

Programme Specification

BA (Hons) Tourism and Destination Management

BA (Hons) Tourism and Destination Management (with placement)

<i>School:</i>	York St John Business School
<i>Subject area:</i>	Business Management
<i>Entry from academic year:</i>	2022-23
<i>in the month(s) of:</i>	September and January (Level 6) ¹
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	York St John University
<i>Programme/s accredited by:</i>	Chartered Management Institute (CMI) Tourism Management Institute (TMI)
<i>Exit awards:</i>	Certificate of Higher Education Tourism and Destination Management Diploma of Higher Education Tourism and Destination Management Diploma of Higher Education Tourism and Destination Management (with placement) BA (Ord) Tourism and Destination Management BA (Ord) Tourism and Destination Management (with placement)
<i>UCAS code / GTTR / other:</i>	Not applicable
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Events, Hospitality, Leisure, Sport and Tourism (November, 2016)
<i>Mode/s of study:</i>	Undergraduate periods of study for full-time Non-standard period of study as follows: <ul style="list-style-type: none"> • Full-time 4 years with placement
<i>Language of study:</i>	English
<i>Paired with foundation year</i>	Yes
<i>Study abroad opportunities:</i>	Yes
<i>Placement year opportunity:</i>	Yes

Introduction and special features

Tourism is a highly dynamic, continuously expanding and developing phenomenon. It has experienced remarkable growth, with the tourism sector one of the largest industries generating the highest levels of employment. The number of tourist arrivals is constantly rising. Tourism, therefore, needs managing. Activities in strategic planning, market research, e-commerce, project management and other specific management functions are becoming more significant all the time. All these activities demand an international and intercultural approach. The York Business School BA (Hons) in Tourism and Destination Management prepares graduates for a successful career in this vibrant and dynamic sector. The programme will develop and advanced your understanding of tourism organisations, their management, the

¹ Direct entry to Level 6 is available in September and January, but entry to other Levels is restricted to September

changing external context in which tourism operates and the importance of destination management activities. It will prepare you for a wide range of careers in tourism and is a great opportunity to gain a degree that is clearly focused on your long-term career prospects in a wide variety of contexts. You will be exposed to the latest contemporary research in tourism and destination management to develop your critical thinking skills and develop and apply knowledge of the latest thinking.

The York Business School BA (Hons) in Tourism and Destination Management brings together relevant contemporary academic theory and research with practical understanding of activities in tourism. This will be developed by enabling you to share knowledge, relate this to theories developed from relevant research, and learning by practical application. This distinctive programme combines specific sectoral issues such as industry structure, culture, policy and social responsibility with key management areas such as Finance, Human Resources, Marketing and Strategy. The programme is recognised by the Institute of Tourism Management (TMI), the professional body for destination management practitioners. Recognition by TMI means that you can be confident the course will provide you with knowledge, understanding, skills and experience which will fully prepare you for a career in tourism destination management.

A distinctive element of the BA (Hons) in Tourism and Destination Management programme is the opportunity to gain professional accreditation from the Chartered Management Institute (CMI) alongside the academic award.

As signatories to PRME (Principles for Responsible Management Education), York Business School are committed to integrating corporate responsibility and sustainability within all operations. PRME is a United Nations initiative seeking to inspire and champion responsible management education, research and thought leadership globally. Issues such as corporate responsibility, sustainability and ethical behaviour are core to the principles of York Business School and as such are embedded throughout all our programmes.

If you are studying on the BA (Hons) in Tourism and Destination Management with placement variant you will undertake a Year in Industry (also known as a sandwich year or placement year), in between your second and third year.

Special features of the programme include:

- Recognised by the Institute of Tourism Management (TMI).
- Programme of guest speakers which will enhance your learning and links with the business community.
- Opportunity to study abroad without extending the length of your degree.
- A 'Year in Industry' (sandwich year) for those on the with placement variant.
- Use of 'real life' (live) projects in assessments giving you practical application of the theory.
- Opportunity to qualify as a Microsoft Office Specialist.
- Systematic development of employability skills through a Continuing Professional Development framework (Success Lab).
- Reflects the aspirations in the development of responsible and ethical leaders.
- Emphasises on the combination of theoretical rigour and practical experience.
- Provides a supportive platform for critical reflection, through the application of academic theories to your real work situations.
- Participation in active and supportive forums drawing on practical expertise.
- Accreditation by the Chartered Management Institute (CMI) giving you a professionally recognised qualification.

Admissions criteria

You must meet the University's general entry criteria for [undergraduate](#) study.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Programme aim(s)

The aims of the programme are to:

1. Prepare you for a career in a rapidly changing world of tourism as a global industry with the skills needed to adapt and develop with the changing environment.
2. Enable you to be a graduate who is able to respond to the need for ethical, responsible and sustainable management in the tourism sector.

Programme learning outcomes

Upon successful completion of the programme students will be able to:

Level 4

Knowledge and understanding

- 4.1 Describe and explain a range of relevant concepts, theories and models to the solution of tourism and management problems.
- 4.2 Describe and identify tourism management decisions in a variety of organisational contexts.

Cognitive and thinking skills

- 4.3 Demonstrate the ability to apply a range of academic and intellectual skills relevant to Level 4 study including, information-gathering, analysis and problem identification.

Practical/professional skills

- 4.4 Exhibit skills in relation to communication, organisation and working with others.
- 4.5 Demonstrate the use of research skills to gather information.

Key transferable skills

- 4.6 Demonstrate own learning with guided support to explore a wide variety of learning sources and opportunities.

Level 5

Knowledge and understanding

- 5.1 Compare and Contrast a range of relevant concepts, theories and models to the solution of tourism and management problems.
- 5.2 Analyse and discuss tourism and management tactical decisions in a variety of organisational contexts.

