University Centre Leeds

Programme Specification

All italicised guidance notes shown throughout the template must be deleted prior to submission of the documentation for approval.

1	**Awarding Institution/Body**	Leeds City College
2	**Delivery Location(s)**	University Centre Leeds
3	**Programme Externally Accredited by (e.g. PSRB)**	*N/A*
4	**Award Title(s)**	Foundation Degree Travel and Tourism Management
5	**FHEQ Level** *[see guidance]*	Level 4 & 5
6	**Bologna Cycle** *[see guidance]*	First cycle
7	**HECoS Code and Description**	100100 Tourism Management 100102 Travel Management
8	**Mode of Attendance** *[full-time or part-time]*	Full time Part time
9	**Relevant QAA Subject Benchmarking Group(s)**	QAA, Subject Benchmark Statement: Events, Hospitality, Leisure, Sport and Tourism November 2019 QAA, Subject Benchmark Statement: Business and Management 2019
10	**Relevant Additional External Reference Points** *(e.g. National Occupational Standards, PSRB Standards)*	
11	**Date of Approval/ Revision**	May 2021
12	**Criteria for Admission to the Programme**	

Foundation Degree Entry Criteria

	Typical offer	Minimum Offer
A Levels:	2xD grades	1xE grade

	BTEC L3 Diploma or Extended Diploma:	MP, MPP grade	PP, PPP grade or a Subsidiary Diploma with an E grade
	Access to HE Diploma:	Overall pass with 60 credits, with 24 credits to be at a Merit grade	Overall pass with 60 credits
	GCSE English:	English Language Grade C or above (grade 4 for those sitting their GCSE from 2017 onwards). Key Skills Level 2, Functional Skills Level 2 and the Certificate in Adult Literacy are accepted in place of GCSEs.	
	IELTS:	IELTS 6.0 with no less than 5.5 in any component.	
	International qualifications:	International qualifications will be assessed against these criteria	
	Mature applicants:	Leeds City College welcomes applications from mature* applicants who may not have met the academic criteria, but who can demonstrate a wealth of experience in their chosen field. Candidates in this category and otherwise are likely to be interviewed to assess their suitability for the course. *2*1 years and over at the start of the course*	
	RPL claims:	The course structure actively supports claims for Recognition of Prior Certified Learning (RPCL) or Recognition of Prior Experiential Learning (RPEL)	

Additional entry criteria (to be added where applicable)

	Criteria	
Part Time courses:	Students for part time study are required to hold a full level 3 qualification or the equivalent experience in a relevant subject and will need to be working in the sector.	

13	**Educational Aims of the Programme**

The overall aims are to provide a contemporary and dynamic programme which ensures the development of graduates who meet the needs of employers and can demonstrate:
•   A critical understanding of travel and tourism management, principles and practices.
•   Practical management and vocational skills appropriate to a career in the travel and tourism sector.
•   Cognitive, analytical and evaluation skills to support project work, problem-solving and decision making.
•   Self-discipline and independence as learners studying travel and tourism capable of working in an interdisciplinary environment.
•   Innovative and creative thinking that will benefit the fast-moving pace of the travel and tourism environment.
•   An understanding of the economic contribution of the travel and tourism sector.

14	**Learning Outcomes**
	The programme will enable students to develop the knowledge and skills listed below. On successful completion of the programme, the student will be able to:

Knowledge and Understanding *(insert additional rows as necessary)*	
K1	Critically apply knowledge and understanding of key theories, concepts and principles relevant to management within the travel and tourism industry.
K2	Analyse and evaluate a variety of ideas, contexts and frameworks associated with the management of travel and tourism.
K3	Explore cultural, legal and ethical issues relevant to the travel and tourism industry.

Cognitive/Intellectual Skills *(insert additional rows as necessary)*	
C1	Analyse, apply and interpret information from a variety of sources.
C2	Contextualise theoretical knowledge and apply to situations within the travel and tourism industry.
C3	Employ balanced and supported arguments to critically explore aspects within travel and tourism.
C4	Demonstrate intellectual flexibility and openness to new ideas related to the management of travel and tourism.

