



# UNIVERSITY OF LINCOLN

## Programme Specification

Title:

### International Tourism Management

Final Award: **Bachelor of Arts with Honours (BA (Hons))**

With Exit Awards at:

**Certificate of Higher Education (CertHE)**

**Diploma of Higher Education (DipHE)**

**Bachelor of Arts with Honours (BA (Hons))**

To be delivered from:

<b>Level</b>	<b>Date</b>
Level 1 or Certificate of Higher Education (CertHE)	2019-20
Level 2 or Diploma of Higher Education (DipHE)	2020-21
Level 3 or Bachelor of Arts with Honours (BA (Hons))	2021-22

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## **1. Introduction**

This document describes one of the University of Lincoln's programmes using the protocols required by the UK National Qualifications Framework as defined in the publication *QAA guidelines for preparing programme specifications*.

This programme operates under the policy and regulatory frameworks of the University of Lincoln.

## 2. Basic Programme Data

<b>Final Award:</b>	Bachelor of Arts with Honours (BA (Hons))
<b>Programme Title:</b>	International Tourism Management
<b>Exit Awards and Titles</b>	Certificate of Higher Education (CertHE) Diploma of Higher Education (DipHE) Bachelor of Arts with Honours (BA (Hons))
<b>Subject(s)</b>	Management Tourism
<b>Mode(s) of delivery</b>	Full Time Part Time Sandwich
<b>Is there a Placement or Exchange?</b>	Yes
<b>UCAS code</b>	N832
<b>Awarding Body</b>	University of Lincoln
<b>Campus(es)</b>	Lincoln Campus
<b>School(s)</b>	Lincoln Business School
<b>Programme Leader</b>	Farhan Ahmed (fahmed)
<b>Relevant Subject Benchmark Statements</b>	
<b>Professional, Statutory or Regulatory Body Accreditation</b>	
<b>Programme Start Date</b>	2019-20

## 3. Programme Description

### 3.1 Overview

#### 3.2 Aims and Objectives

The BA (Hons) International Tourism Management aims to provide students with knowledge and a critical understanding of tourism as a social and economic phenomenon and the opportunity to equip them with the appropriate skills and knowledge for tourism employment, both nationally and internationally. More specifically, reflecting both contemporary approaches to the provision of undergraduate tourism education and also the needs of students undertaking such programmes of study, the BA (Hons) International Tourism Management aims to develop students' knowledge and skills in two complementary areas.

Firstly, it provides students with an opportunity for a thorough grounding in the business of tourism, developing their knowledge and understanding of the tourism industry, its structure and complexities, and challenges, issues and techniques relevant to planning and management of tourism. At the same time, it equips students with the opportunity to gain business and transferable skills, including language skills, necessary to become effective practitioners within the international tourism sector. Moreover, the study abroad provides wider opportunities for knowledge and skills development in an international context. At the same time, the optional 12-month work placement between Levels 2 and 3 allows students to further develop their business knowledge and transferable skills within a real work environment, whilst significantly enhancing their employability on completion of the programme.

Secondly, the BA (Hons) International Tourism Management aims to provide students with an opportunity for a critical understanding of the world within which tourism occurs. Applying a variety of disciplinary perspectives, particularly from the social sciences, it develops students' conceptual understanding of the physical, social and cultural contexts of tourism, focusing on the tourist, the destinations in which tourist activity takes place and the associated enabling businesses and infrastructures. In so doing, it aims to develop students' intellectual and analytical skills and to become informed, reflective, self-critical and independent learners.

The specific educational aims of the programme are as follows:

- To equip students with knowledge and skills appropriate for employment within the local or international tourism sector.
- To develop students' key transferable skills.
- To provide students with a theoretical and conceptual understanding of tourism.
- To enable students to develop their critical and intellectual capabilities.
- To enhance students' awareness and cultural understanding in changing environments.
- To provide a sound basis for students' career development and lifelong learning.

The BA (Hons) International Tourism Management is distinctive in that it combines a focus on the practical business and management of tourism with language studies and study abroad/overseas work placements and a critical and reflective approach to the study of tourism rooted firmly in the social sciences.

QAA Subject Benchmark Statement(s):

The BA (Hons) International Tourism Management responds to the United Kingdom QAA benchmark statement(s) for the subject of Hospitality, Leisure, Sport and Tourism (Unit 25). Benchmarking

analysis provides a detailed specification of the relationship between this programme's curriculum and the relevant QAA benchmark(s).

Internal contexts:

The BA (Hons) International Tourism Management is one of a number of programmes comprising the Subject of Tourism and Events, one of five academic subject areas making up the Lincoln International Business School within the Faculty of Business and Law. Tourism programmes at the University commenced in 1992 at its Hull Campus and the first student cohort graduated with BA (Hons) European Tourism in 1995. The BA (Hons) International Tourism degree was validated in June 1994 and BA (Hons) Tourism in May 1995. Following the opening of the new Lincoln campus in 1996, the Tourism programmes were progressively relocated and, by September 1998, the former Department of Tourism and Recreation's undergraduate provision had completed its transfer to Lincoln.

Prior to moving to its present Faculty 'home' in February 2004, the Tourism subject area was located in the former Faculty of Social Sciences and Law. Consequently, though meeting the Unit 25 benchmark statements, the development of the Tourism programmes was strongly informed by the social sciences. That is, an emphasis was placed on developing students' knowledge and understanding of tourism as a socio-cultural phenomenon. This approach, endorsed at revalidation in 2000, not only reflected the faculty origins of the programmes and the knowledge, skills and interests of the academic team, but also served to enhance the distinctiveness of the programmes nationally.

The Tourism programmes underwent a successful Periodic Subject Review in December 2005 which endorsed the quality and social-scientific distinctiveness of the programmes. The Review identified the need to maintain that distinctiveness but, at the same time, to place greater emphasis on the business and management aspects of the programmes in order to respond to both internal contexts and the external environment (see 2.4 below). This greater emphasis was reflected in the successful revalidation of the programmes in April 2006 and is maintained in the new four column structure and in the addition of 'Management' to the title of all undergraduate programmes within the Subject of Tourism.

The structure and aims of the BA (Hons) International Tourism Management programme reflect its location within Lincoln International Business School and contribute to the School's strategy of providing academically rigorous, coherent and distinctive undergraduate programmes that focus explicitly on the development of business and management knowledge and skills within specialist subject areas. The programme also provides a platform for progression onto Masters level study in Tourism, contributing to the Faculty's postgraduate programme development. At the same time, the BA (Hons) International Tourism Management seeks to implement the University mission and strategy through providing students with an education and learning experience that will equip them with a range of skills, knowledge and abilities that will enable them to build upon their University experience as lifelong learners. It does this by operating within the framework set by University policies and practices and by building on innovative initiatives in teaching and learning.

The subject area of Tourism and Events possesses the appropriate teaching and research expertise to underpin delivery of the BA (Hons) International Tourism Management programme. All colleagues teaching on the programme possess relevant first or higher degrees and are active in research and publication, providing a lively and appropriate academic rigour to course design and delivery. Moreover, the teaching team has long experience of managing international programmes. These date back to the 1980s for those in the USA and to the establishment of the European Tourism

programme in 1992 for European partners. Representatives from the academic team visit international partners on a regular basis and there have been staff exchanges on a short-term and semester length basis.

The BA (Hons) International Tourism Management is offered as a three-year full time course of study or, with the optional work-placement, as a four year sandwich version. The work-placement element conforms with University policy on placements and students undertaking a work placement are required to fulfil certain assessment requirements in order to progress onto the final year of study. The programme structure is detailed in Section 5 below.

