

PROGRAMME SPECIFICATION

This Programme Specification is correct as of the date indicated; however, minor amendments may be made throughout the year and will be incorporated in the annual updating process.

SECTION A: DETAILS OF THE COURSE AND AWARD

Programme Title	BA (Hons) International Tourism Management with Air Travel BA (Hons) International Tourism Management with Air Travel with Foundation Year
Awarding Body	Buckinghamshire New University
Teaching Institution / Delivery Location	Buckinghamshire New University / High Wycombe, UCAV & Uxbridge
Faculty	Design, Media & Management
School	Applied Management & Law
Name of Final Award	Bachelor of Arts with Honours, BA (Hons)
NQF/FHEQ Level of Qualification	Level 6: Bachelor's degree with honours
QAA Benchmark Statement(s)	Hospitality, Leisure, Sport and Tourism (2008)
UCAS Code	N890
Course Code(s)	BS2TMA1 BS2TMA4
Mode and Length of Study	3 years full-time 4 years/ full-time delivery
Number of Intakes	2: September & February
Regime of Delivery	Attendance
Language of Study	English
Details of Accreditation	N/A
Publication Date	15 September 2014 Foundation Year added November 2017, revised January 2018, August 2018, July 2019, October 2019, August 2020

Potential Student Profile / Criteria for Admission:

What the award is about and who the programme is aimed at:

The BA (Hons) International Tourism Management with Air Travel degree aims to provide an attractive course of study that enables students to gain a comprehensive grounding in the management skills and knowledge necessary for those aspiring to a career in the wider travel and aviation industry. In addition, the course provides students with industry-specific knowledge relating to the day-to-day operation and management of the various tourism and aviation industry sectors. It simultaneously provides those students with a particular interest in air travel with the opportunity of furthering their knowledge in this field and building the skills necessary for employment at an operational level in the air travel industry.

The course is aimed at those school leavers who wish to develop the skills, knowledge and employability profile that will provide them with the opportunity to gain employment in the wider travel and tourism sector. It is equally geared towards fulfilling the needs of those mature students with an

interest in returning to the workplace and securing employment in the tourism or air travel industry. At the same time the degree offers staff currently employed in the tourism/aviation industries the opportunity to update their management skills and knowledge and equip them to seek opportunities for career enhancement.

Why students should choose this award:

Students should choose this award if they are seeking to study an exciting course, developed with input from industry professionals, that focuses on the management and operational challenges facing the travel and aviation industry today. The programme is forward-looking and remains fully responsive to ongoing changes taking place in the dynamic travel and aviation sectors.

Opportunities available for students after completion of the award:

Students graduating from this programme will be highly employable in the wider travel and tourism industry. Employment opportunities include: tour operators; e-tourism operators; ground handlers; destination management companies; public sector tourism planning and development agencies; tourism marketing agencies; developers and suppliers of niche tourism products; traditional, charter and low cost airlines; air cargo operators and airports, amongst others. In addition, students may choose to develop their own small niche business ventures. Students may also decide to further their studies by undertaking a Masters degree.

Expected knowledge and skills that the entrant will have on entry to the programme:

For BA (Hons) International Tourism Management with Air Travel (3 year)

Admission regulations are in accordance with those prescribed by University Regulations. Students should have the equivalent of two passes at Advanced Level, and they should have passes in GCSE English and Mathematics at Grade C or above. Mature students are particularly welcome if they have completed an Access course or other relevant qualification; they are normally interviewed by the Head of Academic Department Travel and Aviation. Some evidence of previous work experience, in particular that which relates to customer service, is an advantage.

Prospective students should have a genuine interest in developing both their theoretical and practical knowledge of the wider travel industry and the skills required to work in it. Students should be prepared to take responsibility for their learning, and be willing to work both individually and as part of a team and to participate fully in course activities. Good communication skills are an advantage.