Practical/Professional Skills *(insert additional rows as necessary)*	
P1	Operate ethically in situations of varying complexity and predictability requiring the application of a wide range of techniques
P2	Act with increasing autonomy, with reduced need for supervision and direction
P3	Develop management and leadership skills within a variety of situations required in travel and tourism.

Key Transferable Skills *(insert additional rows as necessary)*	
T1	Reflect systematically on performance to further develop learning.
T2	Use a range of communication methods appropriate to the context.

15	**Key Learning & Teaching Strategy and Methods**
	The Teaching, Learning and Assessment Strategy aims to provide learners with an academic and work-based knowledge focus, the skills and development for their future careers and a curriculum of applied learning relevant to the travel and tourism sector.

- A blend of lectures, practical workshops, seminars, tutorials and guest speaker/ lecturer sessions
- Lectures and workshops will impart core principles and concepts and will be interspersed with student activities to promote engagement
- Group work will support the development of teamwork skills and be structured to ensure professional values are observed. This will be supported with tutor input and formative feedback through observation and peer reflection.
- A range of online resources will be used to monitor and track progress, learning and self-reflection
- Seminars will be scheduled to support social learning, academic research skill development, digital skills, communication and presentation skills

	- Tutorials and sessions with Academic Skills Tutor will support individual students in accordance with their personalised learning plan. - Students will have personal progress and development checks for the duration of the Foundation Degree which will help focus reflection and personal development as well as inform meetings with personal and module tutors - Students will be encouraged and supported to take up part-time, vacation work or work experience in travel and tourism-related fields to ensure they are able to further develop their understanding and apply their learning. Where they are unable to get suitable employment or work experience, where possible the University Centre will assist them to arrange this via the work experience team. - Use of Google Classroom will be actively encouraged thus allowing for instant feedback on learners' work and an opportunity to enter into a dialogue with learners about their work away from the classroom. Where possible, additional off-site activities and visits will enrich the curriculum and support an appreciation of the professional workplace environment ensuring preparation for potential employment. Further information on how the methods employed at level 5 reflect a suitable development from those at level 4 can be found in the Programme Structure section (box 18) and details on support for employability skills, work related learning and personal development can be found in Support for Students and their Learning (Section 20) and Distinctive Features (Section 21).

16	**Key Assessment Strategy and Methods**
	Assessments throughout the foundation degree will reflect work related transferable skills such as writing reports, delivering presentations and role play scenarios. Both formative and summative assessment methods will be adopted within the programme to enable students to effectively relate theory to practice. A range of innovative assessment methods will be used throughout the FD Travel and Tourism Management. For example, in the Managing People in Travel and Tourism module learners will take the role of a 'HR Officer' in the recruitment process. This will involve going through the recruitment and selection process, including interviewing prospective applicants for a specific role and evaluating the recruitment process. Group presentations, research and discussion on current industry topics will be used as an assessment method at level four and five to give students experience in understanding the challenges and rewards of working with others in industry. An example of this can be found in the Travel and Tourism Industry module which will involve a group discussion on contemporary issues to give students an understanding of current challenges faced within this sector. In addition, the level five module: Innovation and Enterprise will give students an opportunity to work together on an innovative product, service or experience that will be outlined in a business proposal. As excellent oral and written communication skills are vital in the travel and tourism sector individual and group presentations will be used as an assessment method. Modules such as Understanding the Tourist and Introduction to Finance and Economics will be assessed by individual presentations, in addition group presentations will form part of the Tourism, Events, Culture and Heritage module. This form of assessment will allow students to identify and present the challenges of managing attractions and collections in a range of environments. It is important that students understand how the theories and concepts put forward relate to current organisations. This is why case studies will be used throughout the qualification, for example in the Introduction to Finance and Economics and the Contemporary Tourism Development module where students will be required to analyse a business case study and give recommendations having identified any areas for concern or ways the business can improve. Written Reports will also be an integral assessment method, allowing students to build their academic, research and analytical skills. Throughout the qualification, there will be group research and discussions on various travel and tourism topics such as during the Tourism, Events, Culture and Heritage and the Innovation and Enterprise modules. Where group skills are being assessed, students will be marked individually. The Academic Toolkit module will be assessed by the combination of a professional discussion and a reflective learning report. This will allow students to build, develop and assess their personal, professional and academic skills. The assessment for the Research Project module will take the form of an extended report or evidence portfolio where articles, research and a diary/blog or presentation can be submitted to support the recommendations and conclusion as appropriate.

