equip you for a career in the International Tourism and Hospitality Industry by developing the essential skills to navigate and thrive in a constantly evolving global environment

2. Empower you to become a graduate capable of enhancing the quality of tourism and hospitality management, decision-making, and leadership across diverse organizations and contexts
3. Develop your ability to implement ethical, socially responsible, and sustainable tourism and hospitality strategies that positively impact communities, societies, cultures and the environment while driving industry success

Programme learning outcomes

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

Level 4

- 4.1 **Examine and explain** a range of relevant concepts, theories and models to the solution of problems within tourism and hospitality.
- 4.2 **Evaluate and discuss** concepts relevant to the sustainability and equality issues in an international tourism and hospitality context.
- 4.3 **Demonstrate competence in applying** a range of academic, analytical, and intellectual skills, including information-gathering, analysis and problem identification.
- 4.4 **Find and engage** with evidence and perspectives for tourism and hospitality related issues and make rational arguments, identify implications and formulate conclusions.
- 4.5 **Construct, communicate and present** coherent arguments, ideas and findings clearly to both specialist and/or non-specialist audiences.
- 4.6 **Engage in self-directed** learning with guided support to explore a wide variety of learning sources and opportunities.
- 4.7 **Demonstrate development** in transferrable skills for employment or future study, such as teamwork, reflection, critical thinking and time management.

Level 5

- 5.1 **Evaluate and differentiate** various concepts, theories and models to resolve specific problems within tourism and hospitality.
- 5.2 **Analyse and discuss** tactical decisions of contemporary issues in the international tourism and hospitality industry, including sustainability and equality.
- 5.3 **Utilise** a range of academic, analytical and intellectual skills, including information-gathering, problem-solving, analysis, and evaluation.
- 5.4 **Communicate** ideas, arguments, and findings effectively to both specialist and non-specialist audiences, using clear and concise language and appropriate visual aids.
- 5.5 **Integrate** concepts, theories, and practices to develop innovative solutions for complex and unstructured challenges in tourism and hospitality.
- 5.6 **Showcase** independence in analysis, evaluation, and learning to explore diverse learning sources and opportunities.
- 5.7 **Demonstrate** transferrable skills for employment or future study, such as analytical reasoning, critical thinking and time management.

Placement variant

PPLO 1 **Demonstrate** sustained professional behaviour in a workplace environment.

Level 6

- 6.1 **Apply** advanced concepts, principles, theories and models to analyse and address real-world issues within tourism and hospitality.
- 6.2 **Critically assess** strategic and tactical decisions in an international tourism and hospitality context, with consideration for their implications on sustainability and equality.
- 6.3 **Apply** a range of academic, analytical, and intellectual skills, including information-gathering, problem-solving (incorporating creativity and innovation) and the ability to critically analyse, synthesise, and evaluate information and data to aid decision-making.
- 6.4 **Communicate** complex ideas, arguments, and findings effectively to both specialist and non-specialist audiences, using clear and concise language and appropriate visual aids.
- 6.5 **Plan, design, and conduct** an independent research project in marketing, using appropriate research techniques, synthesising theoretical knowledge and showing critical evaluation.
- 6.6 **Independently manage** their learning to explore a wide variety of learning sources and opportunities.
- 6.7 **Demonstrate** readiness for employment or further study by applying transferable skills such as analytical reasoning, time management, and adaptability to real-world challenges.

