

# MSc International Tourism Management

## Programme Specification



<b>1. Programme title</b>	MSc International Tourism Management
<b>2. Awarding institution</b>	Middlesex University
<b>3. Teaching institution</b>	Middlesex University
<b>4. Details of accreditation by professional/statutory/regulatory body</b>	N/A
<b>5. Final qualification</b>	MSc (180 credits) PG Diploma (120 credits) PG Certificate (60 credits)
<b>6. Year of validation</b> <b>Year of amendment</b>	2016 (pending)
<b>7. Language of study</b>	English
<b>8. Mode of study</b>	Full time/Part time

### 9. Criteria for admission to the programme

Applicants should normally have:

- A good Honours degree in business, management, tourism, geography and other social sciences awarded by a UK university, or
- An equivalent qualification accepted by the Academic Registry of the University, or
- A professional qualification deemed to be of an equivalent standard.
- Applicants with a degree in a different field may be considered, provided that they can demonstrate extensive professional experience in the area of travel and tourism, hospitality, attractions or events management.

Those without formal qualifications are welcome to apply, and may be required to come in for an interview. Additionally, these applicants will need to provide evidence of a minimum of three years of middle to senior management experience in a relevant industry (e.g. tourism, events or hospitality sectors).

Successful applicants must have competence in the English language. For international applicants whose first language is not English, the requirement is that they have IELTS 6.5 (with minimum 6.0 in all four components) or equivalent.

N.B. PG/Diploma and PG/Cert are exit awards. Therefore, the criteria for admission for PG/Diploma and PG/Cert are the same as for the MSc degree.

## 10. Aims of the programme

The programme aims to:

The programme aims to equip students with the key skills to prosper in the fast paced dynamics of the tourism industry. That involves a critical and comprehensive appreciation of a number of specialist areas of tourism as well as a wider understanding of the broad framework in which the industry operates. This reflects the variety of employment possibilities open to students. They may wish to work in a destination management organisation to encourage tourism in a particular area, they may be employed by central government and have to deal with the wider issues that face the industry such as the political threat of climate change, or they may wish to open their own enterprise. In order to cope with this range of possibilities the programme approaches tourism from both the social science and the business perspectives and tries to combine the provision of a general picture for those who may not have studied tourism before with the detailed knowledge of particular topics. At the same time the programme aims to develop student's transferable skills such as their ability to critically evaluate particular situations, to problem solve, to write clearly and analytically, to work together and communicate. These skills are honed in developing their systematic understanding of key areas of tourism management.

In the case of the Masters awards these aims will be realised in full. For earlier exit awards, achievement of the aims will be as follows:

- For the Diploma, all aims stated above with the exception of completion of dissertation outcomes.

For the Certificate exit award, aims will be achieved at an initial core, but not specialist level.

11. Programme outcomes	
<p><b>A. Knowledge and understanding</b></p> <p>On completion of this programme the successful student will have knowledge and understanding of :</p> <p>On completion of this programme the successful student will have knowledge and understanding of:</p> <p>A1. Key tourism, business management, social science and development theories and frameworks which they can critically apply to real-life tourism scenarios;</p> <p>A2. Economic, political and socio-cultural contexts and other complex contemporary issues and challenges influencing tourism development and businesses;</p> <p>A3. The dynamics of tourism demand and supply, and their influence and impact on tourism development at macro and micro levels;</p> <p>A4. Human Resource Management and Development within the tourism industry;</p> <p>A5. Paradigms and research methodologies appropriate for a masters' level and research ethics.</p>	<p><b>Teaching/learning methods</b></p> <p>Students gain knowledge and understanding through attendance, participation and engagement with lectures, seminars, independent study, group debates, field trips and discussions that lead to producing theoretical and practical work in response to assignments' requirements.</p> <p><b>Assessment Methods</b></p> <p>Students' knowledge and understanding are assessed by a range of methods including group reports, portfolios, poster presentations, oral presentations, academic essays, an examination and reflective field diary.</p>
<p><b>B. Cognitive (thinking) Skills</b></p> <p>On completion of this programme the successful student will be able to:</p> <p>B1. Critically discuss and implement sustainable</p>	<p><b>Teaching/Learning Methods</b></p> <p>Students learn cognitive skills through discussion, debate and participation in lectures, seminars and field trips, problem solving, undertaking formative assessment</p>