For BA (Hons) International Tourism Management with Air Travel with Foundation Year (4 year)

Applicants who do not meet the minimum requirements for the 3-year programme, or those who do not feel fully prepared for a Level 4 course, will be considered for the 4-year programme including a Foundation Year.

Please see the University's [General Entry Requirement](#) webpages for requirements for entry at this level.

SECTION B: PROGRAMME AIMS, OUTCOMES, LEARNING, TEACHING AND ASSESSMENT METHODS

Programme Aims

The main educational aims of the programme are to:

- Give students a comprehensive grounding in the knowledge and skills necessary for those aspiring to a career in the aviation and tourism industries
- Provide an inclusive, current and versatile curriculum of study that reflects the needs of the travel and aviation industries and the challenges confronting them in an era of ongoing growth
- Prepare students for employment or for postgraduate study by fostering an environment in which students are encouraged to: develop academic skills; challenge knowledge; apply theory to

- practice; develop critical awareness, analysis, and reasoning; solve problems; synthesise and evaluate information; and engage in research
- Enable graduates to meet the changing demands of employment because of their acquisition and development of a wide range of personal and transferable skills required by employers in the aviation industry: self-reliance; reflection; adaptability; creativity; flexibility; interpersonal communication; teamwork and leadership qualities
 - Provide a curriculum of study that enables graduates to identify and analyse the strategic consolidation, mergers and alliances which are a feature of the contemporary aviation industry
 - Develop the confidence and academic skills of students enabling them to become active and autonomous learners and critical thinkers
 - Encourage students to reflect upon their studies and take responsibility for their own learning and continued professional development
 - Enhance the student experience and employment opportunities through engagement with tourism and aviation industry partners
 - Encourage students to undertake research projects which are useful to tourism and/or aviation practitioners

Programme Learning Outcomes

A. Knowledge and Understanding

On successful completion of the programme a graduate will be able to:

1. Demonstrate an understanding of the concepts and characteristics of tourism and aviation as areas of academic and applied study
2. Demonstrate an awareness of the dynamic nature of tourism in modern societies
3. Demonstrate an understanding of the products, structure of and interactions in the tourism and aviation industries

B. Intellectual/Cognitive Skills

On successful completion of the programme a graduate will be able to:

1. Challenge theories and concepts which are used to understand tourism
2. Analyse and evaluate the intercultural dimensions of tourism.
3. Analyse the nature and characteristics of tourists and examine and evaluate the patterns and characteristics of tourism demand and the influences on such demand
4. Analyse the relationships between tourism and the communities and environments in which it takes place
5. Evaluate critically the approaches to managing the development of tourism and aviation through concepts of policy and planning
6. Recognise the ethical issues associated with the operation and development of the tourism and aviation industries
7. Analyse and evaluate the issues and principles of sustainability and social responsibility in the context of tourism
8. Evaluate critically the challenges confronting the aviation industry in the global context

C. Practical Skills

On successful completion of the programme a graduate will be able to:

1. Deploy accurately established techniques of analysis and enquiry within tourism and aviation

D. Key/Transferable Skills

On successful completion of the programme a graduate will be able to:

1. Review critically current research and primary sources (for example, refereed research articles and/or original materials appropriate to tourism and aviation)

2. Evaluate critically arguments, assumptions, abstract concepts and data to make judgements and to frame appropriate questions and propose solutions to a problem

Table 1: Programme Skills Matrix – Assessment

Module Code	Information Acquisition	Critical Thinking, Analysis and Synthesis	Self-reflection and Criticality	Communication Skills: Oral	Communication Skills: Written	Information & Communications Technology (ICT)	Numeracy & Quantitative Skills	Problem Solving & Decision Making	Independent & Self-managed Learning	Working with Others
Level 0										
FY026	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FY027	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FY028	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FY013	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Level 4										
AI408	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AI407	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TM402	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TM403	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TM404	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
TM405	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AI404	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TM407	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Level 5										
AI501	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AI502	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AI503	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TM508	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TM509	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TM504	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TM506	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TM507	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Module Code	Information Acquisition	Critical Thinking, Analysis and Synthesis	Self-reflection and Criticality	Communication Skills: Oral	Communication Skills: Written	Information & Communications Technology (ICT)	Numeracy & Quantitative Skills	Problem Solving & Decision Making	Independent & Self-managed Learning	Working with Others
Level 6										
AI601	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AI602	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AI608	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AI604	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
TM607	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TM608	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TM603	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TM604	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Learning, Teaching and Assessment Methods to achieve the Programme Learning Outcomes

During the Foundation Year, students will be exposed to a variety of summative and formative assessments whilst developing the academic skills to be a successful student at university; course content and Learning Outcomes strongly relate to students developing their knowledge and understanding of the subjects being studied and assessed.

At level 4 the focus is on the development of a foundation knowledge and understanding of the theories, interaction and interdependence of the people, places and processes that characterise the wider travel and aviation industry. Modules are delivered through a blend of lectures, interactive seminars, workshops, small-group activities and debates and are supported by adaptive release e-learning material delivered through the VLE. In seminars small groups of students discuss the contents of the lectures, undertake exercises and receive support, guidance and assistance from the module lecturers. Guidance in the acquisition of information is provided in seminars specifically geared to this topic. Informal formative assessment takes place on an ongoing basis through seminars that are specifically structured to include activities that assist students in developing the knowledge and skills required to fulfil the module learning outcomes. There is emphasis on the self-guided learning skills that will increasingly be called upon in L6 with advice and guidance provided in relation to recommended reading and independent research. Numeracy and technology skills are enhanced in the Introduction to Finance and Economics module through the use of Microsoft Excel to perform ratio analysis and basic forecasting and measurement of business performance.

At level 5 the students are expected to apply theoretical knowledge that is more in-depth and show deeper understanding as the complexity of the issues covered in the modules increases. A wide range of participative techniques is applied to facilitate the development and exchange of viewpoints in relation to module topics. Interactive workshop sessions develop and test the student's ability to relate key

concepts and issues to industry operation and management in practice. Skills in relation to problem solving and decision making are honed through the extensive use of case studies drawn from a variety of organisations around the world that are related to various aspects of operations and management within the travel and aviation industry and highlight the application of theory to practice. Students are encouraged to reflect on their learning, thus offering them the opportunity for self-analysis and personal development. At this level students are expected to develop and demonstrate analytical and evaluative skills and to draw on a wide range of resources in the completion of assignments. Study of the Research Methods module (AI501) prepares students for an individual extended piece of work required in Level 6 in the form of either a Research (AI601) or Business Project (AI602). As in Level 4, modules are delivered through a blend of lectures, interactive seminars, workshops, small-group activities and debates and are supported by adaptive release e-learning material delivered through the VLE.

At level 6 the strategy is for students to develop more fully their independent learning skills. Students are expected to develop and demonstrate the ability to critically review and analyse theories, concepts, assumptions and arguments and to synthesise and evaluate information relating from a wide variety of sources in relation to international travel and aviation management. Independent learning is fostered by undertaking an extended piece of individual research which requires the student to take full responsibility for managing their personal and professional development. Skills of reasoning and problem solving are developed and assessed throughout the modules through the synthesis, analysis, evaluation and interpretation of relevant literature and research findings and the application of theories and concepts to the solution of problems. The importance of self-reflection and criticality are developed and demonstrated through the ability to self-appraise and reflect on the student's own learning. Case studies and other relevant information sources form the basis for strategic analysis, evaluation and implementation planning.

Learning at all levels is structured to ensure that students are engaged in subject-specific contexts. This, inter alia, includes contact with the travel/aviation industry through visiting speakers and 'live' case-studies. Students are also afforded the opportunity to interact with and research diverse aspects of the travel and aviation industry by virtue of fieldwork. Throughout the programmes, participation in field visits is encouraged that affords students the opportunity to experience theory applied in an operational context. Guest speakers are invited, where appropriate, to ensure interaction with industry and provide students with learning opportunities that are conducive to reflection on how theory is applied to practice.

At all levels modules enable students to develop key skills. Assignments are designed to reflect the learning outcomes for each module. Holistically, the module learning outcomes complement the programme outcomes; these are in turn aligned to the QAA Benchmarks for tourism at Honours Degree level. Please note that there are currently no QAA aviation benchmarks. Informal formative assessment takes place on an ongoing basis through seminar and workshop activities.

Further support for students is provided through the use of the Blackboard Virtual Learning Environment. For example, lecture notes, supporting materials, web links and pod- and video-casts may be made available to students online, as are the module programme and reading lists. Students are encouraged to use the Discussion Board feature to discuss issues raised in lectures, seminars and workshops with peers and the module tutor. Use of the VLE further allows students to develop and demonstrate competence in the use of information technology.

Assessment Strategy

Assessment methods are those considered most appropriate to the nature of the programme, the student profile and the requirements of future employers in terms of the knowledge, understanding and skills needed. The likelihood of any employee within the travel or aviation industries being called upon to write an essay is minimal whilst the ability to write logical, coherent, structured, focused, well researched, analytical, evaluative or informative reports and make well prepared, coherent, focused presentations is an undeniable asset to those seeking employment in the industry.

Assessments are designed specifically to test the learning outcomes outlined in each module descriptor. At Level 4 a varied menu of assessment methods is provided, including such approaches as: group work; a poster presentation; the use of quantitative research methods (basic forecasting); written assignments (generally reports); cumulative exercises; a reflective journal; and time-constrained assignments (TCAs). At L5, the variety of assessment mirrors that at Level 4, though assignments are

more demanding. Longer reports and presentations are required and the emphasis moves to assessing analytical and evaluative ability. Assignments retain their employment focus. At Level 6 assessment is geared to testing: criticality; reflection; complex problem solving; and decision making. There is still a varied menu of assignments which includes such approaches as reports, presentations, business and research proposals, and case study analysis among others. The final Research Project or Business Plan and Proposal provide the ultimate test of students' ability to source, critically analyse, synthesise and critically evaluate information from a wide variety of sources and to apply their findings and recommendations to real-world situations.

Throughout their learning journey students are prepared for the assignments throughout seminars and workshops, and assistance is sought from the Learning Development Unit (LDU) in terms of the development of academic and report writing skills, presentation skills, critical reflection, and analytical skills amongst others. Each level has a one-hour allocated personal tutor slot which in addition to the normal one-to-one personal tutor meetings is also used for LDU presentations and exercises.

The assessment regime has been drawn up to recognise both the nature of the students and to meet the requirements of the programme in terms of learning outcomes and transferable skills.

Work-Based / Placement Learning

At L5 students study the Employment Research and Planning module which includes a summer period of voluntary industry placement. Students are prepared to apply for seasonal vacancies through the preparation of CVs, the development of interview techniques, teamwork and participation in mock assessment days. Industry professionals and members of the University Human Resources and Careers Departments are invited to assist in the assessment of students on the aforementioned assessment days. The department continuously pursues new partnerships optimising opportunities to enhance the student experience and promote experiential learning. Seasonal employment in the travel and tourism industry may commence in April when successful candidates are called upon to commence training within the organisation by which they will be employed. In such cases the remaining study at L5 is completed by distance learning using the VLE.

Students undertaking the Employment Research and Planning module are prepared through a programme of workshops led by the Seasonal Employment Co-ordinator. During the workshops students are introduced to the seasonal employment handbook which fully describes:

- a) How to find seasonal employment
- b) Guidance on terms of letters requesting employment
- c) Responsibilities for securing seasonal employment
- d) The procedures and criteria for the approval of individual seasonal employment
- e) Student responsibilities to placement provider, customs and employees
- f) The formal complaints procedure
- g) Health & safety information
- h) Learning outcomes
- i) Student rights to a safe working environment and to be treated in accordance with applicable legislation
- j) Guidance and procedures for undertaking distance learning and work-related credit-bearing modules while in employment
- k) The procedures and requirements for post-seasonal employment feedback

For those students who are unable to secure seasonal employment in the travel and tourism industry, study continues face to face at the University.

SECTION C: PROGRAMME STRUCTURE(S) AND MATRIX MAPPING

Table 2: Programme Structure Table

Course Title		BA (Hons) International Tourism Management with Air Travel							
Course Code		BS2TMA1							
Mode of Study		Full Time							
Credit Value		UK	360 Credits		ECTS		180 Credits		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award ([C]ore / [O]ptional)	Credit Value	Assessment Regime			Semester Taught
						Written Exam %	Coursework %	Practical %	
Level 4									
AI408	Structure of the Air Transport Industry	4	1	C	15		100		S1
AI407	Developments of the Air Transport Sector	4	1	C	15	100			S2
TM402	Professional Skills and Development	4	1	C	15		100		S1
TM404	Tourism Destinations and Attractions	4	1	C	15	40	60		S1
TM403	Managing Customer Service	4	1	C	15	40		60	S2
TM405	Introduction to Finance and Economics	4	1	C	15	100			S2
AI404	Airline and Airport Marketing	4	1	C	15		100		S2
TM407	Tourism and Society	4	1	C	15		100		S1
Level 5									
TM509	Sustainability and Responsibility Management	5	2	C	15		100		S1/2
TM508	Hospitality and Tourism	5	2	C	15		50	50	S2/1
AI502	Airport Management	5	2	C	15		100		S1
TM504	Employment Research and Planning	5	2	C	15			100	S1
TM506	Business Tourism	5	2	C	15		50	50	S2
AI501	Research Methods	5	2	C	15		100		S2
AI503	Airline Management	5	2	C	15		100		S2
TM507	Human Resource Management	5	2	C	15		100		S1
Level 6									
TM607	Contemporary Tourism	6	3	C	15		100		S1/2
TM608	Critical Issues in Tourism	6	3	C	15			100	S2/1
AI604	Aviation in the Global Context	6	3	C	15	100			S1

TM604	Destination Planning and Development	6	3	C	15	60		40	S1
AI608	The Future of the Air Transport Industry	6	3	C	15			100	S2
TM603	Strategic Management	6	3	C	15		100		S2
Students will choose one of the following constrained options (30 Credits):									
AI601	Research Project	6	3	O	30		85	15	SB
AI602	Business and Enterprise	6	3	O	30		70	30	SB

Please note that all 15 credit modules are validated for delivery in either Semester 1 or Semester 2 to allow for flexibility and most appropriate allocation of resources

Course Title		BA (Hons) International Tourism Management with Air Travel with Foundation Year							
Course Code		BS2TMA4							
Mode of Study		Full Time							
Credit Value		UK	360 Credits		ECTS		180 Credits		
Module Code	Module Title	QCF/FHEQ Level	Course Stage / Year	Status in Award (<i>Core / Optional</i>)	Credit Value	Assessment Regime			Semester Taught
						Written Exam %	Coursework %	Practical %	
Level 0									
FY026	Preparing for Success Knowledge and Creativity	0	1	C	n/a		100%		S1/S2
FY027	Preparing for Success Self-development and Responsibility	0	1	C	n/a		60%	40%	S1/S2
FY028	Inquiry Based Learning	0	1	C	n/a		100%		S1/S2
FY013	Introduction to Aviation, Tourism and Events	0	1	C	n/a		100%		S1/S2
Level 4									
AI408	Structure of the Air Transport Industry	4	1	C	15		100		S1
AI407	Developments of the Air Transport Sector	4	1	C	15	100			S2
TM402	Professional Skills and Development	4	1	C	15		100		S1
TM404	Tourism Destinations and Attractions	4	1	C	15	40	60		S1
TM403	Managing Customer Service	4	1	C	15	40		60	S2
TM405	Introduction to Finance and Economics	4	1	C	15	100			S2
AI404	Airline and Airport Marketing	4	1	C	15		100		S2
TM407	Tourism and Society	4	1	C	15		100		S1
Level 5									
TM509	Sustainability and Responsibility Management	5	2	C	15		100		S1/2

TM508	Hospitality and Tourism	5	2	C	15		50	50	S2/1
AI502	Airport Management	5	2	C	15		100		S1
TM504	Employment Research and Planning	5	2	C	15			100	S1
TM506	Business Tourism	5	2	C	15		50	50	S2
AI501	Research Methods	5	2	C	15		100		S2
AI503	Airline Management	5	2	C	15		100		S2
TM507	Human Resource Management	5	2	C	15		100		S1
Level 6									
TM607	Contemporary Tourism	6	3	C	15		100		S1/2
TM608	Critical Issues in Tourism	6	3	C	15			100	S2/1
AI604	Aviation in the Global Context	6	3	C	15	100			S1
TM604	Destination Planning and Development	6	3	C	15	60		40	S1
AI608	The Future of the Air Transport Industry	6	3	C	15			100	S2
TM603	Strategic Management	6	3	C	15		100		S2
Students will choose one of the following constrained options (30 Credits):									
AI601	Research Project	6	3	O	30		85	15	SB
AI602	Business and Enterprise	6	3	O	30		70	30	SB

Table 3: Mapping of Programme Outcomes to Modules

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
A. Knowledge and Understanding					
A1	TM403 TM404 TM405 TM406 TM407 AI404	AI501 TM508 TM503 TM505 TM507	AI601 AI602 TM607 TM602 TM603 TM604		
A2	AI408 AI407 TM404	AI502 AI503 TM506 TM505	AI608 AI604 TM607 TM608		
A3	AI408 AI407 TM403 TM404 TM406	AI502 AI503 TM503 TM505 TM506	AI604 AI604 TM607 TM604		
B. Intellectual / Cognitive Skills					
B1	TM407	TM503 TM505 TM506	TM604		

Programme Outcome	Level 4 (Code)	Level 5 (Code)	Level 6 (Code)	Level 7 (Code)	Level 8 (Code)
B2	TM407	TM509 TM505	TM607 TM608 TM604 TM606		
B3	TM406 AI404	TM505 TN506	AI608 TM607 TM608 TM602 TM604		
B4	TM407	TM508 TM509 TM503 TM505	TM607 TM608 TM604 TM605		
B5		TM509 TM503 TM505	AI608 AI604 TM607 TM604 TM605		
B6	TM407	TM509	TM607 TM608 TM603 TM604		
B7	TM407	TM509 TM505	TM607 TM603 TM604		
B8			AI608 AI604		
C. Practical Skills					
C1		AI501	AI601 AI602		
D. Key / Transferable Skills					
D1		AI502 AI503 TM503 TM504 TM505 TM506 TM507	AI601 AI602 AI608 AI604 TM607 TM602 TM603 TM604 TM605		
D2		TM503 TM504 TM505	AI601 AI602 AI604 TM607 TM602 TM603 TM604 TM605		

SECTION D: CONTACT HOURS

Hours are worked on the basis of full-time study. One Academic Credit is equated to 10 notional learning hours. A full-time undergraduate student will accumulate 120 credits in an academic year which is therefore equated to 1200 notional hours. Module Descriptors provide detailed breakdowns of the categories given below.

Table 4: Breakdown of Contact Hours

Year of course	Scheduled Learning and Teaching Activities	Guided Independent Study	Placement / Study Abroad	Total
Year 1 (Level 4)	346 (29%)	854 (71%)		1,200 hours
Year 2 (Level 5)	318 (27%)	882 (73%)		1,200 hours
Year 3 (Level 6)	278 (23%)	922 (77%)		1,200 hours
Total	942 (26%)	2658 (74%)		3,600 hours

Note: Hours listed above may depend on module choice and therefore the particular hours for an individual student may differ slightly accordingly.

Students who study this programme with a Foundation Year will complete an additional 1200 hours during that year.

SECTION E: ASSESSMENT REGULATIONS

This programme conforms to the approved University procedures as detailed on the University website with no exceptions.

The calculation of this award will be as follows:

- Level 5: 33%
- Level 6: 67%

The following modules may not be condoned:

- AI601 Research Project
- AI602 Business and Enterprise

No exit award is available for students who withdraw at the end of the Foundation Year.

This programme will be covered by the following University regulations: *University Academic Framework and Assessment Regulations*

Other

Annual Review and Evaluation:

The annual programme review and enhancement process conforms to university requirements. The course leader is responsible for the production of the evidence based Programme Report and Action Plan which in turn feeds into the Departmental Evidence Based Department Report and Action Plan.

Student Feedback

Student feedback is collected bi-annually at mid-year and year-end. Consolidated analysis of feedback is incorporated into the Programme Report and Action Plan.

Student Representatives

A student representative is appointed to represent students at each level of each programme. Feedback is collected by student representatives from their respective student body prior to the bi-annual Programme Committees. Issues arising from the student representatives are fed back to the Student Experience Committee. Details of actions undertaken and the resolution of problems as a result of student feedback at Programme Committees are communicated to student representatives for dissemination to their student body. Student feedback and Programme Committee actions form an integral part of the Annual Review and Evaluation process.

Personal Tutoring

Buckinghamshire New University has the responsibility for ensuring that all students receive both pastoral care and academic tutoring as they progress through the programme. The Head of Department has overall responsibility for ensuring the personal and academic tutoring system adopted provides students with the necessary academic and pastoral care. All students are required to communicate directly with the Module Lecturers in relation to issues they may have concerning the delivery and assessment of the programme. Module Lecturers communicate with the Course Leader regarding any matters in relation to the academic and personal tutoring system.

Personal tutors are assigned to students at Level 4 and students maintain these academic tutors for the duration of their programmes. A one-hour timetabled slot is allocated on a weekly basis on student and tutor timetables. This may be used either as a group activity, in which the tutor schedules special sessions for the assistance of students, or may be used for one-to-one consultations between tutor and student which take place three times during the academic year. Where tutors are not qualified to assist students with personal problems they will refer them either to the disability unit or to the university counselling service. Students experiencing academic difficulty are referred to the Learning Development Unit for assistance.

© 2013 Buckinghamshire New University

APPENDIX 1: MAPPING TO THE UK QUALITY CODE OF HIGHER EDUCATION – CHAPTER B3

Chapter B3: Learning and Teaching (December 2011): Section 2 – Work-based and placement learning

Indicator	Indicator Explanation	Course Response
1	Where work-based or placement learning is part of a programme of study, awarding institutions ensure that its learning outcomes are: <ul style="list-style-type: none"> clearly identified contribute to the overall and coherent aims of their programme assessed appropriately. 	Students on the BA (Hons) International Tourism Management with Air Travel degree may undertake a summer period of seasonal employment or volunteering in the industry. This element is not assessed. Students who are unable to access employment are offered alternative courses, for example, resort representative or airline cabin crew training
2	Awarding institutions are responsible for the academic standards of their awards and the quality of provision leading to them, and have in place policies and procedures to ensure that their responsibilities, and those of their partners involved in work-based and placement learning, are clearly identified and met.	Not applicable
3	Awarding institutions ensure that all partners providing work-based and placement learning opportunities are fully aware of their related and specific responsibilities, and that the learning opportunities provided by them are appropriate.	Not applicable
4	Awarding institutions inform students of their specific responsibilities and entitlements relating to their work-based and placement learning.	Students are all provided with the relevant seasonal employment handbook. This is work-shopped with them in seminars
5	Awarding institutions provide students with appropriate and timely information, support and guidance prior to, throughout and following their work-based and placement learning.	Specific preparation for employment is encompassed in module TM504
6	Awarding institutions ensure that work-based and placement learning partners are provided with appropriate and timely information prior to, throughout and following the students' work-based and placement learning.	Not applicable.

Indicator	Indicator Explanation	Course Response
7	Awarding institutions ensure that: <ul style="list-style-type: none">• their staff involved in work-based and placement learning are appropriately qualified, resourced and competent to fulfil their role(s)• where applicable, other educational providers, work-based and placement learning partners have effective measures in place to monitor and assure the proficiency of their staff involved in the support of the relevant work-based and placement learning.	Not applicable
8	Awarding institutions have policies and procedures for securing, monitoring, administering and reviewing work-based and placement learning that are used effectively and reviewed regularly.	Not applicable

APPENDIX: OTHER AWARDS AVAILABLE

The following Exit Awards are available on this programme:

- Certificate of Higher Education (CertHE)
- Diploma of Higher Education (DipHE)
- Bachelor of Arts (Ordinary degree)

Exit Award Programme Learning Outcomes

Certificate of Higher Education

On successful completion of a **Certificate of Higher Education (CertHE)**, a graduate will be able to:

- Demonstrate knowledge of the concepts and characteristics associated with the tourism and aviation industry
- Demonstrate an understanding of the products, structure of and interactions in the tourism and aviation industry
- Explain the intercultural dimensions of tourism

A **Certificate of Higher Education (CertHE)** will be awarded to a student who has completed the programme learning outcomes specified above. This is measured by achievement of 120 credits at Level 4. The following modules will count towards achievement of this award:

- AI408 Structure of the Air Transport Industry
- AI407 Developments of the Air Transport Sector
- TM403 Managing Customer Service
- TM404 Tourism Destinations and Attractions
- TM405 Introduction to Finance and Economics
- AI404 Airline and Airport Marketing
- TM407 Tourism and Society

Diploma of Higher Education

On successful completion of a **Diploma of Higher Education (DipHE)**, a graduate will be able to:

- Evaluate ethical issues associated with the operation and development of tourism and aviation industries.
- Discuss the dynamic nature of transport and tourism in modern societies
- Explain the nature and characteristics of tourists and examine and evaluate the patterns and characteristics of tourism demand and the influences on such demand
- Demonstrate knowledge and understanding of the principles of sustainability and social responsibility in the context of tourism and aviation
- Deploy accurately established techniques of analysis and enquiry within the tourism field

A **Diploma of Higher Education (DipHE)** will be awarded to a student who has completed the programme learning outcomes specified above. This is measured by achievement of a combined total of 240 Credits comprising 120 credits at Level 4 **and** 120 Credits at Level 5. All modules at Level 4 and the following modules at Level 5 will count towards achievement of this award:

- TM509 Sustainability and Responsibility Management
- TM508 Hospitality and Tourism
- AI502 Airport Management
- TM504 Employment Research and Planning
- TM506 Business Tourism
- AI501 Research Methods
- AI503 Airline Management
- TM507 Human Resource Management

Ordinary degree

On successful completion of a **Bachelor of Arts (Ordinary degree)**, a graduate will be able to:

- Critically evaluate approaches to managing the development of tourism through concepts of policy and planning.
- Critically analyse theories and concepts utilised to evaluate tourism and aviation.
- Critically evaluate the challenges confronting the aviation industry in the global context

An **Ordinary degree** will be awarded to a student who has completed the programme learning outcomes specified above. This is measured by achievement of a combined total of 300 Credits comprising 120 credits at Level 4, 120 Credits at Level 5, **and** 60 Credits at Level 6. All modules at Levels 4 and 5 and the following modules at Level 6 will count towards achievement of this award:

- TM607 Contemporary Tourism
- TM608 Critical Issues in Tourism
- AI604 Aviation in the Global Context
- TM604 Destination Planning and Development
- AI608 The Future of the Air Transport Industry
- TM603 Strategic Management