External contexts:

The BA (Hons) International Tourism Management programme is designed to respond to an increasingly dynamic, challenging and competitive external environment. From a supply perspective, undergraduate provision nationally in the Tourism subject area has, over the last decade, been characterised by a dramatic increase in both the number of institutions offering tourism or tourism-related programmes and the overall number of named tourism courses. Currently, UCAS lists 132 institutions in the UK offering a total of 1107 courses that include Tourism in the title. This large number of courses reflects the extent to which, in some institutions, tourism is offered as a Major / Joint / Minor subject within modular programme schemes. However, most institutions offer single named Tourism courses, supplemented by permutations within modular schemes.

Single honours tourism programmes cover a variety of specialisms, such as Sport Tourism, Adventure Tourism and Rural Tourism, but are typically characterised by a focus on management within their titles:

Course Title; No. of Institutions

Tourism Management; 45

Travel & Tourism Management; 34

International Tourism Management; 10

Tourism; 9

Travel & Tourism; 11

This indicates the strong business / management focus of many courses and an emphasis on developing students' business knowledge and potential for employment, both generally and within the tourism sector in particular. Indeed, the aim of developing or preparing students for a career within travel and tourism or related sectors is explicitly stated in most, if not all, such tourism course descriptions. As a result, most courses include:

- a suite of business / management units across courses, typically including economics, marketing, finance, strategy and management, and
- in the majority of cases, optional or compulsory opportunities for work placement / work experience.

Significantly, approximately 10 institutions offer tourism / language joint programmes, whilst about half of International Tourism Management courses include a language element. However, few explicitly link the 'International' character of the programme with a period of time studying overseas; thus, the opportunity to undertake a one-semester period of study represents a distinctive learning and experiential element of the programme.

From a demand perspective, rapid growth in the early 1990s has been replaced, in more recent years, by a levelling off in the number of students for tourism courses. Since 2000, applications to all

tourism courses nationally have totalled approximately 14,000 annually although, for 2007 entry, UCAS figures reveal an approximate 30% rise nationally for applications to travel, tourism and transport programmes. Moreover, the evidence suggests that students applying for tourism courses are attracted by the potential to develop business knowledge and skills relevant to a career in travel and tourism and, in particular, the opportunity to gain practical experience through study visits and work experience.

The BA (Hons) International Tourism Management programme is, therefore, designed to build upon its successful and distinctive social scientific perspective on the study of tourism whilst meeting the business knowledge/skills and language/international experience expectations of contemporary students.

### **3.3 Variations to Standard Regulations and Guidance**

None



## 4. Programme Outcomes

Programme-level learning outcomes are identified below.

Refer to *Appendix I – Curriculum Map* for details of how outcomes are deployed across the programme.

### 4.1 Knowledge and Understanding

On successful completion of this programme a student will have knowledge and understanding of:

- 1 A1 identify and critically evaluate the structures, roles, products and strategic operations of tourism enterprises, destinations and other providers.
- 2 A2 critically appraise the dynamic contexts and environments within which tourism organisations and destinations operate.
- 3 A3 demonstrate knowledge and understanding of tourists, their needs, behaviour and social interactions, and the culture of tourists as consumers.
- 4 A4 critically appraise the inter-relationship between tourism and the communities, cultures, economies and environments within which it takes place, and to evaluate appropriate policy and planning processes.
- 5 A5 demonstrate an understanding and critical awareness of contemporary issues relevant to the demand for and supply of tourism experiences.
- 6 A6 demonstrate an understanding of issues relating tourism within differing international contexts

### 4.2 Subject Specific Intellectual Skills

On successful completion of this programme a student will be able to:

- 7 B4 critically assess and evaluate evidence in a range of forms, including published papers, reports, statistics, policy documents and other tourism-related materials.

### 4.3 Subject Specific Practical Skills

On successful completion of this programme a student will be able to:

- 8 B1 apply appropriate business and management concepts, knowledge and skills to the specific context of tourism.
- 9 B2 collate, describe and analyse tourism-related data
- 10 B3 apply appropriate social scientific paradigms to the understanding and solution of empirical tourism issues and problems.

### 4.4 Transferable Skills and Attributes

On successful completion of this programme a student will be able to:

- 11 C1 develop reasoned argument to support or refute a case
- 12 C2 demonstrate language skills in at least one other European language
- 13 C3 take responsibility for their own learning and personal professional development
- 14 C4 apply ethical approaches to issues and decision making
- 15 C5 apply appropriate IT skills
- 16 C6 demonstrate teamwork, group skills and workplace-related experience
- 17 C7 demonstrate skills in various kinds of interpersonal and public presentation

For details of each module contributing to the programme, please consult the module specification document.

## **5. Learning, Teaching and Assessment Strategies**

### **5.1. Learning and Teaching Strategy**

The teaching and learning strategy adopted within the BA (Hons) International Tourism Management derives from the general strategy and policy of the Tourism and Events subject area towards learning, teaching and assessment. The teaching team continues to seek to reflect best practice in learning and teaching, whilst acknowledging changes in the strategic vision within the University and School (see University Learning and Teaching Strategy 2007). The Tourism and Events subject area aims to provide a diverse range of learning and assessment situations that develop appropriate knowledge, intellectual and practical skills, and promote opportunities for all to acquire and demonstrate transferable, interpersonal and problem-solving skills, within the broad context of tourism, and in a multi-cultural context. These skills equip students for their future careers, enabling them to become life-long learners and to adapt to future changing career patterns.

The teaching team is committed to maintaining and enhancing its goals for learning, teaching and assessment formulated in tourism course documents and subject area handbooks. Learning, teaching and assessment methods will continue to evolve to provide a flexible, balanced and appropriate diet and enable student performance to be effectively and imaginatively measured. These methods aim to provide all students with the opportunity to become:

- informed, interpretive, analytical and critical
- confident in their ability to undertake autonomous study
- able to identify, analyse and resolve problems
- knowledgeable about key issues and problematics of tourism
- aware of the value of acquiring and demonstrating transferable personal skills
- adept in group work, communications skills and time management.

Working within the University model where all modules are centred upon a set of consistent and agreed learning outcomes, the teaching team seeks to implement:

- a programme of modules with clearly-stated and attainable learning outcomes that are current, relevant and academically authoritative within tourism
- a learning and teaching strategy where methods in each module are those most appropriate to achieve the learning outcomes for the mix of students taking that module, where they may range from student centred to student directed learning; the use of a wide range of learning and teaching methods will continue to be encouraged.
- an assessment strategy that ensures that assessment is matched to learning outcomes, that assessment criteria and methods ensure that students meet all the learning outcomes associated with each module, and that assessment and feedback contribute to the student learning process.
- review processes that critically appraise and evaluate learning, teaching and assessment methods within the subject area to ensure that they meet the learning needs of all students, and incorporate advances in pedagogical research and development.

Teaching staff aspire to motivate students, to encourage the sharing of skills and insights, and to develop independence in study. Students themselves become part of the teaching process through group activities, which enhance their depth of learning and develop their research competence.

Learning situations are varied within and across programmes, reflecting the diversity of learning resources and the integration of learning and teaching processes. Staff attempt to develop appropriate and supportive learning materials that are suitable for students with a variety of backgrounds. The subject area has an expectation that current research by staff will be integrated into the curriculum where possible.

The range of teaching and learning methods used in the BA (Hons) International Tourism Management is indicated below:

Method; Observations on strategy

Lectures and seminars;

1. Lectures are used primarily in discipline-bound areas, and where the expertise of multiple staff members can contribute to a single module. If practicable, lecture materials can be enhanced by audiovisual material in the early stages of the course, to provide extra aid to overseas students facing an unfamiliar learning environment.