<p>and responsible tourism management strategies in a range of complex situations;</p> <p>B2. Have a critical appreciation of how tourism, business and social science theories and frameworks can be applied to real-life scenarios in the tourism industry;</p> <p>B3. Critically evaluate a range of perspectives on a given issue within tourism;</p> <p>B4. Appraise a range of career opportunities in the tourism industry including entrepreneurial ventures;</p> <p>B5. Recognise the need as a professional to respond to moral, ethical and sustainability issues pertaining to the study of tourism management.</p>	<p>and engaging with feedback.</p> <p><b>Assessment Methods</b></p> <p>Students' cognitive skills are assessed by critical analysis in a range of contexts in the form of seminar activities such as debates, exams, a weeklong field trip and day trips as well as presentations and critical reflections grounded in the specific criteria of individual modules.</p>
<p><b>C. Practical Skills</b></p> <p>On completion of this programme the successful student will be able to:</p> <p>C1. Research, critically evaluate and select appropriate theories and frameworks to analyse case studies and real life situations including entrepreneurial ventures;</p> <p>C2. Research, synthesise and present concepts and ideas professionally in a range of oral and written formats as an individual and as part of a team;</p> <p>C3. Plan, design and execute independent qualitative and quantitative research in the field as an individual and as part of a team.</p>	<p><b>Teaching/Learning Methods</b></p> <p>Students learn practical skills through tasks in the week long field trip; examining and debating different approaches to situations and challenges; drafting and producing written work; debating with peers and with lecturers, using various forms of technology and working towards their dissertation.</p> <p><b>Assessment Methods</b></p> <p>Students' practical skills are assessed by a coursework including reports and different types of presentations.</p>

## 12. Programme structure (levels, modules, credits and progression requirements)

### 12.1 Overall structure of the programme

Please see the Programme Structure Diagram in the previous section titled 'Your Programme'

### 12.2 Levels and modules

#### Level 7 (MSc in International Tourism Management)

COMPULSORY

OPTIONAL

PROGRESSION  
REQUIREMENTS

<p>Students must take all of the following:</p> <p><b>TOU4230</b> International Tourism in the 21<sup>st</sup> Century (30 credits)  <b>TOU4231</b> International Tourism Business (30 credits)  <b>MKT4066</b> Research Methods and Dissertation (60 credits)</p>	<p>Students must also choose <b>four</b> from the following elective modules:</p> <p><b>TOU4232</b> Events Management (15 credits)  <b>TOU4235</b> Visitor Attractions Management (15 credits)  <b>TOU4234</b> Entrepreneurship in Tourism (15 credits)  <b>TOU4224</b> Destination Management (15 credits)  <b>TOU4233</b> Tourism and Development (15 credits)  <b>MKT4065</b> Digital Marketing (15 credits)  Open module (from the list of optional Business School modules, subject to PL approval)</p>	<p>Students must successfully complete:</p> <p><b>TOU4230</b> International Tourism in the 21<sup>st</sup> century (30 credits) and <b>TOU4231</b> The Business of Tourism Management (30 credits), <b>two</b> of the <b>optional modules</b> and the <b>MKT4066</b> dissertation, if they are to exit with a MSc in International Tourism Management.</p> <p>Students must pass 120 credits before they can progress onto their dissertation.</p>
<p>Level 7 (<b>PG Diploma in International Tourism Management</b>)</p>		
<p>COMPULSORY</p>	<p>OPTIONAL</p>	<p>PROGRESSION REQUIREMENTS</p>

