Course Specification

Part A

BA (Hons) Tourism and Hospitality Management
HND Tourism and Hospitality Management
HNC Tourism and Hospitality Management

CU Group
CU Coventry (CUC)
CU Scarborough (CUS)
CU London (CUL)

Academic Year: 2019/2020

*CU Group refers to Coventry University College Limited, a company wholly-owned by Coventry University. Its trading names are CU Coventry, CU Scarborough and CU London

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.
PART A Course Specification (Published Document)

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1. Introduction

The HNC, HND and Degree courses in Tourism and Hospitality Management aim to prepare learners for careers in a successful and dynamic global industry. Hospitality is the “6th largest contributor to export earnings and 4th largest employer - that's 4.49 million people or 10% of the workforce and over 180,000 businesses.” (British Hospitality Association, 2017) There has been a sustained growth in these sectors creating a range of direct graduate employment opportunities in a diverse range of careers including: travel and transport logistics, operations and management; hospitality management – including all aspects of food, beverage and accommodation, events management, tour guiding, travel writing and the various levels of customer service delivery.

The course is accredited by the Confederation of Tourism and Hospitality (CTH), the UK’s leading specialist professional awarding body for qualifications in the hospitality and tourism sector. Successful graduates from this degree, will receive a Diploma from the CTH alongside their main qualification. The CTH ensures its quality through its approved status with Ofqual and is also a member of the Federation of Awarding Bodies. All qualifications are developed in conjunction with leading employers and sector bodies to ensure relevance, value and quality, valued by employers throughout the world. CTH also has strong links with industry, with relationships and endorsements from organisations such as Virgin Atlantic Airways, GTMC, Star Alliance, Marriot Hotels Caribbean, Radisson Edwardian, Sheraton Hotels, Mantis Collection, Adair Leadership, The Intercontinental Hotels Group and many others. The learner membership of the CTH, awards them access to industry intelligence and networking opportunities, pivotal for their professional development and progress. This course maps to the CTH Diploma and its requirements are fully embedded into the module delivery without the need for extra standalone assessments.

Employability of CU Group graduates is a critical success factor and market research has shown that increasingly employers consider job applicants who have professionally recognised qualifications have greater value in the job market. The course will provide fundamental professional and transferable skills such as team working, communication, time management and, digital fluency, that are required to work successfully in the industry. For graduates some of the career opportunities include roles such as Hotel Management; Attraction Management; Heritage; Conservation; Food and Beverage; Marketing and Human Resources. Graduates may also choose to progress onto post graduate courses in a range of disciplines such as International Hospitality; Human Resource Management and Marketing. However, we have a number of graduates also progressing through alternative employment routes which rely on broad management understanding and excellent customer service skills.

Learners are supported by 20 hours of contact teaching time every week in four hour sessions of which two hours per week are used for tutorial support. During tutorials, groups of no more than five learners will engage in a variety of academic and professional developmental activities. Delivery consists of a variety of teaching and learning approaches to ensure full interactivity and differentiation with learners. This degree in particular enjoys participation from a diverse range of national and international learners who work collaboratively during sessions where their personal cultural diversity adds significant impact to the whole programme. Pedagogical approaches include lectures, blended learning sessions, guest speakers and other interactive activities using contemporary mediums. A variety of assessment strategies including Individual Reports; Collaborative Consultancy; Case Studies; an on-line interactive assessment examining geography based knowledge; Vlogs; Literature Review; Individual/Group Presentations; Feasibility Studies; and the Management of an Event.