17	**Programme Modules**					

Level 4

Code	Title	Credits	Core/ Option	Non-Compensatable	Compensatable	Variance
	Academic Toolkit	20	Core		Yes	
	The Travel and Tourism Industry	20	Core		Yes	
	Understanding the Tourist	20	Core		Yes	
	Tourism, Events, Culture and Heritage	20	Core		Yes	
	Introduction to Management in Travel and Tourism	20	Core		Yes	
	Introduction to Finance	20	Core		Yes	

Level 5

Code	Title	Credits	Core/ Option	Non-Compensatable	Compensatable	Variance
	Innovation and Enterprise	20	Core		Yes	
	Marketing and Consumer Behaviour	20	Core		Yes	
	Contemporary Tourism Development	20	Core		Yes	
	Managing People in Travel and Tourism	20	Core		Yes	
	Research Project	40	Core	Yes		

18	**Programme Structure**
	The programme is structured to develop an operational understanding at Level 4 providing students with the necessary underpinning terms of broad tourism management knowledge and skills through the introduction of key business and management concepts, with progression to more strategic knowledge and application at level 5. This will support progression onto Level 6 and ensure students develop a contextualised understanding of the issues and concepts that they might face in their current or potential employment and that they might build on with additional professional qualifications. The combination of modules facilitates progression to the BA (Hons) Travel and Tourism Management or other tourism top up programmes or alternatively onto a broader business management programme at level 6.
	With a blend of theory and practice-based learning students will develop their academic knowledge and skills and be able to evidence their progression through the framework of experiential learning and reflection. Students will be supported by module tutors throughout the programme with regards to feedback and development plans. These will be introduced and initially assessed in the Academic Toolkit module and remain with them for the duration of the Foundation Degree which will help focus on reflection and personal development as well as inform meetings with personal and module tutors. All modules embed elements of academic, professional and employability skills development as they all develop and assess practical/professional skills and key transferable skills as well as knowledge, understanding and cognitive skills.
	Work-related learning is embedded throughout the course modules, in many cases through research into travel and tourism organisations for their assessments and students will be encouraged and supported to take up part-time work or work experience to ensure they are able to further develop their understanding and apply their learning. Leeds City College has access to employers via the work experience team and the department can support students to try and obtain work experience via this route.
	Level 4:
	The first semester will equip students with the fundamentals required to achieve where diversity of background, work experience and academic qualifications may lead to gaps in their knowledge. Industry application will enrich the programme delivery with the use of guest speakers and the range of industry experience of the tutor team. The first semester will focus on developing an understanding of the Tourist as well as developing background knowledge of the sector through the Travel and Tourism Industry module. The first semester will also aid the development of personal, employability and academic skills through the Academic Toolkit module.
	The Introduction to Finance module in the second semester will give students' an understanding of the importance of financial accounting and the external evaluation of organisations. This module aims to develop student's ability to use accounting and finance techniques in decision making, control, management and add value to performance.
	The Tourism, Events, Culture and Heritage module, will equip students with an understanding of the relationship between tourism, events, heritage and culture, introducing key concepts and issues as a set of cultural and economic practices. Students will examine how these concepts relate to wider socio-economic and political developments at various geographical scales.
	In the module Understanding the Tourist, students will be introduced to marketing as one of the core business disciplines and encouraged to apply their knowledge to a work-related scenario. The module will enable students with an understanding of principles and

practice of contemporary marketing management. Through the introduction of key concepts and tools of marketing including analysis, planning, implementation and control. The enriching Travel and Tourism Management module aims to explore the context for tourism and its management to develop an understanding of the demands and expectations of management within this sector.

Level 5:

This next level challenges the students to develop a more independent approach to their learning by further applying theoretical principles and practice to the travel and tourism workplace. The first semester represents a focus on Innovation and Enterprise where students will be contextualising theoretical elements of Innovation and Enterprise and applying these to the Travel and Tourism industry through the proposed development of a product, service or experience.

