

PROGRAMME SPECIFICATION

Course record information

Name and level of final award:	MA Tourism Management
	The MA Tourism Management is a Masters degree that is Bologna FQ-EHEA second cycle degree or diploma compatible.
Name and level of intermediate awards:	Postgraduate Diploma Tourism Management Postgraduate Certificate Tourism Management
Awarding body/institution:	University of Westminster
Teaching Institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Marylebone Road
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	1 year full time or 2 years part time
	QAA subject benchmarking group(s) :
Professional statutory or regulatory body:	
Date of course validation/review:	2000/2006
Date of programme specification approval:	2013/14
Course Leader:	Claire Humphreys
Course URL:	westminster.ac.uk/courses/postgraduate
Westminster Course Code:	TRMPTRM
JACS Code:	N800
UKPASS Code:	018452

Admissions requirements

There are standard minimum [entry requirements](#) for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here:

<https://www.westminster.ac.uk/courses/postgraduate/how-to-apply>

Aims of the course

The aims of the MA Tourism Management are:

- To build on and develop students' intellectual and academic abilities
- To equip students with the ability to analyse complex issues in tourism; take a rigorous and critical approach to argument and data; devise and critically evaluate practical actions and solutions; so as to be able to respond in strategic and tactical terms
- To facilitate students' understanding of and expertise in a wide range of transferable skills and competencies that are particularly appropriate to careers in tourism (broadly defined, and including private companies, public bodies and not-for-profit organisations) but which are relevant to a wide range of other industries and activities.

Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, ie employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements which will inform the service delivered to students.

Graduates from the MA Tourism Management course enter a wide range of careers, in both the private and the public sectors, in Britain and internationally. Our graduates have developed careers working with national, regional and local tourism organisations, tour operators, transport providers, destination marketing organisations, tourism consultancies, and many other sectors of the industry. Some students continue studying by pursuing doctoral studies.

Learning outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning. These threshold statements of achievement are linked to the knowledge, understanding and skills that a student will have gained on successfully completing a course.

Knowledge and understanding

- Develop a thorough understanding and critical awareness of tourism, the tourism industry and the implications of its development
- Establish the ability to conceptualise, formulate and consider complex problems in an uncertain environment during a period of rapid change and to propose and implement appropriate solutions
- Attain the ability to identify, assess and manage the competing demands of internal and external stakeholders
- Demonstrate a critical and balanced view of the roles and responsibilities of tourism management within changing international economic, social, legal, ethical and political contexts.
- Achieve an awareness of new insights which are shaping the future of tourism in an international context

Specific skills

- Define and evaluate the issues to be considered in developing a quality approach to tourism products and services.
- Design tourism products which successfully meet the requirements of particular tourism markets
- Produce and evaluate destination policy and plans, taking into account interests of all stakeholder groups

Key transferable skills

- Communicate effectively orally, in writing and through other relevant means
- Negotiate access to and use numerical and other data rigorously and with confidence
- Identify an appropriate topic for research, and plan and carry out a programme of investigation, considering creativity and originality in the process
- Manage work effectively, making appropriate use of a range of appropriate IT and working effectively with others
- Confidence in decision-making in complex situations
- Learn independently and self-critically

Learning, teaching and assessment methods

Teaching and Learning

The teaching and learning approaches that are adopted seek to promote learner independence and self-development and to provide a substantial awareness of the

professional roles of those working at management level in tourism related organisations. Each module encourages the use of a wide range of learning styles through different methods such as lectures (including guest lectures), seminar discussions, tutorials, debates, guided reading, case studies and practical exercises. The course and all its modules are supported on Blackboard, the University's virtual learning environment.

A residential field trip is embedded into the course. This is designed to enhance knowledge and understanding of the industry while also providing a discrete opportunity for students to compare and contrast theoretical principles with practice.

Students are encouraged to consider their personal development by drawing on prior experiences to identify existing knowledge and skills, using this to inform plans for enhancement in areas related to their learning, career development and employability. Such reflection is supported by feedback from lecturers and peers in the form of individual and small-group tutorials, class discussions and written comments.

Assessment

The assessment completed for the programme is strategically designed to ensure that, upon graduating from the course, students will have had the opportunity to display their theoretical knowledge and demonstrate their ability to apply that knowledge, enhanced through contact with industry and practice.

Assessment takes a variety of forms to allow for the demonstration of skills, knowledge and analytical ability in the most appropriate way for the modules offered. Methods of assessment include investigative assignments, individual and group coursework, examinations and a dissertation with in-depth individual research.