2 Available Award(s) and Modes of Study

<table>
<thead>
<tr>
<th>Title of Award</th>
<th>Mode of attendance</th>
<th>UCAS Code</th>
<th>FHEQ Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Tourism and Hospitality Management</td>
<td>Full-Time and Part-Time</td>
<td>Level 6</td>
<td></td>
</tr>
<tr>
<td>BA Tourism and Hospitality Management</td>
<td>Full and part time</td>
<td>Level 6</td>
<td></td>
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<td><strong>HND Tourism and Hospitality Management</strong></td>
<td><strong>HNC Tourism and Hospitality Management</strong></td>
<td><strong>Full-Time and Part-Time</strong></td>
<td><strong>Level 5</strong></td>
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<td><strong>Awarding Institution/Body</strong></td>
<td>Coventry University</td>
<td><strong>Full-Time and Part-Time</strong></td>
<td><strong>Level 4</strong></td>
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<td><strong>Collaboration</strong></td>
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<td><strong>Teaching Institution and Location of delivery</strong></td>
<td>CU Coventry, CU London, CU Scarborough, Coventry University Wroclaw</td>
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<td><strong>Internal Approval/Review Dates</strong></td>
<td>Date of approval/latest review: 05/2017 Date for next review: Academic year 2025/2026</td>
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<td><strong>Course Accredited by</strong></td>
<td>Confederation of Tourism and Hospitality</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Accreditation Date and Duration</strong></td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>QAA Subject Benchmark Statement(s) and/or other external factors</strong></td>
<td>Events, Hospitality, Leisure, Sport, Benchmark (2016) available at <a href="http://www.qaa.ac.uk/en/Publications/Documents/SBS-EventsHospitality-Leisure-Sport-Tourism-16.pdf">http://www.qaa.ac.uk/en/Publications/Documents/SBS-EventsHospitality-Leisure-Sport-Tourism-16.pdf</a> Confederation of Tourism and Hospitality available at L:\CUC\ACADEMIC\Academic Subject Areas\Business and Management\2016-2017\03. Tourism &amp; Hospitality Pearson BTEC available at <a href="https://qualifications.pearson.com/en/subjects/leisure-travel-andtourism.html">https://qualifications.pearson.com/en/subjects/leisure-travel-andtourism.html</a> Coventry University’s Strategic Plan</td>
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<td><strong>Date of Course Specification</strong></td>
<td>June 2019</td>
<td></td>
<td></td>
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<tr>
<td><strong>Course Director</strong></td>
<td>Marion Greenhalgh</td>
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</tbody>
</table>

**12 Outline and Educational Aims of the Course**

The aims of the new course are to provide students with a thorough knowledge and understanding of the field of tourism and hospitality management, and therefore includes course learning outcomes that are consistent with relevant professional qualifications. It includes a range of awards that enhance student employability and facilitate career progression in the ever evolving tourism and hospitality industries. The sector has a vast array of career opportunities in the private, public and voluntary sector and are responsive to local, national markets and international markets. A thorough knowledge of the underpinning principles of hospitality and tourism management (Managing People, Operations, Resources, Information and Self) applied to a wide range of industry relevant organisations and scenarios. Students will examine, evaluate and apply a wide variety of business related models and theories to enable them to not only develop as learners, but also as employable individuals.

The courses are accredited to the Confederation of Tourism and Hospitality (CTH), the UK’s leading specialist professional awarding body for qualifications in the hospitality and tourism sector. It is a specialist professional awarding body in the UK with a mission to focus on the training needs of new entrants to the hospitality, travel, tourism and
Students are able to study at three levels HNC, HND, full degree.

HNC Tourism and Hospitality Management
In the HNC students are introduced to the industry and examine the impact of globalisation on both hospitality and tourism; the operations module will explore the operational management considerations as they relate to the Hospitality industry; with regards to Tourism Geographies, students will explore major global tourism attractions studied from a social, geographical and cultural viewpoint. Finally, the Marketing Module will introduce learners to the overall concept of Marketing and Financial Management, covering some of the general models and theories.

HND Tourism and Hospitality Management
In the HND, learners will focus on, Strategic Marketing for Hospitality and Tourism which creates an awareness of contemporary management strategy. Human Resource Management for Hospitality and Tourism by enhancing operational performance in relation to the support and management of staff. In the Sustainable Tourism and Destination Management module, learners examine the importance of sustainable practices and the impact of mass tourism in relation to destination management. Crisis Management and the Impact on the Global Hospitality and Tourism Industry investigates crisis management in Tourism and Hospitality from the point of view of the consumer and the stakeholder whilst highlighting the impact of pertinent and effective information and media management. Crisis management engages learners critically with relevant theories and principles as they relate to the industry.

BA Hons in Tourism and Hospitality Management
In the final year, learners will focus on, Emerging Issues in the Tourism and Hospitality Industry - providing a critical awareness of major, current theoretical and policy- relevant issues and the linkages between them. In the Strategic Business Impact learners will be prepared for the workplace by developing the knowledge and skills to undertake an analysis of the wider business environment and consider how to utilise the outcome of this analysis to shape the management decisions they make as part of the leadership team. Event Management provides a theoretical and practical approach to planning, managing and evaluating events in the tourism and hospitality industry. The Investigatory Project permits learners to link all components of their studies together. It is a strategic endeavour to demonstrate that business success in the industry is the product of efficient collaboration between all aspects of the discipline.