The Contemporary Tourism Development module allows students to gain a critical understanding of how tourism in general has developed and focuses specifically on ethics and issues surrounding sustainability and tourism development.

In addition students will develop an understanding of Marketing and Consumer Behaviour building on the fundamental knowledge gained whilst studying the Understanding the Tourist module at level 4.

The second semester will focus on a more strategic outlook with leadership theories and management skills and attributes focused upon in the Managing People in Travel and Tourism module. This module will run alongside the Research Project module, which will provide students with the opportunity to analyse, propose, make recommendations and draw conclusions about an issue affecting a chosen organisation.

As part of the Research Project module students can undertake research into current practice in a travel and tourism organisation and identify a solution to a current issue. This module allows the student to research how the industry works and considers solutions to problems. This enhances the students' knowledge of the industry and allows them to research issues within the industry which will develop their ability to focus on what knowledge and skills are required to obtain employment in the travel and tourism industry. If students have had experience of the travel and tourism industry by work experience or part-time employment they can choose to complete the research project on this organisation if they wish.

Full time delivery

Three modules will be delivered in each semester at level four lasting 15 weeks, each module will be delivered over 3 hours per week with additional academic support available.

Semester one at level five will involve three modules lasting 15 weeks, each module will be delivered over 3 hours per week with additional academic support available.

Semester two will involve two modules lasting 15 weeks, the Managing People in Travel and Tourism module will be delivered over 3 hours per week and the Work Related Learning module will be taught over 6 hours also with additional academic support available.

Year 1 Level 4 Semester 1	Credits
Academic Toolkit	20
The Travel and Tourism Industry	20
Understanding the Tourist	20

Year 1 Level 4 Semester 2	
Tourism, Events, Culture and Heritage	20
Introduction to Management in Travel & Tourism	20
Introduction to Finance	20

Year 2 Level 5 Semester 1	Credits
Innovation and Enterprise	20
Marketing and Consumer Behaviour	20
Contemporary Tourism Development	20
Year 2 Level 5 Semester 2	
Managing People in Travel and Tourism	20
Research Project	40

Part time delivery

Students on the part time course will be required to attend one evening per week for a four hour lesson, each module will be delivered over five weeks allowing 20 hours delivery per module.

We do not currently have part-time students, however moving forward with the qualification, the part time structure could look as follows:

Level 4 Semester:	Weeks	Module	Credits
1	1-5	Academic Toolkit	20
1	6-10	The Travel and Tourism Industry	20
1	11-15	Understanding the Tourist	20
2	16-20	Tourism, Events, Culture and Heritage	20
2	21-25	Introduction to Management in Travel and Tourism	20
2	26-30	Introduction to Finance	20

Level 5 Semester:	Weeks	Module	
1	1-5	Innovation and Enterprise	20
1	6-10	Contemporary Tourism Development	20
1	11-15	Marketing and Consumer Behaviour	20
2	16-20	Managing People in Travel and Tourism	20

| 2 | 21-30 | Research Project | 40 |

Online applications including discussion forums and blogs (e.g. reflective journals) will be optimised to ensure that students enjoy continued, supported engagement and benefit from formative feedback, tutor input and support mechanisms. Group and individual activities can be conducted online and can progress remotely e.g. desk, primary, observation and research activities.

In all cases we would expect part time learners to be employed in a setting related to the travel and tourism industry.

19	**Apprenticeships**
	N/A

| 20 | **Support for Students and Their Learning** |

The award adopts the approach to student learning support as identified below:
- A robust communications system functions to give students access to lecturers and management; this includes e-mail and the VLE.
- All necessary information about the programme is provided by means of the student handbook, module handbooks and the VLE.
- Each student is allocated a tutor for regular tutorials and personal development planning. This is implemented in the first term and continued throughout the two years of study. These are timetabled and each student will be invited for a session every two weeks.
- For part-time students, a robust support system will be in place to provide students with seminar recordings / notes, tutorial information, on-line activities, blogs, forums, quizzes, etc. This will involve the use of the VLE.
- There is an extensive range of learning resources in the library, supported by the specialist HE librarian who can support effective research by students and provide 1 to 1 and group academic skills support
- The department has a Student Support Manager who is available to students who are experiencing issues with either their studies or personal life
- An academic skills tutor is available for all students. Students can be referred by their tutor or can refer themselves if they require additional support.

