

Programme Specification

1. GENERAL INFORMATION

1.	Programme Title:	BA (Hons) International Tourism and Events Management
2.	Final Award:	BA (Hons) International Tourism and Events Management
3.	Exit Awards:	BA International Tourism and Events Management Certification of Higher Education International Tourism and Events Management Diploma of Higher Education International Tourism and Events Management
4.	Awarding Body:	Glasgow Caledonian University
5.	Approval Date:	November 2018
6.	School:	Glasgow School for Business and Society
7.	Host Department:	Fashion, Marketing, Tourism and Events
8.	UCAS Code:	N890
9.	PSB Involvement:	Association for Event Management Education
10.	Place of Delivery:	GCU
11.	Subject Benchmark Statement:	Events, Hospitality, Leisure, Sport and Tourism
12.	Dates of PSP Preparation/Revision:	September 2022

2. EDUCATIONAL AIMS OF THE PROGRAMME

An introduction should be included here which describes the overall aim of the programme together with the educational aims of the programme at the exit points

The BA (Hons) International Tourism and Events Management programme aims to prepare students to work in the diverse and dynamic tourism and events industries, where graduates are not only required to have vocational and practical skills but also understand the external environment in which tourism and events organisations operate. As such, the programme seeks to equip students with the practical skills required to deliver and manage tourism products and events as well as a theoretical understanding of the wider role of tourism and events within society. The programme will also provide students with an understanding of the challenges faced by managers who operate within the international tourism and events industries so they are familiar with the practices, policies and strategies and can manage people, operations and challenges responsibly.

The diverse nature of the tourism and events industries means that students must be sensitised to the economic, cultural and social forces that influence the ways in which tourism and events products are produced and consumed within commercial, public and third sector environments. Students will experience an education that heightens their sensitivity, knowledge and experience of international economic, cultural and social contexts impacting upon the global tourism and events environments whilst also preparing them to enter the job market as work-ready, with relevant knowledge and skills pertaining to the management of tourism and events at local, national and international levels. The programme aims to provide a sound, yet challenging, academic education, coupled with vocational relevance that prepares students for graduate entry to an increasingly competitive international tourism and events marketplace, or indeed, encourages further study.

The course of study adopted across the programme aims to equip learners with the in- depth knowledge to synthesise and apply relevant theory to international tourism and events management. In addition to specific tourism/events management skills the personal and professional development of students will form a central part of the programme, with an emphasis on managing the self and others, cross-cultural awareness, global citizenship and responsible leadership. A study of the tourism and events environment and other wider contemporary geopolitical and societal issues will complement the study of global business issues. The programme aims to specifically meet the needs of students who wish to pursue a career in tourism and/or events management whether at a local, national or international level and will enhance employability through participation in a wide range of active teaching and learning

experiences including field-based consultancy, live case studies, group projects and presentations, business/event simulations, scenario planning, table top exercises, field visits and visiting industry speakers.

The programme design reflects the QAA Events, Hospitality, Leisure, Sport and Tourism, 2016. It builds upon elements of existing good practice within the Sport, Events and Tourism (SET) subject group, whilst engaging fully with innovation of approach in terms of Departmental, School and wider University provision and requirements. It embraces the future of Scottish, UK and international events and tourism and provides an opportunity, in terms of innovative portfolio development, for GCU to recognise the importance of events provision at HE level.

The broad educational aims of the programme are as follows:

- To develop a critical appreciation of the theoretical concepts, strategies, policies and practices relevant to the international tourism and events sectors.
- To provide students with opportunities to apply academic knowledge into practical settings as a means of developing the vocational and managerial skills required for graduate employment within the tourism and events sectors.
- To stimulate students and enable them to develop an enquiring, analytical and creative approach to discuss and critique issues in tourism and events management within a contemporary, challenging and relevant approach to curriculum development.
- To equip students with the ability to analyse and reflect upon the different cultural, business and management concepts, intercultural and international dimensions of tourism and events.
- To demonstrate a critical awareness and understanding of how core values such as ethics, responsible leadership, sustainability, creativity, and strategy relate to, and are reflected in tourism and events.
- To develop the skills required to evaluate, plan and implement research relevant to the tourism and event industries.