2. Seminars offer opportunities for student-centred learning and a range of face-to-face, tutor-supported formats.

Workshops;

These are used particularly in task-based study, and particularly in IT-related areas and for group activity.

Tutorials;

These are used especially to aid equal opportunity for assignments, feedback, and for independent study supervision.

Study visits;

Study visits offer a range of objectives for learning within the Department.

Visiting speakers;

Visiting speakers provide specialist expertise and current application knowledge in a range of units and cross-unit areas.

Projects;

These provide both for experiential learning (often in a group context) and for exposure to live conditions in the tourism sector.

Virtual campus and computer-based self-paced learning;

The use of this resource includes provision of course materials, notices, study guides, email centre and conferencing, off-campus learning and supportive learning packages.

To support teaching and learning, students are provided with access to module handbooks for every module studied. These handbooks provide information on module content, learning outcomes, the lecture / seminar / workshop programme, modes of assessment with deadlines where appropriate, assessment guidelines, the reading list and transferable skills. The module handbooks thus provide the framework of an informal learning contract between students and staff, with expectations of performance delivery and outcomes. In particular, through the module handbooks the assessment schedule and the marking criteria are made explicit and transparent to students and colleagues.

The subject area is committed to the use of the virtual campus (Blackboard) in an increasing range of areas of learning and teaching. All staff use the virtual campus as an electronic notice board that students are encouraged to visit regularly. All year and module handbooks for tourism are available electronically, as is a range of supporting materials. (See also Section 6.6 below)

In order to pay particular attention to the development of transferable skills, the teaching team continues to promote a full range of student-centred learning and assessment methods across units

(see also Assessment Strategy below). Written communication skills are developed through essays, report writing, case study evaluation, examinations and the independent study; oral communication skills through group and individual presentations; teamwork through group activities and presentations; literature searching and review through essays, examinations and presentations; computer literacy and data manipulation skills through use of word processing, spreadsheet, SPSS and internet activities. Students are often provided the opportunity to work on live projects that link academic and practical skills.

The teaching team is committed to continuing its monitoring and evaluation of learning and teaching with a view to enhancing and improving the experience, as well as quality checking. Learning and teaching are monitored and evaluated from the perspectives of:

- the students, in order to ensure that students are learning in a high quality environment that stimulates students to take an active role in the learning process, and to assess student perceptions of their achievement of learning outcomes;
- teaching staff, in order to further develop and share the best learning and teaching practice, and to identify and remediate any issues that cause problems for learning, teaching and assessment;
- the teaching team, in order to assure efficiency and effectiveness in learning and teaching across the subject of tourism, and to provide for staff development for the enhancement of best practice.

The team uses a range of measures to monitor, evaluate and enhance learning and teaching, including module reviews by unit co-ordinators, student evaluation of modules, and peer observation of teaching.

## **5.2. Assessment Strategy**

The assessment strategy adopted within the BA (Hons) International Tourism Management follows the principle within the Lincoln International Business School that a wide range of types of assessment should be offered. Within this context, it is imperative that all assessments contribute in a balanced way to the learning outcomes at programme level, as well as providing assessments of outcomes specific to each module.

The subject area views assessment as an integral part of the learning process, and it is considered to be instrumental in the achievement of successful learning in all programmes. Our policy is to use and encourage a relevant and diverse range of assessment methodologies that:

- are relevant to the accommodation of the potentially diverse range of students gaining access to the undergraduate programmes of the University;
- foster critical thinking, effective communication and independence in learning;
- are appropriate by level;
- provide progression by level to maintain academic quality and student development;
- provide balance between modules through a level;
- develop a range of students' skills and recognise students' individual competencies.

All assessment items within the Tourism and Events subject area are designed with University criteria in mind, which themselves reflect criteria of the Quality Assurance Agency, and to reflect competencies expected within the tourism curriculum. Both tourism subject-specific and transferable skills are assessed. Assessments are all published in advance (see module handbooks), in order to achieve transparency in the objectives and implementation for both students and staff.

The strategy for assessment for the BA (Hons) International Tourism Management programme

includes the use of formative assessments where possible, to provide a key element of the learning experience. It also is designed to stagger the submission dates (see Appendix II) to provide a balanced study workload throughout the semesters. Thirdly, the appropriate overall assessment 'load' per student per module has been centrally agreed, and this is reflected in the individual module specifications.

Assessment map gives a top-level indication of the scheduling and distribution of assessment modes within the programme. Details of module assessment strategy are included with each module specification.

## 6. Programme Structure

The total number of credit points required for the achievement of Certificate of Higher Education (CertHE) is 120.

The total number of credit points required for the achievement of Diploma of Higher Education (DipHE) is 240.

The total number of credit points required for the achievement of Bachelor of Arts with Honours (BA (Hons)) is 360.

### Level 1

<b>Title</b>	<b>Credit Rating</b>	<b>Core / Optional</b>
Advanced French 1 2019-20	15	Optional
Principles of Marketing 2019-20	15	Core
Core German 1 2019-20	15	Optional
Core Spanish 2 2019-20	15	Optional
Principles of Tourism Management 2019-20	30	Core
Advanced Spanish 1 2019-20	15	Optional
Intermediate German 2 2019-20	15	Optional
Core German 2 2019-20	15	Optional
Core French 1 2019-20	15	Optional
Intermediate French 1 2019-20	15	Optional
Core Chinese 1 2019-20	15	Optional
Core Spanish 1 2019-20	15	Optional
Intermediate Spanish 1 2019-20	15	Optional
Intermediate German 1 2019-20	15	Optional
Advanced German 1 2019-20	15	Optional
Core French 2 2019-20	15	Optional
Intermediate French 2 2019-20	15	Optional
Advanced French 2 2019-20	15	Optional
Core Chinese 2 2019-20	15	Optional
Intermediate Spanish 2 2019-20	15	Optional
Advanced Spanish 2 2019-20	15	Optional
Advanced German 2 2019-20	15	Optional
Investigating the Experience Economy 2019-20	15	Core
Introduction to Advertising 2019-20	15	Optional
Introduction to Business Finance 2019-20	15	Core
Organisational Behaviour 2019-20	15	Optional
English Business Culture and Society 1 2019-20	15	Optional
English Business Culture And Society 2 2019-20	15	Optional
Space, Mobilities and the Experience Economy 2019-20	15	Core
Core Italian 1 2019-20	15	Optional
Core Italian 2 2019-20	15	Optional

### Level 2

<b>Title</b>	<b>Credit Rating</b>	<b>Core / Optional</b>
Study Period Abroad 2020-21	60	Optional
Research Methods for Tourism and Sport 2020-21	15	Optional
Tour Operations Management 2020-21	15	Core
Cultural and Heritage Attractions Management 2020-21	15	Core