Cognitive and thinking skills

- 5.3 Demonstrate the application of a range of academic and intellectual skills relevant to Level 5 study including, information-gathering, problem-solving, analysis, and evaluation.

Practical/professional skills

- 5.4 Exhibit the development and achievement of skills in relation to communication, organisation and working with others.
- 5.5 Demonstrate the use of research and enquiry to further their understanding.

Key transferable skills

- 5.6 Show independence in analysis, evaluation and learning to explore a wide variety of learning sources and opportunities.

Level 6

Knowledge and understanding

- 6.1 Apply a range of relevant concepts, theories and models to the solution of tourism and management problems.
- 6.2 Synthesise and evaluate strategic and tactical tourism and management decisions in a variety of organisational contexts.
- 6.3 Critically evaluate Tourism related thinking through an extended piece of research.

Cognitive and thinking skills

- 6.4 Demonstrate the ability to apply a range of academic and intellectual skills relevant to undergraduate level study including, information-gathering, problem-solving (incorporating creativity and innovation) and the skill to critically analyse, synthesise, and evaluate information and data to aid tourism and management decision-making.

Practical/professional skills

- 6.5 Exhibit the development and achievement of skills in relation to communication, organisation and working with others in a professional manner.
- 6.6 Conduct research and enquiry to further your understanding and to inform management decision-making.

Key transferable skills

- 6.7 Manage your own learning to explore a wide variety of learning sources and opportunities.

Programme structure

Code	Level	Semester	Title	Credits	Module status	
					compulsory or optional to take C or O	non-compensatable or compensatable NC or X
BMB4001M	4	1	Practising Responsible Business Behaviours	20	C	X
BMT4001M	4	1	Tourism Insight and Industry	20	C	X
BMI4002M	4	1	Leading Global Business	20	C	X
BMD4002M	4	2	Business Analytics and the Block Chain	20	C	X
GEO4006M	4	2	Tourism Geographies	20	C	X
BMT4002M	4	2	Tourism: Past, Present and Future	20	C	X
For students taking the 'with placement' programme						
BMT5001M	5	1	Destination Marketing	20	C	X
BME5002M	5	1	Events Tourism	20	C	X
BMT5002M	5	1	Dark Tourism	20	C	X
BMR5002M	5	2	Research Methods for Service Industries	20	C	X
BMW5003M	5	2	Career Development and Employability	20	O	X
BMW5004M	5	2	Entrepreneurship and Business Development	20	O	X
BMT5003M	5	2	Cultural and Heritage Tourism	20	C	X
BMB5009P	5P	Y	Placement Year	0	C	NC

BMR6001M	6	1&2	Research Investigation	40	C	NC
BMT6001M	6	1	Destination Management	20	C	X
BMT6002M	6	1	Consumer Culture and Tourism	20	C	X
BMT6003M	6	2	Responsible Tourism	20	C	X
BMT6004M	6	2	Social and Political Perspectives in Tourism	20	C	X

Continuing professional development

You are strongly encouraged to undertake Continuing Professional Development throughout your studies to prepare you for the world of work. You will be able to develop a range of academic and professional skills through a range of activities, exercises and events under the guise of 'Success Lab' which will help you to progress through the course and into the job market and provide the work-based skills employers require.

Success Lab, a three-year programme that runs alongside your degree, has been developed in partnership with leading graduate recruiters and industry leaders. You will attend events and short courses that are offered in addition to your degree. We will offer you additional qualifications and experience in areas that are important for employers such as public speaking, Sage accounting and copywriting.

You will be offered the chance to attend exhibitions and make visits, to take part in our leadership and management programme and to attend a series of inspiring lectures with executive speakers. In the past we have hosted CEOs and Chief Executives from Pandora, Royal Mail, ASDA and Welcome to Yorkshire among others.

Study abroad

You have the opportunity (subject to meeting the University Threshold Standards) to undertake a semester or full year abroad² as part of your studies during your second year.²

Learning, teaching and assessment

A key part of the philosophy of the programme is that by bringing together relevant academic theory and practical experience, you can enhance your deep understanding of these elements, and develop yourself as an individual and a potential leader.

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities. Each module has a Virtual Learning Environment (VLE) where you and other master's level students will be encouraged to be involved with online debate and collaborative approaches to learning.

You are supported initially in the use of guided learning strategies in Level 4 developing towards autonomous, well-judged use of collaborative and independent learning strategies in Levels 5 and 6.

Support with study skills, conventions of academic analysis and writing will be available for you from the start of the programme module and will continue throughout your studies.

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations and practical activities. An essential part of the assessment is to encourage both learning and the development of skills as well as preparing you for the requirements of the workplace.

You will have opportunities for formative assessment and feedback to inform your work prior to submission and you will receive detailed feedback on assessments to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

² If you are taking the placement award you are only eligible for one semester abroad.

Students of York St John University will receive the opportunity for study support including academic writing and research skills to enhance employability and career development in the field of Tourism and Destination Management.

As a graduate searching for employment, you will likely come across the term **transferable skills**. Employers value these skills because they can be used in so many ways in the workplace. If you want to secure a graduate opportunity, you are going to have to demonstrate a specific set of skills needed for the role. Some of these skills will be specific to the industry while others (transferable skills) are those that you can build on and develop throughout your career. York Business School, seeks to develop and enhance your skills in communication, problem solving and team working through teaching, learning and assessment activities and the opportunities to engage in a range of activities which will not only support this but which will provide clear evidence of your achievement of them.

Progression and graduation requirements

The University's [general regulations](#) for undergraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

The exit award of BA Ordinary is not available to students entering at Level 6.

Internal and external reference points

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

Date written / revised: June 2019

Programme originally approved: July 2019