

Undergraduate Programme Specification

BA (Hons) International Tourism and Events Management

This specification provides a summary of the main features of the programme and learning outcomes that a student might reasonably be expected to achieve and demonstrate where full advantage is taken of all learning opportunities offered. Further details on the learning, teaching and assessment approach for the programme and modules can be accessed on the University website and Virtual Learning Environment, GCU Learn. All programmes of the University are subject to the University's [Quality Assurance](#) processes.

GENERAL INFORMATION			
Programme Title	BA (Hons) International Tourism and Events Management		
Final Award	Bachelor of Arts in International Tourism and Events Management with Honours		
Awarding Body	Glasgow Caledonian University		
School	Glasgow School for Business and Society		
Department	Fashion, Marketing, Tourism and Events		
Mode of Study	Full-time		
Location of Delivery	Glasgow Campus		
UCAS Code	2H3V		
Accreditations (PSRB)	Tourism Management Institute Institute of Hospitality		
Period of Approval	From:	September 2023	To: August 2028

EDUCATIONAL AIMS OF PROGRAMME

BA International Tourism and Events Management is a distinctive degree programme which brings tourism and events together, recognising that events drive tourism development at destinations. The programme is also accredited by both the Tourism Management Institute and the Institute of Hospitality. Due to its strong industry focus, and the status of Glasgow as an international-leading cultural and sporting events and tourism destination, the programme provides a reliable choice for those who seek to learn about the development of the tourism and events industry through sociological, cultural, systems, business and management perspectives.

The curriculum is designed to develop tourism and event students' understanding of events and tourism, and their impacts on society and the environment (including most prominently SDGs 8, 9, 11, 12, as well as others). Students are equipped with business and management knowledge incorporating an international perspective and will develop critical analytical skills. The Glasgow Caledonian University Common Good attributes are embedded in the programme at all levels, shaping attitudes and building students' managerial skills so that they excel personally and behave professionally and responsibly. Citizenship activities will develop crucial civic and community engagement behaviours in students which are valued in the industry. The programme builds a range of managerial skills, and shapes attitudes and behaviours to enable graduates to excel personally and professionally. The programme adopts a strong active and experiential learning approach adopted in to events and tourism education, creating to create engaging yet challenging real-world scenarios in classrooms, seminars and assessments, which enhances student employability and will prepare students for a successful career.

Internationalisation is embedded in the curriculum at all levels. This includes international partnerships in Spain, Italy, Finland, the US and beyond which help us to facilitate 3rd year study abroad options for trimester A (continuing students only) and trimester B (all students including direct entrants). These partnerships, and the strong connections the team have with industry and alumni, provide many opportunities to enhance learning with guest lectures and collaborative learning activities. The staff teaching on the programme research in multiple diverse perspectives including sustainable tourism, diversity and events, off-grid tourism and wellbeing tourism, which are internationally relevant. This feeds into the curriculum design and teaching on the programme.

The broad educational aims of the programme are follows:

- To develop a critical appreciation of the theoretical concepts, strategies, policies and practices relevant to the international tourism and events industry.
- To provide students with opportunities to apply academic knowledge into practical settings as a means of developing the strategic, vocational and managerial skills and behaviours required for graduate employment within the tourism and events industry.
- To stimulate students and enable them to develop an enquiring, collaborative and creative approach to discuss and influence issues in tourism and events management within a contemporary, challenging and transformative 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, and their interconnectedness.
- To demonstrate a critical awareness and understanding of how core values such as ethics, responsible leadership, sustainability, creativity, inclusivity and strategy relate to, and are addressed by tourism and events.
- To develop the skills required to evaluate, plan and implement research to improve the tourism and event industries and society.

The International Tourism and Events Management programme provides scope for students to focus on tourism or events within their studies at crucial points in the degree, to diversify their learning and prepare them for an array of graduate roles in the field. Modules in business, HR, marketing and finance provide crucial knowledge and applied learning, and the digital module spine reflects the increasing need in the industry for digital skills for marketing tourism and events experiences.

