# Programme Specification – 2016/17

1. **Awarding body**
   - University of Surrey

2. **Teaching institution (if different)**
   - N/A

3. **Final award and programme/pathway title**
   - MSc International Tourism Management

4. **Subsidiary award(s) and title(s)**
   - **Award**
     - PG Dip
     - PG Cert

5. **FHEQ Level**
   - 7

6. **Credits and ECTS credits**
   - 180 UK credits, 90 ECTS credits

7. **Name of Professional, Statutory or Regulatory Body (PSRB)**
   - World Tourism Organisation, TedQual

8. **Mode of study and route code**
   - | Mode of study         | Route code |
     |----------------------|------------|
     | Full-time            | Y          |
     | Full-time with PTY   | N          |
     | Part-time            | N          |
     | Distance learning    | N          |
     | Short course         | N          |

9. **JACs code**

10. **QAA Subject benchmark statement (if applicable)**

11. **Other internal and / or external reference points**
    - A review of competitor offerings in Russell/1994 group institutions.
    - BIS (2010) One step beyond: making the most of postgraduate education.
    - Discussion amongst Programme leaders.
    - Discussions within Subject Groups.

12. **Faculty and Department/School**
    - Faculty of Arts and Social Sciences, School of Hospitality and Tourism

13. **Programme Leader**
    - Dr Jason Li Chen

14. **Date of production/revision of the specification**
    - July 2016

15. **Educational aims of the programme**

The programme takes a broad view of tourism and provides an opportunity to explore issues and problems relevant to a wide range of situations and aspects likely to be faced by tourism managers and other relevant professionals. It gives an opportunity to develop academic skills and knowledge. At the same time it maintains a practical focus on the rapidly developing tourism industry. Its intensive but generalist approach aims to prepare students for a wide range of possible careers in travel and tourism. It is designed to provide an appropriate base for employment opportunities in official tourism organisations, in transport, hotels, tour operating and travel agency companies, in government and other organisations where knowledge of tourism is important. The programme draws on the stimulus of the School's recent research activities, and takes an integrated approach to the relationships between the various components of the programme. The programme also provides students with opportunities to work directly with industry partners through not only guest lectures, but also on a real tourism project through the Applied Dissertation initiative and during fieldtrips. The programme encourages students to develop skills in relation to practical research and decision making in a tourism business environment.
16. Programme learning outcomes – the programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

### Knowledge and understanding

**MSc**
- A systematic, in-depth understanding of the development, issues and influences relevant to tourism management
- A high level of theoretical and applied knowledge of the management operation, organisation and provision of business or service sector education
- An understanding of the research process

**PG Diploma**
- A systematic, in-depth understanding of the development, issues and influences relevant to tourism management
- A high level of theoretical and applied knowledge of the management, operation, organisation and provision of business or service sector education
- An understanding of the research process

**PG Certificate**
- An understanding of the issues and influences relevant to tourism management
- An understanding of the theory and its application in the management, operation, organisation and provision of business or service sector education

### Intellectual / cognitive skills

**MSc**
- An ability to independently critically evaluate approaches and techniques relevant to tourism management
- An ability to evaluate outcomes and accurately assess/report on own/others’ work with justification and relate them to existing knowledge structures and methodologies
- An ability to demonstrate high level learning and problem solving abilities in the range of modules studied

**PG Diploma**
- An ability to independently critically evaluate approaches and techniques relevant to tourism management
- An ability to evaluate outcomes and accurately assess/report on own/others’ work with justification and relate them to existing knowledge structures and methodologies
- An ability to demonstrate high level learning and problem solving abilities in the range of modules studied.

**PG Certificate**
- An understanding of and ability to evaluate some approaches and techniques relevant to tourism management
- An ability to evaluate outcomes and accurately assess/report on own/others’ work with justification
and relate them to existing knowledge
• An ability to demonstrate learning and problem solving abilities in the range of modules studied

Professional practical skills

MSc

• Ability to analyse and synthesise issues related to tourism management. Other skills developed include communication and presentation skills, computing skills, critical reasoning, data analysis, organisation and planning, report and essay writing skills, problem solving skills, interactive and group skills, and research skills
• To evaluate the ethical dilemmas likely to arise in research and professional practice, and to formulate solutions in dialogue with peers, clients, mentors, supervisors and others

PG Diploma

• Ability to analyse and synthesise issues related to tourism management. Other skills developed include communication and presentation skills, computing skills, critical reasoning, data analysis, organisation and planning, report and essay writing skills, problem solving skills, interactive and group skills, and research skills
• To evaluate the ethical dilemmas likely to arise in research and professional practice, and to formulate solutions in dialogue with peers, clients, mentors, supervisors and others

PG Certificate

• Ability to analyse and synthesise issues related to tourism management. Other skills developed include communication and presentation skills, computing skills, critical reasoning, data analysis, organisation and planning, report and essay writing skills, problem solving skills, interactive and group skills.
• An awareness of ethical dilemmas likely to arise in professional practice

Key / transferable skills

MSc

• An ability to identify modifications to existing knowledge structures and theoretical frameworks and therefore to propose new areas for investigation, new problems, new or alternative applications or methodological approaches
• An ability to conduct research and produce a high quality reports: this includes the ability to select, define and focus upon an issue at an appropriate level; to develop and apply relevant and sound methodologies; to analyse the issue; to develop recommendations and logical conclusions; to be aware of the limitations of the research work
• A range of generic skills relevant to the needs of existing and future managers, executives and professionals, irrespective of their sector of operation. These will include analysis and synthesis, oral and written communication, computing/IT literacy, critical reasoning, data analysis, organisation and planning, problem solving, independent and group working and research.