Law for Tourism, Events and Sports Managers 2020-21	15	Optional
Managing the Environment for Tourism and Events 2020-21	15	Core
Human Resource Management For Tourism and Events 2020-21	15	Optional
Understanding the Visitor Experience 2020-21	15	Optional
Client Based Project 2020-21	15	Core
Event Management 2020-21	15	Optional
Business English and Communication 2020-21	30	Optional
Cross Cultural Management 2020-21	15	Optional
Media Planning for Advertising 2020-21	15	Optional
Corporate Reputation and Public Relations 2020-21	15	Optional
Buyer Behaviour 2020-21	15	Optional
Budgeting for Business 2020-21	15	Optional
Advanced French for Business 4 2020-21	15	Optional
Advanced German for Business 3 2020-21	15	Optional
Core Italian 3 2020-21	15	Optional
Core Italian 4 2021-22	15	Optional
Advanced French for Business 3 2020-21	15	Optional
Advanced German for Business 4 2020-21	15	Optional
Advanced Spanish for Business 3 2020-21	15	Optional
Advanced Spanish for Business 4 2020-21	15	Optional
Core Chinese for Business 3 2020-21	15	Optional
Core Chinese for Business 4 2020-21	15	Optional
Core French for Business 3 2020-21	15	Optional
Core French for Business 4 2020-21	15	Optional
Core German for Business 3 2020-21	15	Optional
Core German for Business 4 2020-21	15	Optional
Intermediate French for Business 3 2020-21	15	Optional
Intermediate French for Business 4 2020-21	15	Optional
Intermediate German for Business 3 2020-21	15	Optional
Intermediate German for Business 4 2020-21	15	Optional
Intermediate Spanish for Business 3 2020-21	15	Optional
Intermediate Spanish for Business 4 2020-21	15	Optional
Core Spanish for Business 3 2020-21	15	Optional
Core Spanish for Business 4 2020-21	15	Optional
Professional Practice 2020-21	0	Optional

### Level 3

<b>Title</b>	<b>Credit Rating</b>	<b>Core / Optional</b>
Enterprise and Strategic Analysis in Tourism, Events and Sports 2021-22	30	Core
Consumer Culture and Tourism 2021-22	15	Optional
Social and Political Perspectives on Tourism 2021-22	15	Core
Consultancy Project (Business) 2021-22	30	Optional
Destination Management 2021-22	15	Core
Digital Economy and Digital Cultures 2021-22	15	Optional
Dissertation in Tourism and Sport Business Management 2021-22	30	Optional
Advanced Business English and Communication 2021-22	30	Optional
Crisis Management 2021-22	15	Optional
Disaster Management 2021-22	15	Optional



## Appendix I - Curriculum Map

This table indicates which modules assume responsibility for delivering and ordering particular programme learning outcomes.

**Key:**  Delivered and Assessed       Delivered       Assessed

### Level 1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Advanced French 1 2019-20												✓
Advanced French 2 2019-20												✓
Advanced German 1 2019-20												✓
Advanced German 2 2019-20												✓
Advanced Spanish 1 2019-20												✓
Advanced Spanish 2 2019-20												✓
Core Chinese 1 2019-20												✓
Core Chinese 2 2019-20												✓
Core French 1 2019-20												✓
Core French 2 2019-20												✓
Core German 1 2019-20												✓
Core German 2 2019-20												✓
Core Italian 1 2019-20												
Core Italian 2 2019-20												
Core Spanish 1 2019-20												✓
Core Spanish 2 2019-20												✓
English Business Culture and Society 1 2019-20												✓
English Business Culture And Society 2 2019-20												✓
Intermediate French 1 2019-20												✓
Intermediate French 2 2019-20												✓
Intermediate German 1 2019-20												✓



Intermediate French 2 2019-20												
Intermediate German 1 2019-20												
Intermediate German 2 2019-20												
Intermediate Spanish 1 2019-20												
Intermediate Spanish 2 2019-20												
Introduction to Advertising 2019-20												
Introduction to Business Finance 2019-20												
Investigating the Experience Economy 2019-20		✓						✓	✓	✓		✓
Organisational Behaviour 2019-20												
Principles of Marketing 2019-20		✓										
Principles of Tourism Management 2019-20		✓										
Space, Mobilities and the Experience Economy 2019-20								✓	✓			

## Level 2

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Advanced French for Business 3 2020-21												
Advanced French for Business 4 2020-21												
Advanced German for Business 3 2020-21												
Advanced German for Business 4 2020-21												
Advanced Spanish for Business 3 2020-21												
Advanced Spanish for Business 4 2020-21												
Budgeting for Business 2020-21												
Business English and Communication 2020-21												
Buyer Behaviour 2020-21												
Client Based Project 2020-21												
Core Chinese for Business 3 2020-21												
Core Chinese for Business 4 2020-21												
Core French for Business 3 2020-21												
Core French for Business 4 2020-21												



	PO13	PO14	PO15	PO16	PO17
Advanced French for Business 3 2020-21					
Advanced French for Business 4 2020-21					
Advanced German for Business 3 2020-21					
Advanced German for Business 4 2020-21					
Advanced Spanish for Business 3 2020-21					
Advanced Spanish for Business 4 2020-21					
Budgeting for Business 2020-21					
Business English and Communication 2020-21					
Buyer Behaviour 2020-21					
Client Based Project 2020-21					
Core Chinese for Business 3 2020-21					
Core Chinese for Business 4 2020-21					
Core French for Business 3 2020-21					
Core French for Business 4 2020-21					
Core German for Business 3 2020-21					
Core German for Business 4 2020-21					
Core Italian 3 2020-21					
Core Italian 4 2021-22					
Core Spanish for Business 3 2020-21					
Core Spanish for Business 4 2020-21					
Corporate Reputation and Public Relations 2020-21					
Cross Cultural Management 2020-21					
Cultural and Heritage Attractions Management 2020-21					
Event Management 2020-21					
Human Resource Management For Tourism and Events 2020-21					
Intermediate French for Business 3 2020-21					
Intermediate French for Business 4 2020-21					
Intermediate German for Business 3 2020-21					
Intermediate German for Business 4 2020-21					
Intermediate Spanish for Business 3 2020-21					
Intermediate Spanish for Business 4 2020-21					
Law for Tourism, Events and Sports Managers 2020-21					

Managing the Environment for Tourism and Events 2020-21					
Media Planning for Advertising 2020-21					
Professional Practice 2020-21					
Research Methods for Tourism and Sport 2020-21				✓	
Study Period Abroad 2020-21	✓				
Tour Operations Management 2020-21					
Understanding the Visitor Experience 2020-21					

### Level 3

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Advanced Business English and Communication 2021-22												
Consultancy Project (Business) 2021-22												
Consumer Culture and Tourism 2021-22			✓		✓						✓	
Crisis Management 2021-22												
Destination Management 2021-22												
Digital Economy and Digital Cultures 2021-22												
Disaster Management 2021-22												
Dissertation in Tourism and Sport Business Management 2021-22												
Enterprise and Strategic Analysis in Tourism, Events and Sports 2021-22	✓				✓		✓	✓			✓	✓
Social and Political Perspectives on Tourism 2021-22		✓		✓							✓	

	PO13	PO14	PO15	PO16	PO17
Advanced Business English and Communication 2021-22					
Consultancy Project (Business) 2021-22					
Consumer Culture and Tourism 2021-22				✓	
Crisis Management 2021-22					

Destination Management 2021-22					
Digital Economy and Digital Cultures 2021-22					
Disaster Management 2021-22					
Dissertation in Tourism and Sport Business Management 2021-22					
Enterprise and Strategic Analysis in Tourism, Events and Sports 2021-22				✓	
Social and Political Perspectives on Tourism 2021-22				✓	

## Appendix II - Assessment Map

This table indicates the spread of assessment activity across the programme. Percentages indicate assessment weighting.