In relation to the programme and with reference to the QAA Subject Benchmark Events, Hospitality, Leisure, Sport & Tourism (November 2016), the purpose of this degree programme is:

1. Increasing understanding of tourism and hospitality management & organisations; their management, structures, economic impact and contemporary global factors affecting their success. Emphasis will be placed on the development and rationale for tourism and hospitality in a changing economic, social and environmental context
2. Prepare for and develop a career in tourism and hospitality related industry – the degree will seek to develop skills and competences of learners in a variety of related disciplines to enable them to identify specific careers.
3. Enhancement of a wide range of skills and attributes which equip graduates to become effective global citizens. The key goal of the course is to develop competent tourism and hospitality graduates of the future.

13 Course Learning Outcomes
A student who successfully completes the course will have achieved the following course learning outcomes:
1. Role of Connectivity to the Service Industry – learners will understand the management and technical disciplines relevant to hospitality within the context of leadership, innovation, entrepreneurship and the management of food, beverages and/or accommodation in a service context. (a, e)
2. Communications - learners will demonstrate a range of practical and professional skills required in global tourism and hospitality contexts with a range of diverse stakeholders, from the voluntary, commercial or public sector. (b, c, e)

3. Global Social Mobility – learners on this course need to be equipped with the knowledge and understanding of how lifestyles and changes to working patterns have changed how tourism is affected due to the levels of global mobility. They will understand how the visitor economy draws on a wide range of multidisciplinary and interdisciplinary aspects to include, production, consumption, management, economics, marketing, development, mobility and migration, sustainability and ethics. (a, b, e)

4. Innovations – the contemporary management of Tourism issues has changed considerably globally; it requires cutting edge, critical thinking wider knowledge of the global markets. Learners on this course will be taught to be able to appraise applied critique of key shifts in the private sector which may include tour operations, airline and hotel companies, as well as governmental institutions, such as local authorities. Also included is the study of ‘not-for-profit’ organisations, such as tourist boards, destination management organisations and other agencies. (a, d, e)

5. Management – in relation to specific Tourism related issues, such as crisis management, destination management, development, policy, governance and strategy. This will provide them underpinning knowledge for the wider hospitality and tourism industry, where graduate employment will expect a degree of awareness of these significant areas. (b, c, e)

6. Internationalisation - generation of knowledge on global issues is to produce graduates with attributes and capabilities enabling them to become global professionals and citizens and successfully enter the international work environment. (b, c, e)

7. Research – learners will have to understand and be equipped with aspects of research relating to Hospitality and Tourism. They will be taught the fundamentals of data collection, analysis and evaluation; assess paradigms, theories, principles, concepts and apply such skills creatively in explaining and solving familiar and unfamiliar problems, challenging previously held assumptions or answering research questions (e, f)

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

The Full Time mode is designed for students who normally wish to study 120 credits (4 modules) in one academic year, Part Time is anything less than this.

The Tourism and Hospitality Management awards are offered in a range of delivery options and patterns which can be found on the relevant campus website. This may be weekdays, evenings or Saturdays. The length and set up of guided teaching sessions allow for teaching to be presented in various ways including team teaching, group discussions, individual presentations, research and presentation, interactive teaching and guest lecturers. The aim of each session is to have a balance between students learning academic, practical and professional skills.

The course is taught in 6-week blocks and can be offered (subject to numbers) 6 times each calendar year.

- 4 blocks will lead to a HNC (120 credits at level 4)
- 8 blocks will lead to a HND (240 credits at levels 4 and 5)
- 12 blocks will lead to an Honours degree (360 credits at levels 4, 5 and 6)

Students have the option of a sandwich year between levels 5 and 6, and can choose to study abroad or engage in a work placement. These can lead to a BA (Hons) degree with an international or professional enhancement respectively

Each one of the learning blocks (modules) is worth 30 credits, which will require the equivalent of 300 study hours. The modules run over a six week period and are taught consecutively, with assessments within the middle and at the end of each block.

Guest speakers from relevant organisations will be arranged during teaching of the course. There is also the opportunity for international travel which gives learners a broader and more global exposure to the industry.

Course specification Part B includes a comprehensive explanation of the delivery strategy.
The programme has three levels of awards available to students:

- BA (Hons) Tourism and Hospitality Management
- HND Tourism and Hospitality Management
- HNC Tourism and Hospitality Management

To progress, students must have normally achieved a minimum of 90 credits from the previous stage.

For a HNC Tourism and Hospitality Management award a student must have passed or been credited with all the mandatory modules at level 4 (120 credits).

For a HND Tourism and Hospitality Management award a student must have passed or been credited with all the mandatory modules at levels 4 and 5 (240 credits).

For a BA Hons in Tourism and Hospitality Management a student must have passed or been credited with all mandatory modules at levels 4, 5 and 6 (360 credits).

