



Programme Specification

TRM-2016: Tourism Management

LU Foundation Degree in Arts awarded by Lancaster University (FHEQ Level 5)

LU Bachelor of Arts with Honours (Top-up) awarded by Lancaster University (FHEQ Level 6)

Programme Status: Approved | Version: 1

Introduction

This programme specification provides a summary of the main features of the Tourism Management programme and the learning outcomes that you as a student might reasonably be expected to achieve and demonstrate on successful completion of the programme.

Further detailed information related to this programme and the College can be found in the following resources:

- Programme Handbook
- B&FC Student Handbook
- B&FC Admissions Policy
- Work based and placement learning handbook (for foundation degrees)
- Student guide to assessment and feedback

Key Programme Information

Programme Code	TRM-2016
Programme Title	Tourism Management
Teaching Institution	Blackpool and The Fylde College
Professional, Statutory and Regulatory Body (PSRB) Accreditation	None
UCAS Code	N800(Fd) 4K23(BA)
Language of Study	English
Version	1
Approval Status	Approved
Approval Date	27 April 2017
JACS Code	
Programme Leader	Ian Mills

Programme Awards

Award	Award Type	Level	Awarding Body
LU Foundation Degree in Arts	Foundation Degree (240 credits)	Level 5	Lancaster University
LU Bachelor of Arts with Honours (Top-up)	Honours Top-up Degree (120 credits)	Level 6	Lancaster University

Programme Overview

Blackpool and the Fylde College remains committed to providing a highly responsive curriculum that is employment and future-focused and will enable you to develop the essential knowledge and skills that will prepare them for future success in work and life.

Since 2010, tourism has been the fastest growing sector in the UK in terms of employment. Revenue from inbound tourism has increased by 30% since 2008, making the industry the UK's fifth largest export earner. Domestic tourism has also grown significantly and Britain is forecast to have a tourism industry worth over £257 billion by 2025 (VisitBritain.org.uk). Tourism is Blackpool's main industry and accounts for 24,000 full time equivalent jobs, generating £1.295b within the local economy (Blackpool.gov.uk) in 2012-13.

People 1st in their State of the Nation Report 2013 found that management and leadership

skills, essential within this industry, are generally accepted to be poor in the sector. Placing emphasis on these skills in the revised programme, will address this need. The report estimates that the industry will require an additional 660,200 people trained at management and supervisory level by 2020 if it is to fulfil its potential.

It is important that we at B&FC have an H.E. offer in Tourism Management, to support the local economy and to provide opportunities to develop managerial skills for the people of Blackpool and the Fylde Coast. This programme will give you a strong foundation in key business disciplines that are taught alongside, and so support, tourism industry specific modules.

Unique features of the programme include

- a close involvement with employers through work based learning, visiting speakers, industry visits and contextualised assessments;
- modules that are designed with a business focus as well as contemporary tourism specific ones;
- small classes where debate can flourish;
- staff who are academically well qualified as well as being close to the realities of the industry through ongoing knowledge transfer with employers.

Admission Criteria

Admission to level 4 would normally be on the basis of the applicant possessing:

120 UCAS points or 48 UCAS points (2017 tariff), **or**

Discretionary entry for mature applications based on current/previous employment and experience. Applicants will be required to present evidence and will additionally be required to present a piece of written work to demonstrate academic ability prior to entry.

Admission to level 6 would normally be on the basis of the applicant possessing:

FdA Tourism Management (Validated by Lancaster University)

Discretionary entry for applications based on current/previous employment and experience

Career Options and Progression Opportunities

It is expected that once you have graduated from this degree programme, you will be well prepared for careers in the management of tour operations, luxury resorts, heritage management, hospitality, the public sector and the aviation and cruise industries. However, the transferable knowledge and skills that you will gain through study, and in particular in key business focused modules, make the programme suitable for those students who eventually wish to work in other business related sectors or to progress to postgraduate level study including teacher training.

Programme Aims

Foundation Degree

- To provide an academically challenging and vocationally relevant programme which develops knowledge and understanding of strategic and sustainable approaches to destination management.
- To provide students with the opportunity to develop knowledge and understanding of the disciplines which contribute to the nature and development of the Tourism industry, both nationally and internationally.