### Level 1

	01	02	03	04	05	06	07	08	09	10	11	12
Advanced French 1 2019-20												40
Advanced French 2 2019-20												
Advanced German 1 2019-20												40
Advanced German 2 2019-20												
Advanced Spanish 1 2019-20												40
Advanced Spanish 2 2019-20												
Core Chinese 1 2019-20											50	50
Core Chinese 2 2019-20												
Core French 1 2019-20											50	50
Core French 2 2019-20												
Core German 1 2019-20											50	50
Core German 2 2019-20												
Core Italian 1 2019-20											50	50
Core Italian 2 2019-20												
Core Spanish 1 2019-20											50	50
Core Spanish 2 2019-20												
English Business Culture and Society 1 2019-20											50	50
English Business Culture And Society 2 2019-20												
Intermediate French 1 2019-20												40
Intermediate French 2 2019-20												
Intermediate German 1 2019-20												40
Intermediate German 2 2019-20												
Intermediate Spanish 1 2019-20												40



Intermediate Spanish 2 2019-20												
Introduction to Advertising 2019-20												
Introduction to Business Finance 2019-20										10		
Investigating the Experience Economy 2019-20												100
Organisational Behaviour 2019-20												
Principles of Marketing 2019-20												
Principles of Tourism Management 2019-20												40
Space, Mobilities and the Experience Economy 2019-20								30				
	13	14	15	16	17	18	19	20	21	22	23	24
Advanced French 1 2019-20	60											
Advanced French 2 2019-20												
Advanced German 1 2019-20	60											
Advanced German 2 2019-20												
Advanced Spanish 1 2019-20	60											
Advanced Spanish 2 2019-20												
Core Chinese 1 2019-20												
Core Chinese 2 2019-20												
Core French 1 2019-20												
Core French 2 2019-20												
Core German 1 2019-20												
Core German 2 2019-20												
Core Italian 1 2019-20												
Core Italian 2 2019-20												
Core Spanish 1 2019-20												
Core Spanish 2 2019-20												
English Business Culture and Society 1 2019-20												
English Business Culture And Society 2 2019-20												
Intermediate French 1 2019-20	60											

Intermediate French 2 2019-20													
Intermediate German 1 2019-20	60												
Intermediate German 2 2019-20													
Intermediate Spanish 1 2019-20	60												
Intermediate Spanish 2 2019-20													
Introduction to Advertising 2019-20								40					
Introduction to Business Finance 2019-20													
Investigating the Experience Economy 2019-20													
Organisational Behaviour 2019-20													
Principles of Marketing 2019-20													
Principles of Tourism Management 2019-20													
Space, Mobilities and the Experience Economy 2019-20	70												

	25	26	27	28	29	30	31	32	33	34	35	36
Advanced French 1 2019-20												
Advanced French 2 2019-20							100					
Advanced German 1 2019-20							100					
Advanced German 2 2019-20							100					
Advanced Spanish 1 2019-20												
Advanced Spanish 2 2019-20							100					
Core Chinese 1 2019-20												
Core Chinese 2 2019-20				50			50					
Core French 1 2019-20												
Core French 2 2019-20				50			50					
Core German 1 2019-20												
Core German 2 2019-20				50			50					
Core Italian 1 2019-20												
Core Italian 2 2019-20						50	50					
Core Spanish 1 2019-20												
Core Spanish 2 2019-20				50			50					
English Business Culture and Society 1												

2019-20												
English Business Culture And Society 2				50				50				
2019-20												
Intermediate French 1 2019-20												
Intermediate French 2 2019-20								100				
Intermediate German 1 2019-20												
Intermediate German 2 2019-20								100				
Intermediate Spanish 1 2019-20												
Intermediate Spanish 2 2019-20								100				
Introduction to Advertising 2019-20				60								
Introduction to Business Finance 2019-20			50								40	
Investigating the Experience Economy 2019-20												
Organisational Behaviour 2019-20		60						40				
Principles of Marketing 2019-20			40									60
Principles of Tourism Management 2019-20			60									
Space, Mobilities and the Experience Economy 2019-20												
	37	38	39	40	41	42	43	44	45	46	47	48
Advanced French 1 2019-20												
Advanced French 2 2019-20												
Advanced German 1 2019-20												
Advanced German 2 2019-20												
Advanced Spanish 1 2019-20												
Advanced Spanish 2 2019-20												
Core Chinese 1 2019-20												
Core Chinese 2 2019-20												
Core French 1 2019-20												
Core French 2 2019-20												
Core German 1 2019-20												
Core German 2 2019-20												
Core Italian 1 2019-20												



Advanced Spanish 2 2019-20												
Core Chinese 1 2019-20												
Core Chinese 2 2019-20												
Core French 1 2019-20												
Core French 2 2019-20												
Core German 1 2019-20												
Core German 2 2019-20												
Core Italian 1 2019-20												
Core Italian 2 2019-20												
Core Spanish 1 2019-20												
Core Spanish 2 2019-20												
English Business Culture and Society 1 2019-20												
English Business Culture And Society 2 2019-20												
Intermediate French 1 2019-20												
Intermediate French 2 2019-20												
Intermediate German 1 2019-20												
Intermediate German 2 2019-20												
Intermediate Spanish 1 2019-20												
Intermediate Spanish 2 2019-20												
Introduction to Advertising 2019-20												
Introduction to Business Finance 2019-20												
Investigating the Experience Economy 2019-20												
Organisational Behaviour 2019-20												
Principles of Marketing 2019-20												
Principles of Tourism Management 2019-20												
Space, Mobilities and the Experience Economy 2019-20												

## Level 2

	01	02	03	04	05	06	07	08	09	10	11	12
Advanced French for Business 3 2020-21											50	50



Intermediate Spanish for Business 4 2020-21												
Law for Tourism, Events and Sports Managers 2020-21												
Managing the Environment for Tourism and Events 2020-21								50				50
Media Planning for Advertising 2020-21										20		
Professional Practice 2020-21												
Research Methods for Tourism and Sport 2020-21							40					60
Study Period Abroad 2020-21												
Tour Operations Management 2020-21							20					
Understanding the Visitor Experience 2020-21												
	13	14	15	16	17	18	19	20	21	22	23	24
Advanced French for Business 3 2020-21												
Advanced French for Business 4 2020-21												
Advanced German for Business 3 2020-21												
Advanced German for Business 4 2020-21												
Advanced Spanish for Business 3 2020-21												
Advanced Spanish for Business 4 2020-21												
Budgeting for Business 2020-21												
Business English and Communication 2020-21												
Buyer Behaviour 2020-21				80								
Client Based Project 2020-21												
Core Chinese for Business 3 2020-21												
Core Chinese for Business 4 2020-21												
Core French for Business 3 2020-21												
Core French for Business 4 2020-21												
Core German for Business 3 2020-21												
Core German for Business 4 2020-21												
Core Italian 3 2020-21												

Core Italian 4 2021-22													
Core Spanish for Business 3 2020-21													
Core Spanish for Business 4 2020-21													
Corporate Reputation and Public Relations 2020-21				50									
Cross Cultural Management 2020-21		30											
Cultural and Heritage Attractions Management 2020-21	100												
Event Management 2020-21	30												
Human Resource Management For Tourism and Events 2020-21	70												
Intermediate French for Business 3 2020-21													
Intermediate French for Business 4 2020-21													
Intermediate German for Business 3 2020-21													
Intermediate German for Business 4 2020-21													
Intermediate Spanish for Business 3 2020-21													
Intermediate Spanish for Business 4 2020-21													
Law for Tourism, Events and Sports Managers 2020-21													
Managing the Environment for Tourism and Events 2020-21													
Media Planning for Advertising 2020-21	40	40											
Professional Practice 2020-21													
Research Methods for Tourism and Sport 2020-21													
Study Period Abroad 2020-21													
Tour Operations Management 2020-21	80												
Understanding the Visitor Experience 2020-21													
	25	26	27	28	29	30	31	32	33	34	35	36	
Advanced French for Business 3 2020-21													
Advanced French for Business 4 2020-21				50			50						