At first year students are introduced to the industry, its components and the studies which underpin the production of knowledge in the subject area (L1 Introduction to Tourism and Event Studies). Students study important foundational modules in digital imagery (L1 Introduction to Digital Image Creation) sustainable development, (L1 Global Challenges for Business and Society), marketing (L1 Principles of Marketing) and HRM (L1 Fundamentals of Managing People) forming a basis of core business subjects for students to build on. If students wish to continue to deepen their understanding of HRM, marketing and business, or languages, they can do so in options at each year.

At level two, financial understanding and quantitative skills are developed (L2 Fundamentals of Financial Management for Decision Makers). Operations and the sustainable management of tourism businesses are explored (L2 Tourism and Event Operations), digital creative skills are further developed (L2 Digital Content Creation) and more advanced theoretical and practical event and tourism ideas are taken forward. L2 Trends in Tourism introduces the concept of special interest tourism and assesses the student on collaborative work to develop a new tourism-related idea. L2 The Events Industry and Typologies equips students to work with analytics, design-thinking, technologies and crisis management to underpin understanding of the delivery and planning of events.

At level 3 students are provided with opportunities to deepen their understanding of event creation and design (L3 Creating and Designing Experiences) and practical event delivery experience (L3 Event Delivery and Management: Festival of the Common Good). This is a key citizenship element of the programme. These modules provide experience of collaboration, applied experiential learning and employability for both continuing students and new direct entrants. A live consultancy project is also included (Destination Development Marketing and Management) where students develop solutions that enable a destination to thrive and become more sustainable. L3 Tourism and Event Policy provides advanced knowledge and understanding of the global policy context for tourism and events and L3 Management Accounting for Decision Makers provides key management accounting and financial decision-making understandings and skills.

Also, at level 3 three work experience options are incorporated to provide students with opportunities to receive real-world experience in the industry for valuable learning and development at 20, 60 or 120 credits. Many of the creative and practical elements in the taught modules will be experienced in real-world settings if students choose this option. Students continuing from level two are able to choose the year-long work placement, and exchange/placement in trimester A. All students (including 3rd year direct entrants) can choose the Trimester B placement option.

Modules at 4th year are student-led and promote independent working. The L4 Tourism and Events Final Project is a culmination of learning which is a significant and applied piece of work providing students with the flexibility to pursue individual interests. L4 Networking and Negotiation for Tourism and Events module will encourage students to operate on an industry

level, bridging the gap between their studies and working in the industry. L4 Critical Issues in Tourism and Events is valuable for developing critical thinking and topics for the dissertation or final project. Internationalisation is present at all levels in terms of the curriculum and developing intercultural competencies. The modules have also been designed to embed UN Sustainable Development Goals in the curriculum.

LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

A: Knowledge and understanding;

A1 Explain, interpret and challenge theories and concepts which are used to understand the origin, purpose, meanings and ongoing development of international tourism and events from a range of critical perspectives

A2 Knowledge of the scope, defining features, structure and main areas of the international tourism and events sectors, and their linkages.

A3 Critical appreciation of the political, technological, social, environmental and economic trends and factors which affect, or impact upon, the supply of demand for tourism and events and their interconnectedness.

A4 Critical awareness of the dynamic nature of local, national and international tourism and events in contemporary societies.

A5 Develop critical understanding of theories of sustainable development, responsible leadership and ethics in the production and consumption of tourism and events.

A6 Develop learning, communication and information gathering skills required for further progression in the field of tourism/events management.

B: Practice: Applied knowledge, skills and understanding;

B1 Demonstrate a critical awareness of strategic, management and operational skills and their applications at different stages of the tourism and/or event lifecycle.

B2 Operate and effectively manage resources (human, financial, venues, destinations) for the successfully design and delivery of tourism and event products, experiences and services.

B3 Critically analyse current thinking, research and business practice within the international tourism/events industry.

B4 Utilise relevant information sources in an appropriate manner to generate alternative decisions and formulate creative, original, innovative and responsible solutions.