- To develop knowledge and understanding of the functional, operational and strategic management requirements for a tourism business.

- To develop effective interpersonal, technical, entrepreneurial and communication skills which are readily transferable to employment.

Bachelor Degree

- To provide a programme that highlights contemporary challenges and opportunities for both national and international tourism industries and supports the development of research and analytical skills necessary for the management and development of tourism businesses.

- To develop graduates with effective interpersonal, technical, entrepreneurial self-management and communication skills including proficiency with digital media and persuasive oral presentation skills.

- To develop the student's ability to integrate theory with practice and to critically analyse and evaluate theories, concepts and practices in order to take a leading role within the tourism industry.

Programme Learning Outcomes

Level 5

Upon successful completion of this level, students will be able to:

1. Discuss contemporary issues, opportunities and challenges within the tourism sector anticipating how organisations may need to adapt in order to meet future demands
2. Analyse established organisational and managerial practices within the tourism industry and make recommendations to improve operational efficiency and effectiveness
3. Evaluate how concepts in operations management, finance, marketing can inform decision making
4. Discuss the internal and external constraints in which tourism operates and evaluate the contribution tourism makes to communities and environments
5. Explain the links between core tourism products and supplementary services and the impact these have on the tourism experience
6. Present information in a variety of formats which evidences both academic and digital literacy skills.
7. Identify and evaluate the qualities and transferable skills necessary for employment and progression to other qualifications requiring the exercise of personal responsibility and decision-making

Level 6

Upon successful completion of this level, students will be able to:

8. Critically evaluate and apply business strategies for tourism organisations that can be successfully implemented to meet the organisation's objectives
9. Analyse and evaluate the importance of the tourism industry to the global economy and the factors that threaten stability and sustainability
10. Integrate knowledge and understanding of cultural diversity and ethical practices in order to develop national and international tourism markets

11. Critically evaluate the nature and characteristics of tourists and consumers in relation to demand, behaviour and consumption
12. Research, analyse and evaluate theories, concepts and evidence and use appropriate methodologies to facilitate the production of evidence based conclusions and recommendations

Programme Structure

Pathway	Module	Level	Credits	Coursework	Practical	Written Exam
Stage 1						
Stage exit award: LU Certificate of Higher Education (Awarded by Lancaster University)						
All	B4HUTRM: Introduction to Academic Study (Mandatory)	4	20	60%	40%	
	TRM406: Introduction to Tourism (Mandatory)	4	20	50%	50%	
	TRM407: Visitor Attractions (Mandatory)	4	20	100%		
	TRM408: Niche Tourism (Mandatory)	4	20	50%	50%	
	TRM424: Introduction to Management (Mandatory)	4	20	60%		40%
	TRM425: Customer Care and Service Quality (Mandatory)	4	20	60%	40%	
Stage 2						
Stage exit award: LU Foundation Degree in Arts (Awarded by Lancaster University)						
All	BFC501-T-16: Work Based and Placement Learning (Mandatory)	5	20	100%		
	TRM506: Hospitality Services for Tourism (Mandatory)	5	20	50%	50%	
	TRM507: Sustainable Tourism (Mandatory)	5	20	100%		
	TRM521: Marketing Management (Mandatory)	5	20	70%		30%
	TRM523: Business and Enterprise (Mandatory)	5	20	70%	30%	
	TRM524: Financial Management (Mandatory)	5	20	50%		50%
Stage 3						
Stage exit award: LU Bachelor of Arts with Honours (Awarded by Lancaster University)						
All	TRM606: Global Tourism (Mandatory)	6	20	50%		50%
	TRM607: Destination Planning and Place-making (Mandatory)	6	20	60%		40%
	TRM608: Cultural Diversity in Tourism (Mandatory)	6	20	60%	40%	
	TRM622: Strategic Management (Mandatory)	6	20	50%		50%
	TRM625: Dissertation (Mandatory)	6	40	100%		

Programme Delivery: Learning and Teaching

Teaching and learning methods are aligned to the programme outcomes and support you in becoming independent researchers, self-starters and lifelong learners.