IMPORTANT

You should remember that this is a highly intensive programme, and you will need to do a great deal of work in your own time, outside the classroom. This will include a wide range of reading as well as work on specific assignments and other tasks. As Masters students, we will expect you to take the primary responsibility for your learning and for time planning that allows you to deal with many conflicting demands. In order to succeed on the programme, you must ensure that other commitments do not prevent you from devoting sufficient time to your academic work.

Course structure

This section shows the core and option modules available as part of the course and their credit value. The course is offered in a one-year, full-time mode, and a two-year, part-time mode.

Full-time mode

<i>Semester 1</i>	<i>Semester 2</i>
Tourism Concepts *	Tourism Policy and Destination Management*
Strategic Tourism Marketing *	Option
One option module and one free choice module	
Dissertation*	

Part-time mode

Year 1

Semester 1	Semester 2
Tourism Concepts	Tourism Policy and Destination Management*
Strategic Tourism Marketing	Option

Year 2

Semester 1	Semester 2
One option module and one free choice module	
Dissertation*	

* = core modules

In order to qualify for the award of MA Tourism Management, students must pass core modules to the value of 120 credits, as follows:

Module code	Module title	Status	UK credit	ECTS
7TOUR007W	Tourism Concepts	Core	20	10
7TOUR005W	Strategic Tourism Marketing	Core	20	10
7TOUR008W	Tourism Policy and Destination	Core	20	10
7TOUR001W	Dissertation	Core	60	30
<u>And Option modules to the value of 40 credits selected from the following:</u>				
Module code	Module title	Status	UK credit	ECTS
7TRAN007W	Airline Planning and Management	Option	20	10
7TRAN009W	Airport Planning and Management	Option	20	10
7EVMN004W	Exploring Creative Experiences for Attractions	Option	20	10
7TOUR002W	Festivals Culture and Place	Option	20	10
7EVMN005W	Mega Events	Option	20	10
7TOUR003W	Professional Practice	Option	20	10
7TOUR006W	Tourism and Cities	Option	20	10
7TOUR004W	Responsible Tourism	Option	20	10
	Understanding Visitor Behaviour	Option	20	10
<u>And a free choice option module to the value of 20 credits:</u>				
	Any Option module listed above	Option	20	10
	Any University of Westminster Level 7 module	Option	20	10
		Total:	180 UK credits	

NB: Not all option modules will necessarily be offered in any one year

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations

How will you be supported in your studies?

Course Management

The Course is managed by a Course Leader from the Centre for Tourism Research, within the Department of Property and Construction, a department of the Faculty of Architecture and the Built Environment. The Centre also offers an MA in Events and Conference Management, BA (Hons) Tourism and Planning, BA (Hons) Tourism with Business, BA (Hons) Tourism and Events Management, and supervision for research students. The Centre has 8 academic staff as well as drawing regularly on the expertise of visiting lecturers from industry. Academic staff from other disciplines in the University also contribute to programme.

The staff team review the programme annually to improve its design and delivery. Staff undertake personal development through course attendance or research activity. Staff in the Department also attend staff development events organised by the University to further enhance their skills and knowledge.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Faculty Registry Office. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students

Learning Support

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students¹ can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their Faculty. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student Affairs department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith

¹ Students enrolled at Collaborative partners may have differing access due to licence agreements.

guidance. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University.

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel in 2000. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the Faculty to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from Course Committees, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each Faculty puts in to place an action plan. This may for example include making changes on the way the module is taught, assessed or even how the course is structured in order to improve the course, in such cases an approval process is in place.

A Course review takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with review panels to provide feedback on their experiences. Student feedback from previous years e.g. from Course Committees is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through Course Committees students have the opportunity to express their voice in the running of their course. Student representatives are elected to Committee to expressly represent the views of their peer. The University and the Students' Union work together to provide a full induction to the role of the student representatives.
- Each Faculty also has its own Faculty Student Forum with student representatives; this enables wider discussions across the Faculty. Student representatives are also represented on key Faculty and university committees.
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- The University also has an annual Postgraduate Taught Experience Survey or PTES which helps us compare how we are doing with other institutions, to make changes that will improve what we do in future and to keep doing the things that you value.

For more information about this course:

- Course Leader: Claire Humphreys (humphrc@westminster.ac.uk)
- Academic Admissions Tutor: Simon Curtis (curtiss@westminster.ac.uk)
- Admissions Officer: Andrew Kenney (kenneya@westminster.ac.uk)

Webpages: westminster.ac.uk/tourism

Please note: This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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