At level one the programme aims to provide a general foundation in the key functions associated with business management, an understanding of how the external environment impacts on business performance and the impact of business on society both at a national and international level. The design of this foundation year reflects a belief in the value of developing inter- disciplinary, reflective practitioners who can understand the broad context and principles of managing organisations. Furthermore, students will be introduced to the concept of tourism and events, gaining an understanding of the industry in which they have chosen to specialise from the outset so they become familiar with the key features surrounding the study of tourism and events as an academic field. As students progress through the levels of the programme, they deepen their knowledge of international tourism and events and understanding of specific tourism and event management contexts. For this reason, managing business challenges in a responsible manner is a key theme embedded in the programme across all four levels with the aim of engendering responsible leaders and global citizenship in keeping with the Principles of Responsible Management (PRME).

During their time in the university community the 21st century graduate is required to develop a range graduate attributes that will prepare them for a number of work contexts and cultures. This degree will further enhance student understanding of the world of work through participation in a wide range of teaching and learning experiences including integrative case studies, company sponsored group projects, company visits and industry speakers.

Level two modules are designed to encourage interaction with businesses and communities through a series of varied, relevant educational experiences. Involvement and interaction increases student awareness of and sensitivity to the diversity of business activities that exist. Meanwhile students deepen their understanding, skills and knowledge of tourism and events management via subject specific modules that focus on the operational and practical aspects of tourism and event design and delivery. This enables the student to put into practice the theoretical knowledge that they have gained in terms of both general business and tourism/events more specifically. Finally, students are offered options in more specialised topics allowing them to deepen their knowledge and understanding.

The 21st century graduate must be prepared for challenge and to seek opportunity. This theme is embedded implicitly and explicitly within level 3 where students have the opportunity to study overseas for the full year or part year. Overseas study is supported through the Erasmus programme at GCU which allows students to apply to study at a partner institution. GCU has a wide range of partnership institutions across Europe, North America, as well as new opportunities in Latin America and Asia. Students who study in Glasgow will enjoy different challenges and opportunities designed to stretch their abilities. Ideas involving enterprise, strategy and ethics aim to use pedagogy that creates academically, culturally and socially challenging environments enabling expansive learning. Furthermore, their knowledge of the international tourism and events environments will be expanded as they begin to look at the strategic and political implications of tourism and events, transitioning from a focus on *how* to manage tourism and events to *why* invest in tourism and events.

Level four offers students the opportunity to develop their individual interests and identity within international tourism and events. Students are encouraged to nurture their own individual interests via the dissertation, which they are encouraged to use as a method of preparing themselves for work readiness by developing a depth of knowledge and evidence of critical, analytical and creative thinking within a specific area of tourism/events. At this level, students will critique the global significance of tourism and events, building upon the socio-cultural foundations which have been developed in previous modules.

4. PROGRAMME STRUCTURES AND REQUIREMENTS, LEVELS, MODULES, CREDITS AND AWARDS

SHE1 Level

Module Code	Module Title	Credit
	Enterprising Behaviours for the Business Professional	20
	Foundations in Marketing	20
	Welcome to the World of Tourism and Events	20
	Fundamentals of Financial Management	20
	Introduction to Tourism and Event Studies	20
	Language/Introduction to Sports Studies/Fundamentals of Risk Management/Law for Business	20

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SHE2 Level

Module Code	Module Title	Credit
	Ethical and Responsible Leadership	20
	Creating and Designing Experiences	20
	Tourism and Event Operations	20
	Event Delivery and Management	20
	Managing in the Destination	20
	Language/Organisational Risk and Resilience/Social Media Marketing	20

Exit Award – Diploma of Higher Education 240

SHE3 Level

Module Code	Module Title	Credit
	Entrepreneurship for Business, Society and the Professions	20
	Tourism and Event Policy	20
	Financial Decision Making in the Tourism and Event Industry	20
	Re: Imaging the Destination	20
	Business Research Methods	20
	Language/Managing people and Diversity at Work/Work Placement	20
	Experience/Digital Business and Marketing	20

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Module Code	Module Title	Credit
	Current Issues in Tourism and Events	20
	Critical Tourism and Event Studies	20
	Dissertation	40
	Event Tourism in Context	20
	Language/International Advertising Strategy/Food for Thought/Logistics Management	20

Exit Award – BA (Hons) International Tourism and Events Management**480****8. ASSESSMENT REGULATIONS**

Students should expect to complete their programme of study under the Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students.

The Glasgow Caledonian University Assessment Regulations which apply to this programme, dependent on year of entry can be found at: [GCU Assessment Regulations](#)