A range of delivery techniques, including problem based learning, lectures, seminars, webinars, work based learning and other interactive activities are deployed on the programme. You will be encouraged to conduct wider reading around their subject area to facilitate independent learning and study skills, influenced and supported by staff members' expertise and specialisms. Guest speakers, industry visits and an encouragement to find work based tourism related placements for semester 2, Level 5, will supplement the curriculum content, establishing the link between theory and practice.

Lectures will be used to present key themes, ideas and contemporary issues in tourism and management. These are supported by seminars which allow key elements, journal articles and case study material to be examined and explored in detail, to promote further understanding and apply concepts in a work setting. Workshops and student initiated discussions and debates are included to build responsibility and confidence, encouraging a reflective approach, generating new ideas and enhancing your learning experience.

Module tutors will provide constructive feedback to you allowing you to improve and develop their academic work while ensuring they reach their individual potential. Progression reviews will take place regularly throughout the academic year to monitor and support your progress.

Summative assessment is delivered through written reports, oral presentations, essays and exams.

The principal reasons for selecting these methods of assessment and feedback are that they are tourism industry informed and address subject knowledge and employability skills. For example, the ability to present a business case in a management report is a required skill in a place of work. A more academic and reflective personal development essay, allows the development of self-awareness and the ability to individually identify areas of weakness and strength for your career development and future study. Working under pressure is simulated through exams and time constrained in-class activities.

The ability to work in groups and effectively communicate with others is informally assessed through group work both on longer term assessments as well as in-class activities, where you will be asked to collaborate and negotiate and present conclusions as a team.

Individualised learning techniques such as one to one meetings and subject focused activities, for example, case studies and journal articles will be available on the virtual learning environment to promote independent thinking and learning, allowing you to study at your own pace, stretching and challenging your development. Non-directive methods which facilitate critical thought, debate and further enquiry will be embedded within the whole curriculum and including; online forums, project design and research groups. Individualised learning strategies will allow you to build and develop your skills.

The support structure and Partners for Success framework will be provided in a rigorous and structured Tutorial provision and through workshops to aid personal development and consider your holistic journey. Employability skills are embedded throughout and specifically addressed in terms of practice, application and/or assessment.

This course will be managed by a Programme Leader who will ensure modules are time-tabled to meet students' needs and flexibility.

Programme Delivery: Assessment

Summative assessment is delivered through written reports, oral presentations, essays and exams.

The principal reasons for selecting these methods of assessment and feedback are that they are tourism industry informed and address subject knowledge and employability skills. For example, the ability to present a business case in a management report is a required skill in a place of work. A more academic and reflective personal development essay, on the other hand, will allow you to develop self-awareness and the ability to individually identify areas of weakness and strength for their career development and future study. The need for pitching and presenting a case to employers is assessed by presentations. Working under pressure is simulated through exams and time constrained in-class activities.

Programme Delivery: Work Based and Placement Learning

Work based learning and placements in industry are a key to employability and authentic and innovative work-based learning forms an integral part of the foundation degrees. The level 5 Work Based Learning module is undertaken in the second semester of year two, when you will have acquired both business and subject specific knowledge and therefore ideally placed to get the most out of the experience. The planning and preparation for the placement is supported by a series of specific placement workshops throughout semester one and provides specialist and peer support to ensure everything is in place before semester 2. For example, the placement tutor will alert you to vacancies and help you to network with employers through presentations by guest speakers from industry, CV building sessions, interview skills coaching and regular notices on opportunities on the VLE. You will be encouraged to take responsibility for specific elements of your placement and many are keen to do so.

The needs of the tourism sector, including an awareness of challenges and opportunities within a global context, is integrated into the programme, and is reflected from initial design, reflective teaching and learning strategies, guiding both formative and summative assessment practices. The use of role plays and case-based scenarios in modules provides a work-related context to the programme. Industry consultation ensures that the modular themes of the programme demonstrate the importance of the work environment throughout the entire programme.

Study Costs: Equipment Requirements

Resources required to achieve the learning outcomes of the programme are provided by the College. You should be aware that there may be additional minor costs to consider such as photocopying/printing.

Study Costs: Additional Costs

As an enhancement to the programme there may be optional educational visits which will incur costs dependent on the location.