<p>Students must take all of the following:</p> <p><b>TOU4230</b> International Tourism in the 21<sup>st</sup> Century (30 credits)  <b>TOU4231</b> International Tourism Business (30 credits)</p>	<p>Students must also choose <b>four</b> from the following elective modules:</p> <p><b>TOU4232</b> Events Management (15 credits)  <b>TOU4235</b> Visitor Attractions Management (15 credits)  <b>TOU4234</b> Entrepreneurship in Tourism (15 credits)  <b>TOU4224</b> Destination Management (15 credits)  <b>TOU4233</b> Tourism and Development (15 credits)  <b>MKT4065</b> Digital Marketing (15 credits)  Open module (from the list of optional Business School modules, subject to PL approval)</p>	<p>Students must successfully complete:</p> <p><b>TOU4230</b> International Tourism in the 21<sup>st</sup> century (30 credits) and <b>TOU4231</b> The Business of Tourism Management (30 credits) and <b>two</b> of the <b>optional modules</b> if they are to exit with a PG Diploma in International Tourism Management.</p>
<p>Level 7 (<b>PG Certificate in International Tourism Management</b>)</p>		
<p>COMPULSORY</p>	<p>OPTIONAL</p>	<p>PROGRESSION REQUIREMENTS</p>

<p>Students must take all of the following:</p> <p><b>TOU4230</b> International Tourism in the 21<sup>st</sup> Century (30 credits)  <b>TOU4231</b> International Tourism Business (30 credits)</p>	<p>N/A</p>	<p>Students must successfully complete:  <b>TOU4230</b> International Tourism in the 21<sup>st</sup> century (30 credits) and <b>TOU4231</b> The Business of Tourism Management (30 credits) if they are to exit with a PG Certificate in International Tourism Management.</p>
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12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	Module code
None are compensatable	

13. Curriculum map
See attached.

14. Information about assessment regulations
Middlesex University and Business School Assessment Regulations apply to this programme without exception.



### **15. Placement opportunities, requirements and support (if applicable)**

Not applicable for this programme

### **16. Future careers (if applicable)**

Many students think that jobs in tourism primarily involve airlines and managing hotels. Tourism has a bewildering variety of jobs that are often hidden from view. One aim of the programme is to demonstrate the range of jobs that are available. Three options in particular open the areas of event management, place branding and destination management each one having many different types of jobs, from data collection and analysis, to marketing and involvement with policymaking and evaluation. Discussion of the role of the state and other public sector institutions and organisations in tourism opens another area of employment that covers land use planning, managing partnerships and developing policy in all sorts of areas from training and environmental management to infrastructure and transport planning. Various segments of the programme illustrate the variety of employment areas, including the planning and management of sustainability, the financial aspects such as revenue management, the human resource aspects that are so important in sectors with high labour turnover like tourism, or specialist aspects of hospitality such as supply chain management. Place branding in particular has a variety of employment opportunities at national, regional and urban scales, while a topic such as sustainability that is discussed in a number of modules opens employment opportunities both desk-bound and outdoors.

For those who have taken a career break to study, this programme will enhance opportunities for career progression.

The Hendon Campus Careers and Employability Service offer postgraduate students support in planning their career.

### **17. Particular support for learning (if applicable)**

- Induction and orientation programme
- Programme and Module Handbooks
- Module information and learning/support material on MyUniHub
- Guest lectures
- English Language and Learning Support (Learning Enhancement Team)
- Designated 'office hours' and one-to-one meetings with teaching staff
- Learning Enhancement Team, including both numeracy and literacy support

- Access to student achievement advisors
- Student e-mail and UniHub
- Tutor support through published office hours

Disability support to ensure all students can actively participate in university life. For further information on the type of support available, please contact the Disability Support Service Manager, Bryan Jones at [B.Jones@mdx.ac.uk](mailto:B.Jones@mdx.ac.uk) or on +44 (0)20 8411 5367 and/or the Disability Support Officer on +44 (0)20 8411 4945, email: [S.Hussain@mdx.ac.uk](mailto:S.Hussain@mdx.ac.uk) Further information can be found at: <http://unihub.mdx.ac.uk/support/disability/index.aspx> or at [disability@mdx.ac.uk](mailto:disability@mdx.ac.uk).