Advanced German for Business 3 2020-21												
Advanced German for Business 4 2020-21				50				50				
Advanced Spanish for Business 3 2020-21												
Advanced Spanish for Business 4 2020-21				50				50				
Budgeting for Business 2020-21												
Business English and Communication 2020-21				25				25				
Buyer Behaviour 2020-21												
Client Based Project 2020-21							100					
Core Chinese for Business 3 2020-21												
Core Chinese for Business 4 2020-21				50				50				
Core French for Business 3 2020-21												
Core French for Business 4 2020-21				50				50				
Core German for Business 3 2020-21												
Core German for Business 4 2020-21				50				50				
Core Italian 3 2020-21												
Core Italian 4 2021-22							50	50				
Core Spanish for Business 3 2020-21												
Core Spanish for Business 4 2020-21				50				50				
Corporate Reputation and Public Relations 2020-21												
Cross Cultural Management 2020-21												
Cultural and Heritage Attractions Management 2020-21												
Event Management 2020-21												
Human Resource Management For Tourism and Events 2020-21												
Intermediate French for Business 3 2020-21												
Intermediate French for Business 4 2020-21				50				50				
Intermediate German for Business 3 2020-21												
Intermediate German for Business 4 2020-21				50				50				
Intermediate Spanish for Business 3 2020-21												
Intermediate Spanish for Business 4 2020-21				50				50				

Law for Tourism, Events and Sports Managers 2020-21	60								40				
Managing the Environment for Tourism and Events 2020-21													
Media Planning for Advertising 2020-21													
Professional Practice 2020-21													
Research Methods for Tourism and Sport 2020-21													
Study Period Abroad 2020-21				100									
Tour Operations Management 2020-21													
Understanding the Visitor Experience 2020-21													100
	37	38	39	40	41	42	43	44	45	46	47	48	
Advanced French for Business 3 2020-21													
Advanced French for Business 4 2020-21													
Advanced German for Business 3 2020-21													
Advanced German for Business 4 2020-21													
Advanced Spanish for Business 3 2020-21													
Advanced Spanish for Business 4 2020-21													
Budgeting for Business 2020-21													
Business English and Communication 2020-21													
Buyer Behaviour 2020-21													
Client Based Project 2020-21													
Core Chinese for Business 3 2020-21													
Core Chinese for Business 4 2020-21													
Core French for Business 3 2020-21													
Core French for Business 4 2020-21													
Core German for Business 3 2020-21													
Core German for Business 4 2020-21													
Core Italian 3 2020-21													
Core Italian 4 2021-22													





Managing the Environment for Tourism and Events 2020-21												
Media Planning for Advertising 2020-21												
Professional Practice 2020-21												
Research Methods for Tourism and Sport 2020-21												
Study Period Abroad 2020-21												
Tour Operations Management 2020-21												
Understanding the Visitor Experience 2020-21												

### Level 3

	01	02	03	04	05	06	07	08	09	10	11	12
Advanced Business English and Communication 2021-22											50	25
Consultancy Project (Business) 2021-22							10					
Consumer Culture and Tourism 2021-22												
Crisis Management 2021-22							20					80
Destination Management 2021-22						25					75	
Digital Economy and Digital Cultures 2021-22												
Disaster Management 2021-22												
Dissertation in Tourism and Sport Business Management 2021-22												15
Enterprise and Strategic Analysis in Tourism, Events and Sports 2021-22												
Social and Political Perspectives on Tourism 2021-22												

	13	14	15	16	17	18	19	20	21	22	23	24
Advanced Business English and Communication 2021-22												
Consultancy Project (Business) 2021-22									50			
Consumer Culture and Tourism 2021-22	100											

Crisis Management 2021-22													
Destination Management 2021-22													
Digital Economy and Digital Cultures 2021-22													
Disaster Management 2021-22													
Dissertation in Tourism and Sport Business Management 2021-22												85	
Enterprise and Strategic Analysis in Tourism, Events and Sports 2021-22	40												
Social and Political Perspectives on Tourism 2021-22											70		
	25	26	27	28	29	30	31	32	33	34	35	36	
Advanced Business English and Communication 2021-22							25						
Consultancy Project (Business) 2021-22		40											
Consumer Culture and Tourism 2021-22													
Crisis Management 2021-22													
Destination Management 2021-22													
Digital Economy and Digital Cultures 2021-22												100	
Disaster Management 2021-22			20					80					
Dissertation in Tourism and Sport Business Management 2021-22													
Enterprise and Strategic Analysis in Tourism, Events and Sports 2021-22	20												
Social and Political Perspectives on Tourism 2021-22	20	10											
	37	38	39	40	41	42	43	44	45	46	47	48	
Advanced Business English and Communication 2021-22													
Consultancy Project (Business) 2021-22													
Consumer Culture and Tourism 2021-22													
Crisis Management 2021-22													



## Appendix III - Benchmark Analysis

This table maps programme learning outcomes to relevant QAA subject benchmark statements or PSRB guidelines.

### Knowledge and Understanding

	Event01	Event02	Event03	Event04	Event05	Event06	Event07	Event08	Event09
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									

	Event10	Event11	Event12	Event13	Event14	Event15	Event16	Event17	Event18
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									

	Event19	Event20	Hosp01	Hosp02	Hosp03	Hosp04	Hosp05	Hosp06	Hosp07
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									

	Hosp08	Hosp09	Hosp10	Hosp11	Hosp12	Hosp13	Hosp14	Hosp15	Hosp16
PO1									



PO2									
PO3									
PO4									
PO5									
PO6									

	Hosp17	Hosp18	Hosp19	Hosp20	KNUS01	KNUS02	KNUS03	KNUS04	KNUS05
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									

	KNUS06	KNUS07	KNUS08	KNUS09	KNUS10	KNUS11	KNUS12	KNUS13	KNUS14
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									

	Leis01	Leis02	Leis03	Leis04	Leis05	Leis06	Leis07	Leis08	Leis09
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									

	Leis10	Leis11	Leis12	Sport01	Sport02	Sport03	Sport04	Sport05	Sport06
PO1									
PO2									

PO3									
PO4									
PO5									
PO6									

	Sport07	Sport08	Sport09	Sport10	Sport11	Sport12	Sport13	Sport14	Sport15
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									

	Sport16	Tour01	Tour02	Tour03	Tour04	Tour05	Tour06	Tour07	Tour08
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									

	Tour09	Tour10	Tour11	Tour12	Tour13	Tour14	Tour15	Tour16	Tour17
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									

## Subject Specific Intellectual Skills

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	Event01	Event02	Event03	Event04	Event05	Event06	Event07	Event08	Event09
PO7									
	Event10	Event11	Event12	Event13	Event14	Event15	Event16	Event17	Event18
PO7									
	Event19	Event20	Hosp01	Hosp02	Hosp03	Hosp04	Hosp05	Hosp06	Hosp07
PO7									
	Hosp08	Hosp09	Hosp10	Hosp11	Hosp12	Hosp13	Hosp14	Hosp15	Hosp16
PO7									
	Hosp17	Hosp18	Hosp19	Hosp20	KNUS01	KNUS02	KNUS03	KNUS04	KNUS05
PO7									
	KNUS06	KNUS07	KNUS08	KNUS09	KNUS10	KNUS11	KNUS12	KNUS13	KNUS14
PO7									
	Leis01	Leis02	Leis03	Leis04	Leis05	Leis06	Leis07	Leis08	Leis09
PO7									
	Leis10	Leis11	Leis12	Sport01	Sport02	Sport03	Sport04	Sport05	Sport06
PO7									
	Sport07	Sport08	Sport09	Sport10	Sport11	Sport12	Sport13	Sport14	Sport15
PO7									
	Sport16	Tour01	Tour02	Tour03	Tour04	Tour05	Tour06	Tour07	Tour08
PO7									
	Tour09	Tour10	Tour11	Tour12	Tour13	Tour14	Tour15	Tour16	Tour17
PO7									