- The Academic Skills tutor holds regular class sessions to assist with academic writing skills, referencing etc.
- Regular communications are issued to the students via their VLE regarding events, organisations providing assistance, awareness of internal and external opportunities (including part time employment)
- There are a range of student services such as welfare, counselling, financial and careers advice available at the University Centre. A student website and VLE are also available for support
- Leeds City College provides a range of services for students, including support for those with special needs.
- Students are provided a Chromebook to complete assessments and to access the VLE as well as the support VLE

Employability skills are addressed throughout the programme and in extracurricular events such as the Women in Leadership programme. This is an initiative that the department has been working on in tandem with the work experience department. The idea is that the programme will inspire the next generation of female leaders in business and we have had female guest speakers give talks to the students about their time in business and route to leadership. Employability skills are taught and practised across all modules including:

Academic Toolkit - Problem solving, reflection & self awareness, communication
Introduction to Finance - Communication and presentation skills, problem solving
Introduction to Management - Organisation and planning
Travel & Tourism Industry - Teamwork, leadership and relationship management
Understanding the tourism - Creativity and psychology
Innovation & Enterprise - Creativity, communication and lateral thinking
Contemporary Tourism Development - Data analysis, communication, presentation and critical thinking
Managing People in Travel & Tourism - Relationship management, teamwork and self management
Marketing & Consumer Behaviour - Presentation, communication, leadership and planning
Research Project - Self management, critical thinking, independent research and data analysis.
Research Project - research, finding a solution, communication, reflection, evaluation

21	**Distinctive Features**
	Over the years the department has built excellent employer links overseas. Students have, for example, taken up European work experience visits for the last 4 years through Erasmus+ with a Greek hotel partner, the P.A.P Hotel Group. These work experience visits will be available in 2022 under the Erasmus+ scheme. Work has started to identify how the new Turing programme (replacement to Erasmus+) can be engaged with. Working with the Leeds Economic Partnership the team have established new relationships with a variety of businesses within the travel and tourism sector. These companies range from venues and places of historical interest, to airlines and youth camp providers, and hotel companies to leisure and business travel providers. The team will continue to develop the relationships to offer internships and mentoring opportunities to students.

Stage Outcomes (Undergraduate Awards only)

Key: K = Knowledge and Understanding   C = Cognitive and Intellectual   P = Practical Professional   T = Key Transferable [*see Section 16 programme specification*]

No.	Programme Outcome	Stage/Level 4(1)
K1	Critically apply knowledge and understanding of key theories, concepts and principles relevant to management within the travel and tourism industry.	Describe key theories, concepts and principles relevant to the travel and tourism industry.
K2	Analyse and evaluate a variety of ideas, contexts and frameworks associated with the management of travel and tourism.	Discuss a variety of ideas, contexts and frameworks associated with travel and tourism.
K3	Explore cultural, legal and ethical issues relevant to the travel and tourism industry.	Identify legal and ethical issues relevant to the travel and tourism industry.
C1	Analyse, apply and interpret information from a variety of sources.	Gather, record and describe, with guidance information from a variety of sources.
C2	Contextualise theoretical knowledge and apply to global situations within the travel and tourism industry.	Apply theoretical knowledge to given situations within the travel and tourism industry.
C3	Employ balanced and supported arguments to critically explore aspects within travel and tourism.	Explore facets of the travel and tourism industry in defined and limited contexts.
C4	Demonstrate intellectual flexibility and openness to new ideas related to the management of travel and tourism.	Identify the changing nature of the travel and tourism industry.
No.	Programme Outcome	Stage/Level 4(1)

P1	Operate ethically in situations of varying complexity and predictability requiring the application of a wide range of techniques	Identify ethical issues and practice in the travel and tourism industry.
P2	Act with increasing autonomy, with reduced need for supervision and direction	Act with reduced need for supervision and direction
P3	Develop management and leadership skills within a variety of situations required in travel and tourism.	Identify leadership and management and leadership skills within a variety of situations required in the travel and tourism industry.
T1	Reflect systematically on performance to further develop learning.	Reflect systematically on performance to further develop learning
T2	Demonstrate a realistic match between career aspirations and personal aptitudes, interests and motivations.	Identify personal skills, abilities, interests and motivations and relate these to career opportunities.