Cascade of Awards:

- BA (Hons) Tourism and Hospitality Management (360 credits)
  - BA Tourism and Hospitality Management (300 credits)
    - Higher National Diploma Tourism and Hospitality Management (240 credits)
      - Higher National Certificate Tourism and Hospitality Management (120 credits)

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, and their credit value are identified in the table below.

<table>
<thead>
<tr>
<th>Credit level</th>
<th>Module Code</th>
<th>Title</th>
<th>Credit Value</th>
<th>Mandatory/Optional</th>
<th>Course Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>401TH</td>
<td>Understanding the Global Hospitality and Tourism Industries</td>
<td>30</td>
<td>M</td>
<td>1, 2, 5, 6, 7</td>
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<tr>
<td>4</td>
<td>402TH</td>
<td>Hospitality Operations</td>
<td>30</td>
<td>M</td>
<td>1, 2, 3, 6</td>
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<tr>
<td>4</td>
<td>403TH</td>
<td>Tourism Geographies</td>
<td>30</td>
<td>M</td>
<td>1, 2, 5, 6</td>
</tr>
<tr>
<td>4</td>
<td>404TH</td>
<td>Marketing and Financial Management in Hospitality and Tourism</td>
<td>30</td>
<td>M</td>
<td>1, 2, 3, 4</td>
</tr>
<tr>
<td>5</td>
<td>501TH</td>
<td>Strategic Marketing for Hospitality and Tourism</td>
<td>30</td>
<td>M</td>
<td>1, 2, 3, 4, 5, 6</td>
</tr>
<tr>
<td>5</td>
<td>502TH</td>
<td>Human Resource Management in Tourism and Hospitality</td>
<td>30</td>
<td>M</td>
<td>1, 2, 3, 5, 6</td>
</tr>
<tr>
<td>5</td>
<td>503TH</td>
<td>Sustainable Tourism and Destination Management</td>
<td>30</td>
<td>M</td>
<td>1, 2, 3, 5, 6, 7</td>
</tr>
<tr>
<td>5</td>
<td>504TH</td>
<td>Crisis Management and the Impact on the Global Hospitality and Tourism Industry</td>
<td>30</td>
<td>M</td>
<td>1, 2, 3, 5, 6</td>
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<tr>
<td>6</td>
<td>601TH</td>
<td>Emerging Issues in the Tourism and Hospitality Industry</td>
<td>30</td>
<td>M</td>
<td>1, 2, 3, 4, 5, 6, 7</td>
</tr>
</tbody>
</table>
15 Criteria for Admission and Selection Procedure

UCAS entry profiles may be found by searching for the relevant course on the UCAS website, then clicking on 'Entry profile'.

The general requirements for admissions are in line with CU Group policy (Academic Regulations: Regulations for the Admission of Students Chapter 2.3), and are also available on the individual course websites.

Students whose first language is not English must demonstrate proficiency in the English language equivalent to IELTS 6.0.

CU Group will also review applicants with non-standard entry requirements including those with professional work experience and direct entry applicants. Accredited prior learning and accredited prior experiential learning (AP(E)L) may be taken into consideration and mapped onto the entry criteria for the course. AP(E)L is in accordance with CU Group Academic Regulations (see Academic Regulations: Regulations for the Admission of Students Chapter 2.2).

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard CU Group Academic Regulations Mode F.

17 Indicators of Quality Enhancement

The course is managed by the Leadership and Management, Law and Policing Board of Study of the CU Group.

The Joint Assessment Board (JAB) for CU Group is responsible for considering the progress of all students and making awards in accordance with both the CU Group and course-specific regulations.

The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.

External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry’s web site.

Students are represented on the Student Forum, Board of Study and CU Group Academic Committee, all of which normally meet two or three times per year.

Student views are also sought through End of Module Questionnaires.

- The QAA’s Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations regarding the:
  - Setting and maintenance of the academic standards of awards
  - Quality of student learning opportunities
  - Quality of the information about learning opportunities
  - Enhancement of student learning opportunities
The programme has been designed in accordance with the QAA benchmark statements for Events, Hospitality, Leisure, Sport & Tourism November 2016 and is aligned to curriculum from the Confederation of Tourism and Hospitality (CTH) and Pearson’s BTEC/ Degree Apprenticeships.

In addition:
- Subject Matter Experts, who are highly experienced in curriculum design, were responsible for the development of the programme and modules
- Subject Matter Experts are typically actively engaged in the relevant industry sector as well as experienced members of academic faculty
- Approval has been sought from the relevant Accrediting Body (CTH)
- Academic Heads and Course Leaders will be responsible for the on-going production of teaching and learning materials and tools for assessment, in compliance with the specification and regulations

18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including,

- Student Handbook
- Module Information Descriptors
- Study Support information