## Subject Specific Practical Skills

	Event01	Event02	Event03	Event04	Event05	Event06	Event07	Event08	Event09
PO8									
PO9									
PO10									

	Event10	Event11	Event12	Event13	Event14	Event15	Event16	Event17	Event18
PO8									
PO9									
PO10									

	Event19	Event20	Hosp01	Hosp02	Hosp03	Hosp04	Hosp05	Hosp06	Hosp07
PO8									
PO9									
PO10									

	Hosp08	Hosp09	Hosp10	Hosp11	Hosp12	Hosp13	Hosp14	Hosp15	Hosp16
PO8									
PO9									
PO10									

	Hosp17	Hosp18	Hosp19	Hosp20	KNUS01	KNUS02	KNUS03	KNUS04	KNUS05
PO8									
PO9									
PO10									

	KNUS06	KNUS07	KNUS08	KNUS09	KNUS10	KNUS11	KNUS12	KNUS13	KNUS14
PO8									
PO9									
PO10									

	Leis01	Leis02	Leis03	Leis04	Leis05	Leis06	Leis07	Leis08	Leis09
PO8									
PO9									
PO10									

	Leis10	Leis11	Leis12	Sport01	Sport02	Sport03	Sport04	Sport05	Sport06
PO8									
PO9									
PO10									

	Sport07	Sport08	Sport09	Sport10	Sport11	Sport12	Sport13	Sport14	Sport15
PO8									
PO9									
PO10									

	Sport16	Tour01	Tour02	Tour03	Tour04	Tour05	Tour06	Tour07	Tour08
PO8									
PO9									
PO10									

	Tour09	Tour10	Tour11	Tour12	Tour13	Tour14	Tour15	Tour16	Tour17
PO8									
PO9									
PO10									

## Transferable Skills and Attributes

	Event01	Event02	Event03	Event04	Event05	Event06	Event07	Event08	Event09
PO11									
PO12									
PO13									

PO14									
PO15									
PO16									
PO17									

	Event10	Event11	Event12	Event13	Event14	Event15	Event16	Event17	Event18
PO11									
PO12									
PO13									
PO14									
PO15									
PO16									
PO17									

	Event19	Event20	Hosp01	Hosp02	Hosp03	Hosp04	Hosp05	Hosp06	Hosp07
PO11									
PO12									
PO13									
PO14									
PO15									
PO16									
PO17									

	Hosp08	Hosp09	Hosp10	Hosp11	Hosp12	Hosp13	Hosp14	Hosp15	Hosp16
PO11									
PO12									
PO13									
PO14									
PO15									
PO16									
PO17									

	Hosp17	Hosp18	Hosp19	Hosp20	KNUS01	KNUS02	KNUS03	KNUS04	KNUS05
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PO11									
PO12									
PO13									
PO14									
PO15									
PO16									
PO17									

	KNUS06	KNUS07	KNUS08	KNUS09	KNUS10	KNUS11	KNUS12	KNUS13	KNUS14
PO11									
PO12									
PO13									
PO14									
PO15									
PO16									
PO17									

	Leis01	Leis02	Leis03	Leis04	Leis05	Leis06	Leis07	Leis08	Leis09
PO11									
PO12									
PO13									
PO14									
PO15									
PO16									
PO17									

	Leis10	Leis11	Leis12	Sport01	Sport02	Sport03	Sport04	Sport05	Sport06
PO11									
PO12									
PO13									
PO14									
PO15									
PO16									

PO17									
	Sport07	Sport08	Sport09	Sport10	Sport11	Sport12	Sport13	Sport14	Sport15
PO11									
PO12									
PO13									
PO14									
PO15									
PO16									
PO17									
	Sport16	Tour01	Tour02	Tour03	Tour04	Tour05	Tour06	Tour07	Tour08
PO11									
PO12									
PO13									
PO14									
PO15									
PO16									
PO17									
	Tour09	Tour10	Tour11	Tour12	Tour13	Tour14	Tour15	Tour16	Tour17
PO11									
PO12									
PO13									
PO14									
PO15									
PO16									
PO17									



## **Appendix IV: Benchmark Benchmark Statement(s)**

**Event01** - *Explain, interpret and challenge theories and concepts which are used to understand the origin, purpose, meanings and development of events from a range of critical perspectives.*

**Event02** - *Display an insight into the structure of event providers and their sectors, and analyse the political, technological, social, environmental and economic factors which affect, or impact upon, the supply of, and demand for, events.*

**Event03** - *Analyse and reflect on the different cultural and business concepts, intercultural and international dimensions of events.*

**Event04** - *Demonstrate a critical awareness and understanding of how core values, for example, ethics, integration, sustainability, creativity, strategy, and continuous improvement, relate to, and are reflected in, events.*

**Event05** - *Demonstrate a critical awareness and understanding of appropriate domains including administration, design, operations, marketing and risk, and how they apply to the phases of events, such as initiation, planning, implementation, event and closure.*

**Event06** - *Operate and effectively manage resources, including human (paid or volunteer), financial, venue, and subcontracted and technical resources.*

**Event07** - *Display critical knowledge, understanding and application of risk management and the legal, ethical and regulatory frameworks that affect event management.*

**Event08** - *Plan, control, analyse and evaluate events, support service provision and their logistics.*

**Event09** - *Design events, including the programming of spectacle, exhibition, ritual, performance and hospitality.*

**Event10** - *Engage with, contribute to and produce events, based on an acquisition and understanding of appropriate vocabularies, skills, working methods and professional business communications.*

**Event11** - *Analyse the nature, characteristics, needs and expectations of different consumers through applying consumer behaviour theories and concepts.*

**Event12** - *Generate creative ideas/concepts, proposals, pitches and solutions to meet differing needs.*

**Event13** - *Analyse and evaluate the quality of the event experience and its impact on the event consumer and/or client and the wider organisation.*

**Event14** - *Evaluate the importance of cultural and other diversities in developing access to, and participation in, events by specific target groups.*

**Event15** - *Demonstrate an understanding of the ways in which attendees behave at events and within the venue and surrounding destination.*

**Event16** - *Evaluate the contribution and impacts of events in social, economic, environmental,*

*political, cultural, technological and other terms.*

**Event17** - *Appreciate the ethical and sustainability issues associated with the operation and development of events.*

**Event18** - *Write and critique event plans, event strategies and to recognise and meet the needs of specific stakeholders.*

**Event19** - *Critically reflect upon the role of those organisations and structures charged with a responsibility for the promotion of, or the training of practitioners in events.*

**Event20** - *Demonstrate a critical awareness and appreciation of existing and emerging standards, policies, initiatives, frameworks and contemporary issues.*

**Hosp01** - *Critically reflect upon the origin, meanings and development of hospitality.*

**Hosp02** - *Analyse and reflect on the different cultural concepts of hospitality.*

**Hosp03** - *Demonstrate a critical awareness of the boundaries of hospitality.*

**Hosp04** - *Operate and manage human and technical resources*

**Hosp05** - *Apply theory to the solution of complex problems within the core areas of hospitality.*

**Hosp06** - *Analyse and evaluate food, beverage and/or accommodation service systems, their implementation and operation.*