Programme structure

Code	Level	Semester	Title		Module status	
					Compulsory (C) or optional (O)	Non-Compensable (NC) or Compensable (X)
BMB4010M	4	1	Responsible Business	20	C	X
BMT4005M	4	1	Hospitality in the Digital Era	20	C	X
BMT4006M	4	1	Global Tourism Dynamics	20	C	X
BMI4010M	4	2	Artificial Intelligence and Futures of Work	20	C	X
BMT4007M	4	2	Delivering Excellence in Visitor Experience	20	C	X
BMT4008M	4	2	Tourism, Society and Culture	20	C	X
BMT5005M	5	1	Dynamic Insights in Contemporary Hospitality	20	C	X
BMT5006M	5	1	Marketing and Managing Tourist Destination Experiences	20	C	X
Select 1 module (20 credits) from the following optional modules:						
BMV5001M	5	1	Event Design, Sensory Experience and Staging	20	O	X
BMM5013M	5	1	Digital Marketing for Performance and Growth	20	O	X
BMR5004M	5	2	Business Research Methods	20	C	X
BMW5005M	5	2	The Business Lab: Real-World Consulting in Action	20	C	X
BMT5007M	5	2	Perspectives on Cultural and Heritage Tourism	20	C	X
For students taking the 'with Placement' Programme						
BMP5007P	5P	Y	Placement Year	0	C	NC
BMR6008M	6	1&2	Research Investigation	40	C	NC
BMT6010M	6	1	Transforming Tourism and Hospitality in a Time of Crisis	20	C	X
BMT6011M	6	1	Critical Perspectives on Dark Tourism	20	C	X
BMT6012M	6	2	Operations and Innovation of Hotel Management	20	C	X
BMT6013M	6	2	Responsible, Sustainable and Ethical Tourism in a Changing World	20	C	X

Please note that not all options may be available every year as they depend on student demand and staff availability.

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

Learning, teaching and assessment

All modules are delivered through a variety of learning and teaching strategies. These have been designed to build and develop your theoretical understanding of issues within the tourism and hospitality industry, while embedding and improving practical and analytical skills. Examples include interactive lectures, seminars, live projects, guest speaker sessions, tutorials, and other learning activities that reflect real-world business challenges.

Assessments are designed to enable and support your deep engagement with the concepts and techniques within the programme. They are informed by the core transferrable skills required in future employment, and you will engage in a diverse range of assessment techniques that are structured to support your progress and enhance the sequential development of skills, independence, and self-reflection. These attributes support advancement throughout your studies and underpin future study and career ambitions.

Examples of assessments include essays, reports, group and individual presentations, video presentations, creative artefacts (e.g., posters, podcasts), portfolios, action plans, strategic proposals, applied research projects, and case study evaluations. You will also develop key professional skills through presentations, consultancy projects, and networking. To support your independence, you will be encouraged to develop reflective skills, captured by portfolios, and honed through interaction with lecturers, academic tutors, and business representatives. Aligned with our WREL Framework, many assessments go beyond theory by immersing you in real-world tourism and hospitality scenarios, equipping you with authentic workplace skills, a deeper understanding of your own strengths and abilities, and ensuring that your learning is both applied and career focused.

To support your development, you will have access to formative assessments throughout your studies, allowing you to benefit from feedback prior to final submissions. The feedback will help refine your understanding, providing guidance on how to enhance the reasoning, analysis, and problem-solving techniques. Additional study support is available for academic writing and software proficiency, all of which will strengthen your employability and career prospects.

To support students in achieving their career aspirations, the programme's learning and teaching approach is structured as follows:

Level 4:

In Level 4, the focus is on establishing a strong foundation in tourism and hospitality, blending core knowledge with practical application. The programme design ensures that students from all backgrounds learn by

applying theory to practice in real-life issues and gain practical experience from the very beginning of their studies.

You will build a deep foundation in the imperatives that drive decision making, alongside the skills needed to support organisational success within the tourism and hospitality sectors. The wider environments in which tourism and hospitality businesses operate are critically explored, with a recurring emphasis upon the impact of notions surrounding responsibility, sustainability, and ethical practice.

During Level 4, modules such as *Global Tourism Dynamics* use case-based learning in which we use case studies to raise your awareness of global issues in tourism, enabling you to use responsible, ethical and effective practices in their careers. This Level also integrates a future-thinking skill set that is valued by all organisations. For example, you will engage directly with artificial intelligence as a key technological change disrupting global workspaces.

All Level 4 modules include academic skills development as core features of study. Through inspirational field trips, guest speaker sessions and live projects, you will apply tourism and hospitality concepts to evaluate real-world economic and business problems. You will enhance your critical thinking, problem-solving, and transferable skills. The approach taken in Level 4 provides a deep and rounded knowledge basis to confidently progress into Level 5 and deepen your specialisation based on career aspirations or areas of interest.