B5 Demonstrate originality, insight and innovativeness in tackling and solving real-world problems, and societal, organisational and business challenges.

B6 Develop professional identity, business acumen and a social entrepreneurial mindset.

C: Generic cognitive skills;

C1 Cognitive and intellectual skills including critical thinking, self-reflection, creativity and ethical problem-solving/decision-making.

C2 Presentation skills including written communication in a variety of formats and visual/oral presentational skills.

C3 Planning and time-management; organising and planning work; self-management and independent working.

C4 Develop critical skills to identify, define, conceptualise and analyse complex professional problems and issues.

C5 Generate and design creative ideas/concepts, proposals, pitches and solutions to address specific stakeholder needs.

C6 Research skills: information retrieval and collection; data analysis and synthesis; evaluation

D: Communication, numeracy and ICT skills

D1 Effective use of communication and digital technologies to present ideas in a range of contexts and formats.

D2 Communicate with peers and specialists on a professional level.

D3 Report and project writing skills.

D4 Numeracy and quantitative skills in interpreting financial and statistical data.

D5 Effective leadership and group working skills, including cross- cultural sensitivity, teambuilding, negotiation and conflict resolution

D6 Career development, networking and continuing professional development skills.

E: Autonomy, accountability and working with others.

E1 Effective leadership, collaboration and team working skills, including cross-cultural sensitivity, team-building and project management in group work situations.

E2 Exercise autonomy and initiative in applied and experiential learning activities

E3 Practice in ways that show awareness of own and others' roles and responsibilities.

E4 Hone interpersonal skills including questioning and listening, influencing and persuading, advising others and giving feedback.

E5 Inter-cultural awareness: understanding different perspectives, multi-cultural sensitivity and appreciation and development of a global mind-set.

E6 Reflect upon what it means to work in and experience tourism and/or event related activities and spaces including proactive career management.

LEARNING AND TEACHING METHODS

The programme provides a variety of learning and teaching methods. Programme and Module specific guidance will provide detail of the learning and teaching methods specific to each module.

Across the programme the learning and teaching methods and approaches may include the following:

- Lectures
- Seminars
- Practical classes
- Placements
- Simulation experiences
- Groupwork
- Flipped classroom approaches
- Online learning

The above approaches may be delivered either in person or online as appropriate and determined at module level by the Module Leader.

ASSESSMENT METHODS

The programme provides a variety of formative and summative assessment methods. Programme and Module specific guidance will provide detail of the assessment methods specific to each module.

Across the programme the assessment methods may include the following:

- Written coursework (essays, reports, case studies, dissertation, literature review)
- Oral coursework (presentations, structured conversations)
- Practical Assessment (Placement, VIVA, Laboratory work)
- Group work
- Blogs and Wikis
- Portfolio Presentations
- Formal Examinations and Class Tests

The above assessments may be delivered either in person and online as appropriate and determined at module level by the Module Leader.

ENTRY REQUIREMENTS

Specific entry requirements for this programme can be found on the prospectus and study pages on the GCU website at this location: <https://www.gcu.ac.uk/study/courses/undergraduate-international-tourism-and-events-management-glasgow2>

All students entering the programme are required to adhere to the [GCU Code of Student Conduct](#).

PROGRAMME STRUCTURE AND AVAILABLE AND FINAL EXIT AWARDS¹

The following modules are delivered as part of this programme:

Module Code	Module Title	Core or Optional	SCQF Level	Credit Size	Coursework %	Examination %	Practical %
M1N230354	Global Challenges for Business and Society	Core	7	20	70	30	0
M1N830498	Introduction to Tourism and Event Studies	Core	7	20	100	0	0
M1N525493	Principles of Marketing	Core	7	20	100	0	0
M1N530483	Introduction to Digital Image Creation	Core	7	20	100	0	0
M1N630481	Fundamentals of Managing People	Core	7	20	100	0	0
M1N530482	Innovation for Sustainable Marketing	Optional	7	20	100	0	0
M1L325482	The Business of Social Science	Optional	7	20	100	0	0
M1L130358	International Economic Issues & Challenges	Optional	7	20	50	50	0
M2N831005	Trends in Tourism and Events	Core	8	20	100	0	0
M2N330359	Fundamentals of Financial Management for Decision Makers	Core	8	20	40	60	0
M2N530487	Digital Content Creation	Core	8	20	100	0	0
M2N831007	Event Operations	Core	8	20	100	0	0
M2N831006	Tourism Operations	Core	8	20	60	40	0
M2N325686	Organisational Risk and Resilience	Optional	8	20	100	0	0
M2N525513	Social Media Marketing	Optional	8	20	100	0	0
M2N225586	Learning and Development for Individuals, Organisations and Society	Optional	8	20	100	0	0
M2L130360	Fundamentals of Sustainability	Optional	8	20	100	0	0
M3N831008	Destination Developing Management and Marketing	Core	9	20	100	0	0
M3N830407	Creating and Designing Experiences	Core	9	20	100	0	0
M3N830507	Tourism and Event Policy and Development	Core	9	20	50	50	0
M3N830504	Event Planning and Delivery: Festival of the Common Good	Core	9	20	100	0	0
M3N430505	Management Accounting for Decision Makers	Core	9	20	100	0	0
M3N230362	Citizenship and Community Partnership	Optional	9	20	100	0	0

¹ Periodically, programmes and modules may be subject to change or cancellation. Further information on this can be found on the GCU website here: www.gcu.ac.uk/currentstudents/essentials/policiesandprocedures/changesandcancellationtoprogrammes

M3N230461	Managing People and Diversity at Work	Optional	9	20	100	0	0
M3N230506	Project Management	Optional	9	20	100	0	0
M3N530767	Food for Thought	Optional	9	20	100	0	0
M3N230368	Work Experience	Optional	9	20	100	0	0
M3N230364	Professional practice 1	Optional	9	120	100	0	0
M3N230365	Professional practice 2	Optional	9	90	100	0	0
MHN630366	Graduate Talent Employability	Core	10	20	100	0	0
MHN830509	Critical Issues in Tourism and Events	Core	10	20	100	0	0
MHN830512	Tourism and Events Final Project	Core	10	40	100	0	0
MHN830510	Networking and Negotiation for Tourism and Events	Core	10	20	100	0	0
M3N230387	Sustainability, Corporate Responsibility & Ethics	Optional	10	20	100	0	0
MHN530495	Global Brand Storytelling	Optional	10	20	100	0	0
MHN630511	Strategic HRM in Contemporary Contexts	Optional	10	20	100	0	0
MHN125559	Managing Sustainable Business Excellence	Optional	10	20	100	0	0

Students undertaking the programme on a full-time basis commencing in September of each year will undertake the modules in the order presented above. This may be subject to variation for students commencing the programme at other times of year (e.g. January) and/or undertaking the programme on a part-time or distance learning mode of delivery.

The following final and early Exit Awards are available from this programme²:

Certificate of Higher Education - *achieved upon successful completion of 120 credits*

Diploma of Higher Education - *achieved upon successful completion of 240 credits*

Bachelor of Arts in International Tourism and Events Management - *achieved upon successful completion of 360 credits*

Bachelor of Arts with Honours in International Tourism and Events Management - *achieved upon successful completion of 480 credits*

² Please refer to the [GCU Qualifications Framework](#) for the minimum credits required for each level of award and the Programme Handbook for requirements on any specified or prohibited module combinations for each award.

ASSESSMENT REGULATIONS

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

www.gcu.ac.uk/aboutgcu/supportservices/qualityassuranceandenhancement/regulationsandpolicies

Case No:

Details:

VERSION CONTROL (to be completed in line with AQPP processes) Any changes to the PSP must be recorded below by the programme team to ensure accuracy of the programme of study being offered.			
<i>Version Number</i>	<i>Changes/Updates</i>	<i>Date Changes/Updates made</i>	<i>Date Effective From</i>
1.0	First version – applicable September 2024	05/01/24	01/09/24
2.0	Programme Modification	10/07/26	September 2026