**Hosp07** - *Able to evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of: operations management.*

**Hosp08** - *Able to evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of: finance and management accounting.*

**Hosp09** - *Able to evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of: human resources and organisational behaviour.*

**Hosp10** - *Able to evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of: services marketing.*

**Hosp11** - *Able to evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of: information systems and technology.*

**Hosp12** - *Able to evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of: strategic management.*

**Hosp13** - *Display an insight into the structure of the hospitality industry and the contribution that it makes to the global economy.*

**Hosp14** - *Analyse and reflect upon the environmental influences which impact on hospitality*

*organisations.*

**Hosp15** - *Evaluate the factors which influence the development of organisations operating within the hospitality industry.*

**Hosp16** - *Review and analyse the political, technological, social and economic factors which affect the supply of and demand for hospitality.*

**Hosp17** - *Understand and apply the theories and concepts underpinning consumer behaviour within the hospitality context.*

**Hosp18** - *Analyse the needs and expectations of different hospitality consumers and develop appropriate responses.*

**Hosp19** - *Analyse the quality of the service encounter and its impact on the hospitality consumer and the service provider.*

**Hosp20** - *Able to identify and respond appropriately to the diversity that prevails within the hospitality industry in relation to stakeholders, such as: hospitality consumers, hospitality employees, hospitality organisations, government and external agencies.*

**KNUS01** - *research and assess paradigms, theories, principles, concepts and factual*

**KNUS02** - *critically assess and evaluate evidence in the context of research methodologies*

**KNUS03** - *critically interpret data of different kinds and appraise the strengths and*

**KNUS04** - *describe, synthesise, interpret, analyse and evaluate information and data relevant*

**KNUS05** - *plan, design, execute and communicate a sustained piece of independent*

**KNUS06** - *apply knowledge to the solution of familiar and unfamiliar problems*

**KNUS07** - *develop a sustained reasoned argument, perhaps challenging previously*

**KNUS08** - *demonstrate effective communication and presentation skills*

**KNUS09** - *work effectively independently and with others*

**KNUS10** - *take and demonstrate responsibility for their own learning and continuing*

**KNUS11** - *self-appraise and reflect on practice*

**KNUS12** - *plan, design, manage and execute practical activities using appropriate*

**KNUS13** - *recognise and respond to moral, ethical, sustainability and safety issues which*

**KNUS14** - *undertake fieldwork with continuous regard for safety and risk assessment.*

**Leis01** - *Demonstrate an ability to synthesise interdisciplinary approaches to issues of consumption and consumerism in leisure markets.*

**Leis02** - *Critically reflect on the impact of leisure in the lives of individuals and analyse barriers to participation.*

**Leis03** - *Evaluate the importance of cultural and other diversities in developing access to participation in leisure by specific target groups.*

**Leis04** - *Critically evaluate the notion of praxis derived from generic disciplines and apply these to a specific leisure context.*

**Leis05** - *Analyse and reflect upon the environment in which leisure operations take place.*

**Leis06** - *Review and analyse the political and economic factors which affect the supply of, and demands for, leisure.*

**Leis07** - *Critically reflect on the nature of policies for leisure across sectoral and administrative boundaries.*

**Leis08** - *Critically evaluate the role and impact of global and local leisure structures and organisations.*

**Leis09** - *Operationalise concepts of social, public and business policy and critically analyse their role in leisure supply.*

**Leis10** - *Write and critically evaluate leisure plans, development plans and recognise and meet the leisure needs of specific communities.*

**Leis11** - *Critically reflect upon the role of those organisations and structures charged with a responsibility for the promotion of leisure or the training of practitioners in leisure.*

**Leis12** - *Able to employ a range of 'leisure specific' facilitation skills in the promotion of professional practice, including being able to: critically reflect upon what it means to work in leisure, evaluate the impact and role of leisure events in everyday...*

**Sport01** - *Making effective use of knowledge and understanding of the disciplines underpinning human structure and function.*

**Sport02** - *Appraising and evaluating the effects of sport and exercise intervention on the participant.*

**Sport03** - *Showing evidence of the skills required to monitor and evaluate human responses to sport and/or exercise.*

**Sport04** - *Providing a critical appreciation of the relationship between sport and exercise activity and intervention in a variety of participant groups; this could include special populations such as senior citizens, disabled people and children.*

**Sport05** - *Monitoring, analysing, diagnosing and prescribing action to enhance the learning and*

*performance of the component elements of sport.*

**Sport06** - *Showing evidence of the skills required to monitor and evaluate sports performance in laboratories and/or field settings.*

**Sport07** - *Displaying a critical appreciation of the integration of the variables involved in the delivery (teaching, instructing and coaching) of enhanced sport performance.*

**Sport08** - *Displaying an awareness of current government policy on disease prevention and the relevance of exercise.*

**Sport09** - *Showing evidence of an ability to monitor health through exercise and prescribe appropriate interventions.*

**Sport10** - *Displaying a broad range of skills, including awareness of health and safety, ethical considerations, exercise prescription, population differences and the role of education, health and sports bodies in improving the health of the nation.*

**Sport11** - *Displaying a critical insight into the organisations and structures responsible for sport, and the political ramifications arising from these.*

**Sport12** - *Employing social, economic and political theory to explain the development and differentiation of sport throughout society.*

**Sport13** - *Demonstrating the application of the social and cultural meanings attached to sport and their impact on participation and regulation.*

**Sport14** - *Understanding and applying the theories, concepts and principles of practice from the generic management areas of operations, finance, human resources, economics and marketing to sports facilities and events.*

**Sport15** - *Employing strategic planning and development planning skills in analysing, understanding and addressing the development needs and intentions of sport organisations and communities.*

**Sport16** - *Demonstrating a critical appreciation of sport development and facilitation principles in at least one vocational context.*

**Tour01** - *Understand and appreciate the potential contributions of disciplines that help to explain the nature and development of tourism.*

**Tour02** - *Explain and challenge theories and concepts which are used to understand tourism.*

**Tour03** - *Explain and challenge the definitions, nature and operations of tourism.*

**Tour04** - *Demonstrate an understanding of the domestic and international nature and dimensions of tourism.*

**Tour05** - *Utilise a range of source material in investigating tourism.*

**Tour06** - *Demonstrate an awareness of the dynamic nature of tourism in modern societies.*

**Tour07** - *Understand the intercultural dimensions of tourism.*

**Tour08** - *Be able to explain the patterns and characteristics of tourism demand and the influences on such demand.*

**Tour09** - *Have an understanding of the ways in which tourists behave at destinations.*

**Tour10** - *Understand the cultural significance of tourism for tourists and societies.*

**Tour11** - *Demonstrate an understanding of the structure, operation and organisation of the public, private and not-for-profit sectors and their activities.*

**Tour12** - *Evaluate the factors that influence the development of organisations operating in tourism.*

**Tour13** - *Analyse relations between consumers of tourism and the providers of tourism services.*

**Tour14** - *Being able to evaluate the contribution and impacts of tourism in social, economic, environmental, political, cultural and other terms.*

**Tour15** - *Having an understanding of, and being able to evaluate, the approaches to managing the development of tourism through concepts of policy and planning.*

**Tour16** - *Appreciating the ethical issues associated with the operation and development of tourism.*

**Tour17** - *Having an understanding of the issues and principles of sustainability and social responsibility in the context of tourism.*