PG Diploma

• An ability to identify modifications to existing knowledge structures and theoretical frameworks and therefore to propose new areas for investigation, new problems, new or alternative applications or methodological approaches
• A range of generic skills relevant to the needs of existing and future managers, executives and professionals, irrespective of their sector of operation. These will include analysis and synthesis, oral
and written communication, computing/IT literacy, critical reasoning, data analysis, organisation and planning, problem solving, independent and group working and research.

**PG Certificate**

- An ability to identify modifications to existing knowledge structures and theoretical frameworks and therefore to propose new problems
- A range of generic skills relevant to the needs of managers, particularly in oral and written communication, computing/IT literacy, critical reasoning, data analysis, organisation and planning, problem solving, independent and group working

17. Programme structure – including the route / pathway / field requirements, levels modules, credits, awards and further information on the mode of study.

All programmes operate on a 15 credit modular structure over two semesters. All taught modules are semester based and are worth 15 credits, which is indicative of 150 hours of learning, comprised of student contact, private study and assessment. Project and dissertation modules can be either 15, 30, 45 or 60 credits and, additionally Master’s dissertations 90 credits.

The Dissertation module is 60 credit and takes place in Semester 2.

Credits achieved from completing the dissertation / final project module cannot be attributed to a subsidiary award. Students are unable to submit their dissertation until they have successfully completed their taught modules.

This programme is studied full-time over one academic year. In order to achieve the principal award of an MSc a student must complete 180 credits, with a minimum of 150 credits at FHEQ level 7 and the remainder at FHEQ level 6. Students are also eligible to exit the programme with the following subsidiary awards:

- PG Dip – 120 credits with a minimum of 90 credits at FHEQ level 7 and the remainder at FHEQ level 6
- PG Cert – 60 credits with a minimum of 45 credits at FHEQ level 7 and the remainder at FHEQ level 6

In order for students to progress they must achieve a minimum average of 50%.

### Programme adjustments (if applicable)

N/A

<p>| FHEQ Level (7): Potential awards – MSc / PG Cert / PG Dip |
|---|---|---|---|
| Module code | Module title | Core / compulsory / optional | Credit volume | Semester (1 / 2) |
| MANM169 | Research Methods | Compulsory | 15 | 1 |
| MANM156 | Hospitality and Tourism Operating Systems | Compulsory | 15 | 1 |
| MANM315 | Perspectives in Tourism Management | Optional | 15 | 1 |
| MANM314 | Sustainable Tourism Management | Optional | 15 | 1 |
| MANM162 | Tourism Development | Optional | 15 | 1 |
| MANM028 | Tourism Services Marketing | Optional | 15 | 1 |
| MANM316 | Digital Marketing and Social Media in Tourism | Optional | 15 | 1 |
| MANM061 | Dissertation | Core | 60 | Summer period |
| MANM145 | Tourism Social Science | Compulsory | 15 | 2 |
| MANM050 | Visitor Attraction Management | Compulsory | 15 | 2 |</p>
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Type</th>
<th>Credits</th>
<th>Level</th>
</tr>
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<tbody>
<tr>
<td>MANM150</td>
<td>Destinations Management and Marketing</td>
<td>Optional</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>MANM297</td>
<td>Accounting &amp; Finance for Business</td>
<td>Optional</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>MANM146</td>
<td>Tourism Strategy</td>
<td>Optional</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>MANM020</td>
<td>Project Management</td>
<td>Optional</td>
<td>15</td>
<td>2</td>
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<tr>
<td>MANM020</td>
<td>Ethics &amp; CRS</td>
<td>Optional</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>MANM300</td>
<td>Business Plan for Hospitality and Tourism</td>
<td>Optional</td>
<td>15</td>
<td>2</td>
</tr>
</tbody>
</table>

How many optional modules must a student choose in order to achieve the necessary amount of credits to achieve this level? Choose 4 from the 11 listed optional modules.

18. Opportunities for placements / work-related learning / collaborative activity – please indicate if any of the following apply to your programme:

- Associate Tutor(s) / Guest Speakers / Visiting Academics: Yes
- Professional Training Year (PTY): N/A
- Placement(s) (study or work that are not part of the PTY or Erasmus Scheme): N/A
- Clinical Placement(s) (that are not part of the PTY Scheme): N/A
- ERASMUS Study (that is not taken during Level P): N/A
- Study exchange(s) (that are not part of the ERASMUS Scheme): N/A
- Dual degree: N/A

19. Quality assurance

The Regulations and Codes of Practice for taught programmes can be found at: http://www.surrey.ac.uk/quality_enhancement/index.htm