

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:	One year full time, two years part time day
QAA subject benchmarking group(s) :	None established for Masters level study in Tourism
Professional statutory or regulatory body:	Tourism Management Institute
Date of course validation/review:	2000/2006/2012/2017
Date of programme specification approval:	August 2020
Valid for cohorts:	2020/21
Course Leader:	Chantal Laws
Course URL:	westminster.ac.uk/courses/subjects/tourism-and-events/postgraduate-courses/full-time/p09fptrm-ma-tourism-management
Westminster Course Code:	PMTOE02F (FT) PMTOE02P (PT)
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: westminster.ac.uk/courses/postgraduate/how-to-apply

Aims of the course

The MA TOURISM MANAGEMENT has been designed to:

- Build upon students' intellectual and academic abilities to examine and rigorously apply conceptual frameworks to evaluate and deliver tourism management.
- Equip students with the ability to analyse complex issues in tourism; take a rigorous and critical approach; devise and evaluate practical actions and solutions; so as to be able to respond in strategic and tactical terms
- Facilitate students' understanding of and expertise in a wide range of transferable skills and competencies that are particularly appropriate to careers in tourism 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, i.e. 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.

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 and the implications of its development.
- Conceptualise and evaluate complex problems in an uncertain and rapidly changing environment and to formulate and implement appropriate solutions.
- Demonstrate a critical and balanced view of the roles and responsibilities of tourism management within evolving international economic, social, legal, ethical and political contexts.
- Achieve an entrepreneurial vision and commercial awareness to shape the future of tourism in an international context.

Specific skills

- Design tourism products which successfully meet the requirements of particular tourism markets while appreciating the importance of ethical and sustainable development.
- Critically apply a range of analytical frameworks to evaluate impact of tourism on the economic, social and physical environment.
- Propose creative and effective business and policy decisions which meet the needs of the tourism industry.
- Develop robust research skills and apply these to inform the evaluation of tourism products, services and policy.

Key transferable skills

- Organisational, leadership and negotiating skills which are vital for successful participation in the tourism industry
- Confidence in problem-solving and decision-making in complex situations.
- Learn independently and self-critically
- Communicate and debate effectively in a professional context
- Plan and deliver a programme of investigation, considering creativity and originality in the process
- Manage work effectively, through digital literacy, team-working and time management.
- Gather and evaluate data rigorously and with confidence
- The ability to reflect critically upon their own professional development in terms of the careers management skills and life-long learning.

Learning, teaching and assessment methods

Learning

The 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.

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.

Teaching

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.

Students are supported by tutors and supervisors throughout the course and all its modules are supported on Blackboard, the University's virtual learning environment.

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. Assessment format examples include written reports, essays, videos, infographics and posters.

Course structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year.

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
7TOUR004W	The Business of Tourism	Core	20	10
7TOUR005W	Tourism Marketing and Entrepreneurship	Core	20	10
7TOUR008W	Destination Development – Case Study Perspectives	Core	20	10
7TOUR010W	Research and Communication Skills	Core	20	10
7TOUR009W	Dissertation	Core	40	10
7TOUR003W	Professional Practice	Option	20	10
7EVMN004W	Creating the Attraction and Event Experiencescape	Option	20	10
7EVMN007W	Global Festivals and Events	Option	20	10
7TOUR011W	Tourism, Culture and Society	Option	20	10
7TRAN034W	Airline and Airport Management	Option	20	10
7TOUR012W	Responsible Management for Tourism and Events	Option	20	10

Please note: Not all option modules will necessarily be offered in any one year.

Professional Body Accreditation or other external references

Tourism Management Institute (TMI)

The TMI is the professional organisation for anyone working in tourism destination management. It supports destination management professionals throughout their career, from students setting out through to established senior practitioners. Memberships spans sectors, including destination management organisations, local government, national tourist organisations, visitor attractions, consultancies and the higher education sector.

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 MA Tourism Management course is located within the Department of Planning and Transport, Faculty of Architecture and the Built Environment. This reflects the important relationship that tourism has with towns and cities that form the basis of its destinations, and the transport infrastructure and constructed environment which support delivery of the touristic product.

The course is managed and delivered by a team of permanent academic staff with specialist knowledge in tourism and related disciplines. Additionally part-time staff and visiting

speakers are used to offer additional expertise and industry experience. The course is managed by the PG Tourism and Events programme leader.

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 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

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

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.

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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