Level 5:

Building on the core skills and knowledge gained in Level 4, Level 5 focuses on advancing your knowledge and preparing you for the complexities of the tourism and hospitality industry. Modules such as *Dynamic Insights in Contemporary Hospitality* and *Marketing and Managing Tourist Destination Experiences* deepen your understanding of operational and strategic aspects of the sector.

You will engage in practice-based learning, undertaking activities such as research projects, data analysis, and consultancy challenges. For example, in *Business Research Methods*, you will develop the skills needed to design and conduct the extended research in Level 6, while *The Business Lab: Real-World Consulting in Action* provides you with hands-on experience in solving industry-related problems. These activities are designed to enhance your analytical, managerial, and interpersonal skills, ensuring you are well-equipped to navigate the dynamic and competitive environment of tourism and hospitality.

Optional modules, such as *Event Design, Sensory Experience and Staging* or *Digital Marketing for Performance and Growth*, allow you to tailor your learning to align with your career aspirations. By the end of Level 5, you will have developed a strong portfolio of professional skills, ready to apply in a placement year or advance to Level 6.

Year in industry – also known as placement year

If you have chosen BA (Hons) International Tourism and Hospitality Management but later decide that you would like to do a placement, you can do this by choosing the University's opt in placement year to run between level 5 and 6. A placement year will help you to gain valuable experience in real employment. York St John University will provide you with support to help source a placement which meets your career aspirations; however, it is your responsibility to secure your own placement. Support will be available through central University services such as the Careers and Employability Team. Students who undertake the year in industry often return for level 6 more focused on their studies and deemed more job ready by employers. You will be prepared for your placement year through activities throughout level 5, which will assist you in making preparations for applying for and undertaking a placement. This will include CV and cover letter writing, as well as interview skills. You will work with the central University services with the support of an academic tutor to identify placement opportunities. On achieving a year in industry placement, you will need to liaise with the careers and placements team to enable checks around insurance to take place before starting the placement. You will be expected to demonstrate your achievement while on placement through a reflective poster which explores the interconnectivity of university learning and learning in the workplace. In order to undertake a year in industry placement you will need to have achieved the minimum requirements for progression at level 5 and will also have to satisfy the following criteria:

- You must have no outstanding modules from level 4 or 5.
- You must demonstrate a good level of professionalism in your academic conduct within the university, to the point where your course lead is willing to agree your suitability for the proposed placement.

During the year in industry placement, you will be allocated a mentor from within the University, who will monitor your progress throughout the placement. This may include MS Teams/email conversations. You will have a minimum of one field visit which will include a conversation with the employer. There will also be three keeping in touch (KIT) days based on campus where you will be able to meet up with other on placement students, reconnect with friends on campus, and have some sessions about managing your placement and transition back into university life. (NB if your placement is abroad you will be able to join through virtual means).

Level 6:

The final year emphasises independent learning, critical analysis, and the application of advanced techniques to complex challenges in tourism and hospitality. You will undertake an independent *Research Investigation* by working closely with a dedicated supervisor who will provide guidance and feedback. This project allows you to apply knowledge and research skills to a topic of your choice, developing expertise in an area that aligns with your interests and career goals.

Modules such as *Transforming Tourism and Hospitality in a Time of Crisis* and *Operations and Innovation of Hotel Management* focus on practice and enquiry-based learning, encouraging you to develop creative and innovative solutions to industry challenges. You will also explore critical perspectives on topics like dark

tourism and the role of sustainability and ethics in a changing world, ensuring you graduate with a holistic understanding of the sector.

By the end of Level 6, you will have honed your ability to think strategically, manage projects effectively, and present well-reasoned conclusions. These are essential skills valued by employers and expand upon the analytical and practical skills gained in Levels 4 and 5. The programme's emphasis on independent research, combined with opportunities for specialisation, ensures you are well-prepared to pursue your career ambitions in tourism and hospitality or further academic study.

Progression and graduation requirements

The University's [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-compensable.

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, Culture and Values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)
- [Freedom of Speech Code of Practice](#)
- [The University's Approach to Dignity and Respect](#)

Date written / revised: February 2025

Programme originally approved: