

De Montfort University

Programme Specification

Basic Programme information

Programme Title :

International Tourism and Hospitality Management

Short Programme Title : Int Tourism and Hospitality Management

Programme Code : N8N842

Course Title :

Programme Level : Undergraduate

Programme Type : Single

Academic Year : 2024

Mode(s) of delivery : Full and Part Time

Duration : 36 - Months

Relevant QAA subject benchmarking statement(s) :

Events, Hospitality, Leisure, Sport and Tourism

Details of accreditation by Professional, Statutory or Regulatory body :

Owning Department: FAC - Tourism and Hospitality Management

Highest Award :

Bachelor of Arts (Honours) with Placement

All possible exit awards :

Bachelor of Arts (Honours), Bachelor of Arts, Diploma of Higher Education, Certificate of Higher Education, Institutional Undergraduate Credit

Offered at the following sites : DMU Leicester

Programme Leader : Dr Tijana Rakic

Entry Requirements :

112 points from at least 2 A levels or

BTEC Extended Diplom DMM or

International Baccalaureate: 26+ Points or

T Levels Merit

Plus five GCSEs grades 9-4 including English Language or Literature at grade 4 or above.

Pass Access with 30 Level 3 credits at Merit (or equivalent) and GCSE English (Language or Literature) at grade 4 or above.

We will normally require students have had a break from full-time education before undertaking the Access course.

We also accept the BTEC First Diploma plus two GCSEs including English Language or Literature at grade 4 or above.

Interview required: No

If English is not your first language an IELTS score of 6.0 overall with 5.5 in each band (or equivalent) when you start the course is essential.

Programme Description :

Characteristics & Aims :

Both Tourism and Hospitality are vast global sectors which are growing with a changing market. We aim that our students will maximise employability opportunities and achieve personal and educational

development. Students will also gain an understanding of key skills in International Tourism and Hospitality Management, which will enhance their prospects for a successful career within the sector(s) in the 21st Century.

There are four core modules (120 credits) for the first and second year of study, and in the third and final year, three core modules (90 credits), with an option of Dissertation (30 credits) or work-based learning in the form of a Placement (30 credits). All students will receive a basic grounding in the core topics: the history and context of tourism and hospitality, principles of finance and accounting, yield management, sustainable travel, sustainable tourism and sustainable events, digital marketing, leadership skills, event management, understanding of different cultures and consumer behaviours, destination marketing, tourism and hospitality products, practical experiences including placements with a professional organisation and academic research.

In the second year, students will have the opportunity to experience a #DMUGlobal research visit to European city requiring them to interact with the sector and produce and present a 5-day itinerary with a full cost budget. Students will also undertake preparation for their final year placement or dissertation in the form of research methods. Students also have the option in the second year of a year-long student exchange to study abroad via #DMUGlobal opportunities or an enterprise placement year in industry with the support of DMUWorks.

To support and strengthen entrepreneurial skills in the final year, students will produce an enterprise project in the form of a business plan which also applies strategic thinking. They also have the choice of undertaking a 20-day placement which provides important practical experience and industry networking opportunities that significantly enhance the student's employability.

Learning, Teaching and Assessment Strategies :

All modules incorporate variety in terms of how they are taught and how they are assessed. They also adhere to DMU's UDL strategy, recognising that students learn differently. Taught modules will generally incorporate formal lectures, (including talks by visiting lecturers from the tourism and hospitality sectors), seminars, workshops for skills development and tutorials. Fieldtrips and site visits will include a hotel visit, tour of the local city and cultural hubs, and also an international airport. Assignments will test depth of understanding and provide opportunity to reveal originality in approach and application via essays, proposals, case study, podcast, reports, presentations, infographics, business plan, viva and dissertation. The more practice-based modules are an opportunity for students to demonstrate their ability in a real situation. Practical projects and placements ensure appropriate skills development and experience within the International Tourism and Hospitality sectors as well as developing students' team working abilities.

Programme Outcomes :

Knowledge, understanding and abilities:

At threshold upon completion of Bachelor of Arts with honours graduate level (360 credits) will:

- KU1: Understand and apply within the International Tourism and Hospitality context, appropriate theories and concepts from management, marketing, social sciences and humanities
- KU2: Understand the issues and principles of sustainability and social responsibility in the context of International Tourism and Hospitality
- KU3: Demonstrate an awareness of the dynamic nature of International Tourism and Hospitality in contemporary societies
- KU4: Demonstrate an understanding of the nature, patterns and characteristics of tourists and tourism demands
- KU5: Demonstrate an understanding of technology and media and how these influence and change tourism and hospitality products, operations, processes and behaviours.
- KU6: Demonstrate an understanding of the ethical issues associated with the development, operation

and marketing of International Tourism and Hospitality

At threshold upon completion of Bachelor's (Non-honours) graduate level (300 credits):

KU1: Understand and apply within the International Tourism and Hospitality context appropriate theories and concepts from management, marketing, social sciences and humanities

- KU2: Understand the issues and principles of sustainability and social responsibility in the context of International Tourism and Hospitality

- KU3: Demonstrate an awareness of the dynamic nature of International Tourism and Hospitality in contemporary societies

- KU4: Demonstrate an understanding of the nature, patterns and characteristics of tourists and tourism demands

- KU5: Demonstrate an understanding of technology and media and how these influence and change tourism and hospitality products, operations, processes and behaviours.

- KU6: Demonstrate an understanding of the ethical issues associated with the development, operation and marketing of International Tourism and Hospitality

At threshold upon completion of Diploma of Higher Education level (240 credits):

KU1: Understand and apply within the International Tourism and Hospitality context appropriate theories and concepts from management, marketing, social sciences and humanities

- KU2: Understand the issues and principles of sustainability and social responsibility in the context of International Tourism and Hospitality

- KU3: Demonstrate an awareness of the dynamic nature of International Tourism and Hospitality in contemporary societies

- KU4: Demonstrate an understanding of the nature, patterns and characteristics of tourists and tourism demands

- KU5: Demonstrate an understanding of technology and media and how these influence and change tourism and hospitality products, operations, processes and behaviours.

- KU6: Demonstrate an understanding of the ethical issues associated with the development, operation and marketing of International Tourism and Hospitality

At threshold upon completion of Certificate of Higher Education level (120 credits):

KU1: Understand and apply within the International Tourism and Hospitality context appropriate theories and concepts from management, marketing, social sciences and humanities

KU2: Understand the issues and principles of sustainability and social responsibility in the context of International Tourism and Hospitality

KU3: Demonstrate an understanding of the nature, patterns and characteristics of tourists and tourism demands

KU4: Demonstrate an understanding of technology and media and how these influence and change tourism and hospitality products, operations, processes and behaviours.

Cognitive Skills

At threshold upon completion of Bachelor of Arts with honours graduate level (360 credits):

CS1: Critically reflect upon the origin, meanings and development of International Tourism and Hospitality, its Management, Marketing and Leadership

CS2: Analyse and reflect on the different cultural concepts of International Tourism and Hospitality.

CS3: Review and analyse the political, technological, social and economic factors which affect the International Tourism and Hospitality sectors.

CS4: Analyse and evaluate the concepts and characteristics of International Tourism and Hospitality as an area of academic and applied study.

CS5: Critique and challenge the definitions, nature and operations of the International Tourism and Hospitality sectors.

At threshold upon completion of Bachelor's (Non-honours) graduate level (300 credits):

CS1: Critically reflect upon the origin, meanings and development of International Tourism and Hospitality, its Management, Marketing and Leadership

CS2: Analyse and reflect on the different cultural concepts of International Tourism and Hospitality.

CS3: Review and analyse the political, technological, social and economic factors which affect the International Tourism and Hospitality sectors.

CS4: Analyse and evaluate the concepts and characteristics of International Tourism and Hospitality as an area of academic and applied study.

CS5: Critique and challenge the definitions, nature and operations of the International Tourism and Hospitality sectors.

At threshold upon completion of Diploma of Higher Education level (240 credits):

CS1: Critically reflect upon the origin, meanings and development of International Tourism and Hospitality, its Management, Marketing and Leadership

CS2: Analyse and reflect on selected cultural concepts of International Tourism and Hospitality.

CS3: Review and analyse the political, technological, social and economic factors which affect the supply of and demand for International Tourism and Hospitality products.

CS4: Analyse the concepts and characteristics of International Tourism and Hospitality as an area of academic and applied study.

CS5: Challenge the definitions, nature and operations of the International Tourism and Hospitality sectors.

At threshold upon completion of Certificate of Higher Education level (120 credits):

CS1: Reflect upon the origin, meanings and development of International Tourism and Hospitality Management and Leadership

CS2: Reflect on selected cultural concepts of International Tourism and Hospitality provision.

CS3: Review and analyse the key political, technological, social and economic factors which affect the supply of and demand for International Tourism and Hospitality products.

CS4: Identify the concepts and characteristics of International Tourism and Hospitality as an area of academic and applied study.

CS5: Discuss the definitions, nature and operations of the International Tourism and Hospitality sectors.

Subject-Specific Skills

At threshold upon completion of Bachelor of Arts with honours graduate level (360 credits) students will be able to:

SS1: Use technical and interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems in the core areas of Tourism and Hospitality

SS2: Develop appropriate responses to the needs and expectations of tourism and hospitality consumers from a range of cultures.

SS3: Evaluate the products, structures and interactions within the tourism and hospitality sectors

SS4: Explain, assess and challenge theories of sustainability and ethics in the production and consumption of International Tourism and Hospitality

SS5: Evaluate the contribution and impacts of tourism in social, economic, environmental, political and other terms.

SS6: Use a wide range of sources material in investigating the International Tourism and Hospitality sectors.

At threshold upon completion of Bachelor's (Non-honours) graduate level (300 credits):

SS1: Use technical and interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems in the core areas of Tourism and Hospitality

SS2: Develop appropriate responses to the needs and expectations of tourism and hospitality consumers from a range of cultures.

SS3: Evaluate the products, structures and interactions within the tourism and hospitality industry

SS4: Explain, assess and challenge theories of sustainability and ethics in the production and consumption of International Tourism and Hospitality

SS5: Evaluate the contribution and impacts of tourism in social, economic, environmental, political and other terms.

SS6: Use a wide range of sources material in investigating the International Tourism and Hospitality sectors.

At threshold upon completion of Diploma of Higher Education level (240 credits):

SS1: Use technical and interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to problems in the core areas of Tourism and Hospitality

SS2: Develop appropriate responses to the needs and expectations of tourism and hospitality consumers from a range of cultures.

SS3: Evaluate the products, structures and interactions within the tourism and hospitality industry

SS4: Explain and assess theories of sustainability and ethics in the production and consumption of International Tourism and Hospitality

SS5: Evaluate the contribution and impacts of tourism in social, economic, environmental, political and other terms.

SS6: Use a range of sources material in investigating the International Tourism and Hospitality sectors.

At threshold upon completion of Certificate of Higher Education level (120 credits):

S1: Use technical and interpersonal skills and knowledge to propose practical and theoretical solutions to simple problems in the core areas of Tourism and Hospitality

SS2: Develop appropriate responses to the needs and expectations of tourism and hospitality consumers from a range of cultures.

SS3: Define the products, structures and interactions within the tourism and hospitality sectors

SS4: Explain theories of sustainability and ethics in the production and consumption of International Tourism and Hospitality

SS5: Describe the contribution and impacts of tourism in social, economic, environmental, political and other terms.

SS6: Use a range of sources material in investigating the International Tourism and Hospitality sectors.

Transferrable Skills:

At threshold upon completion of Bachelor of Arts with honours graduate level (360 credits):

Demonstrate a secure and highly competent ability to:

- TS1. Demonstrate the capacity to adapt quickly to new demands or situations
- TS2. Manage personal workloads efficiently and effectively, meet deadlines, and negotiate and pursue goals with others
- TS3. Constructively and effectively manage professional, personal and interpersonal issues
- TS4. Have acquired and developed appropriate information technology skills, and have considerable awareness of their application and potential within the field

Faculty Learning Outcomes

- TS5: Students will develop appropriate qualities, transferable skills & knowledge and be able to successfully articulate these to support future employment, enabling them to demonstrate the behaviours and attitudes to exercise initiative and personal responsibility, decision- making in complex and unpredictable contexts, and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.
- TS6: Students will develop and apply values, skills, knowledge and behaviours that will enable them to contribute to the development of a just, peaceful and sustainable world
- TS7: Students will develop knowledge and skills of digital literacy, presentations, report writing including use of grammar, spelling and referencing that will enable them in their development as an articulate world citizen
- TS8: consider, acknowledge and respect diverse opinions and the social, cultural and ideological positions from which they arise.

At threshold upon completion of Bachelor's (Non-honours) graduate level (300 credits):

Demonstrate a secure and highly competent ability to

- TS1. Demonstrate the capacity to adapt quickly to new demands or situations

- TS2. manage personal workloads efficiently and effectively, meet deadlines, and negotiate and pursue goals with others
- TS3. constructively and effectively manage professional, personal and interpersonal issues
- TS4. have acquired and developed appropriate information technology skills, and have considerable awareness of their application and potential within the field

Faculty Learning Outcomes

TS5: Students will develop appropriate qualities, transferable skills & knowledge and be able to successfully articulate these to support future employment, enabling them to demonstrate the behaviours and attitudes to exercise initiative and personal responsibility, decision-making in complex and unpredictable contexts, and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

- TS6: Students will develop and apply values, skills, knowledge and behaviours that will enable them to contribute to the development of a just, peaceful and sustainable world
- TS7: Students will develop knowledge and skills of digital literacy, presentations, report writing including use of grammar, spelling and referencing that will enable them in their development as an articulate world citizen
- TS8: consider, acknowledge and respect diverse opinions and the social, cultural and ideological positions from which they arise.

At threshold upon completion of Diploma of Higher Education level (240 credits):

Demonstrate a secure ability to:

- TS1. Demonstrate the capacity to adapt quickly to new demands or situations
- TS2. manage personal workloads efficiently and effectively, meet deadlines, and negotiate and pursue goals with others
- TS3. to constructively and effectively manage creative, personal and interpersonal issues
- TS4. have acquired and developed appropriate information technology skills, and have developed awareness of their application and potential within the field

Faculty Learning Outcomes

TS5: Students will develop appropriate qualities, transferable skills & knowledge and be able to successfully articulate these to support future employment, enabling them to demonstrate the behaviours and attitudes to exercise initiative and personal responsibility, decision-making in unpredictable contexts, and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

- TS6: Students will develop and apply values, skills, knowledge and behaviours that will enable them to contribute to the development of a just, peaceful and sustainable world
- TS7: Students will develop knowledge and skills of digital literacy, presentations, report writing including use of grammar, spelling and referencing that will enable them in their development as an articulate world citizen
- TS8: consider, acknowledge and respect diverse opinions and the social, cultural and ideological positions from which they arise.

At threshold upon completion of Certificate of Higher Education level (120 credits):

Demonstrate some ability to:

- TS1. To adapt quickly to new demands or situations
- TS2. manage personal workloads efficiently and effectively, meet deadlines, and negotiate and pursue goals with others
- TS3. Constructively and effectively manage creative, personal and interpersonal issues
- TS4. acquire and develop appropriate information technology skills, and have developed awareness of their application and potential within the field

Faculty Learning Outcomes

- TS5: Students will develop appropriate qualities, transferable skills & knowledge and be able to successfully articulate these to support future employment, enabling them to demonstrate the behaviours and attitudes to exercise personal responsibility, decision-making in unpredictable contexts, and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.
- TS6: Students will develop and apply values, skills, knowledge and behaviours that will enable them to contribute to the development of a just, peaceful and sustainable world
- TS7: Students will develop knowledge and skills of digital literacy, presentations, report writing including use of grammar, spelling and referencing that will enable them in their development as an articulate world citizen
- TS8: consider, acknowledge and respect diverse opinions and the social, cultural and ideological positions from which they arise.

Structure and Regulations Modules and credits

| Module Code | Module Title | Credit Value | Level | Term or Semester | Must Take | Must Pass | Pre-Requisite | Location |
|-------------|---|--------------|-------|--------------------------------|-----------|-----------|---------------|---------------|
| ITHM1001 | Introduction to Tourism and Hospitality | 30.00 | 4 | Block1 | X | | | DMU Leicester |
| ITHM1002 | Sustainable and Responsible Travel and Business | 30.00 | 4 | Block2 | X | | | DMU Leicester |
| ITHM1003 | Strategic Management in Tourism and Hospitality | 30.00 | 4 | Block3 | X | | | DMU Leicester |
| ITHM1004 | Marketing for Tourism and Hospitality | 30.00 | 4 | Block4 | X | | | DMU Leicester |
| AMAN2200 | Programming and Planning Festivals | 30.00 | 5 | Block1 | X | | | DMU Leicester |
| AMAN2204 | Research Methods: Dissertation and Placement | 30.00 | 5 | Block4 | X | | | DMU Leicester |
| ITHM2001 | Tourism, Society and Culture | 30.00 | 5 | Block3 | X | | | DMU Leicester |
| ITHM2002 | International Tourism and Hospitality Research Visit | 30.00 | 5 | Block1to4 | X | | | DMU Leicester |
| SANA2401 | Student Exchange Year Abroad | 0.00 | 5 | Block1to4 | | | | DMU Leicester |
| SANA2500 | Placement Year | 30.00 | 5 | Block1to4 | | | | DMU Leicester |
| SANA2501 | Enterprise Placement Year | 30.00 | 5 | Block1to4, Autumn&Spring Sessn | | | | DMU Leicester |
| AMAN3100 | Dissertation | 30.00 | 6 | Block1to4 | | | | DMU Leicester |
| ITHM3001 | Destination Management and Marketing | 30.00 | 6 | Block3 | X | | | DMU Leicester |
| ITHM3002 | Tourism and Hospitality Products: Natural, Cultural, Eco and Dark Tourism | 30.00 | 6 | Block1 | X | | | DMU Leicester |
| ITHM3003 | Enterprise: Tourism and Hospitality | 30.00 | 6 | | X | | | DMU Leicester |

| Module Code | Module Title | Credit Value | Level | Term or Semester | Must Take | Must Pass | Pre-Requisite | Location |
|-------------|--------------|--------------|-------|------------------|-----------|-----------|---------------|---------------|
| | Project | | | | | | | |
| ITHM3004 | Placement | 30.00 | 6 | | | | | DMU Leicester |

Any programme-specific differences or regulations :