**18. JACS code (or other relevant coding system)**

N840

**19. Relevant QAA subject benchmark group(s)**

Hospitality, Leisure, Sport and Tourism.

**20. Reference points**

- QAA Subject Benchmark for Events, Hospitality, Leisure, Sport and Tourism
  - QAA Subject Benchmark for Master's Degrees in Business and Management
  - QAA Framework for Higher Education Qualifications (FHEQ)
  - QAA and Middlesex Guidelines for Programme Specification
  - QAA Codes of Practice
  - Middlesex University Learning Framework – Programme Design Guidance, 2012
  - Middlesex University Teaching, Learning and Assessment Strategy
- Middlesex University Regulations

**21. Other information**

Methods for evaluating and improving the quality and standards of learning are:

- External Examiner reports

- Board of Study
- Student focus group
- Module evaluation and report
- Peer teaching observations
- Student evaluation
- Validation and review panels
- Quality Monitoring Reports

Indicators of quality:

- Student Progression and support
- Buoyant enrolment
- Student feedback evaluation forms
- External examiners reports
- Student employability

See Middlesex University's Learning and Quality Enhancement Handbook for further information.

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulation.

# Curriculum Map

## Curriculum map for MSc International Tourism Management

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

### Programme learning outcomes

Knowledge and understanding		Practical skills	
A1	Key tourism, business management, social science and development theories and frameworks which they can critically apply to real-life tourism scenarios	C1	Research, critically evaluate and select appropriate theories and frameworks to analyse case studies and real life situations including entrepreneurial ventures
A2	Economic, political and socio-cultural contexts and other complex contemporary issues and challenges influencing tourism development and businesses	C2	Research, synthesise and present concepts and ideas professionally in a range of oral and written formats as an individual and as part of a team
A3	The dynamics of tourism demand and supply, and their influence and impact on tourism development at macro and micro levels	C3	Plan, design and execute independent qualitative and quantitative research in the field as an individual and as part of a team
A4	Human Resource Management and Development within the tourism industry		
A5	Paradigms and research methodologies appropriate for a masters' level and research ethics		
Cognitive skills			
B1	Critically discuss and implement sustainable and responsible tourism management strategies in a range of complex situations		

B2	Have a critical appreciation of how tourism, business and social science theories and frameworks can be applied to real-life scenarios in the tourism industry
B3	Critically evaluate a range of perspectives on a given issue
B4	Appraise a range of career opportunities in the tourism industry including entrepreneurial ventures
B5	Recognise the need as a professional to respond to moral, ethical and sustainability issues pertaining to the study of tourism management

Programme outcomes – highest level to be achieved by all graduates														
A1	A2	A3	A4	A5		B1	B2	B3	B4	B5		C1	C2	C3
Highest level achieved by all graduates														
7	7	7	7	7		7	7	7	7	7		7	7	7

Module Title	Module code	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3
<b>Core modules</b>														
International Tourism in the 21 <sup>st</sup> Century	TOU4230	X	X	X			X	X	X		X	X	X	X
International Tourism Business	TOU4231	X	X	X	X			X	X	X		X	X	
Research Methods and Dissertation	MKT4066					X			X				X	X
<b>Optional Modules</b>														
Events Management	TOU4232	X						X	X		X	X	X	
Visitor Attractions Management	TOU4235	X	X				X	X				X	X	
Digital Marketing	MKT4065	X	X					X	X			X	X	
Destination Management	TOU4224	X					X	X	X			X	X	
Tourism and Development	TOU4233		X				X		X		X	X	X	
Entrepreneurship in Tourism	TOU4234	X		X						X	X	X		
City, Region and Nation Branding	MKT4061	X	X					X	X			X	X	