Map of Outcomes to Modules

Module Titles	L4 Outcome Key												
	K1	K2	K3	C1	C2	C3	C4	P1	P2	P3	T1	T2	T3
Understanding the Tourist	✔				✔	✔		✔					
The Travel and Tourism Industry	✔	✔	✔		✔		✔						
Tourism, events Culture and Heritage			✔	✔				✔	✔				✔
Introduction to Finance		✔		✔		✔		✔					✔
Introduction to Management	✔				✔					✔	✔	✔	
Academic Toolkit	✔						✔		✔	✔	✔	✔	

	L5 Outcome Key											
Module Titles	K1	K2	K3	C1	C2	C3	C4	P1	P2	P3	T1	T2
Managing People in Travel and Tourism	✔			✔		✔		✔		✔		✔
Marketing and Consumer Behaviour	✔		✔		✔	✔				✔	✔	
Contemporary Tourism Development		✔	✔	✔			✔				✔	
Innovation and Enterprise	✔	✔			✔		✔	✔	✔			
Research Project	✔	✔			✔	✔			✔			✔

Level 4

Module Titles	Methods								
	Lectures	Student led/ interactive/ shared learning seminars	Case Studies	Skills workshops	Simulations	Group activities	Guest speakers	Presentations	Discussion forums
Understanding the Tourist	✔	✔	✔	✔	✔	✔			
The Travel and Tourism Industry	✔	✔	✔	✔		✔	✔	✔	✔
Tourism, events Culture and Heritage	✔	✔	✔		✔		✔	✔	✔
Introduction to Finance	✔	✔	✔			✔		✔	✔
Leadership and Management in Travel and Tourism	✔	✔	✔		✔	✔	✔	✔	✔
Academic Toolkit	✔	✔		✔					

Level 5

Module Titles	Methods								
	Lectures	Student led/ interactive/ shared learning seminars	Case Studies	Skills workshops	Simulations	Group activities	Guest speakers	Presentations	Discussion forums
Managing People in Travel and Tourism	✔	✔	✔	✔	✔	✔	✔		✔
Marketing and Consumer Behaviour	✔		✔					✔	✔
Contemporary Tourism Development	✔	✔	✔			✔		✔	✔
Innovation and Enterprise	✔	✔		✔		✔	✔	✔	✔
Research Project	✔			✔	✔	✔			

	Map of Assessment Methods

Level 4

Module Titles	Methods								
	Report	Reflective Report	Research project	Case study Report	Class based assessment	Professional discussion	Industry Simulation	Presentation	Group discussion
Understanding the Tourist	60% (1600 words) Wk 9							40% (10 mins) Wk 11	
The Travel and Tourism Industry	60% (1600 words) Wk 7								40% (25 mins with group) Wk 13
Tourism, events Culture and Heritage	50% (1500 words) Wk 20							50% (15 mins) Wk 26	
Introduction to Finance				50% (1500 words) Wk 30				50% (15 mins) Wk 24	
Introduction to Management	40% (1400 words) Wk 22				60% (2.5 hours) Wk 28				
Academic Toolkit		60% (1600 words) Wk 15				40% (15 mins) Wk 5			

Level 5

Module Titles	Methods							
	Report/Business Proposal	Reflective Statement	Case Study	Class Based Assessment	Project	Industry Simulation / Role play	Presentation	Literature review
Managing People in Travel and Tourism	50% (2000 words) Wk 21					50% (20 mins) Wk 26		
Marketing and Consumer Behaviour			50% (2000 words) Wk 7				50% (20 mins) Wk 15	
Contemporary Tourism Development			50% (2000 words) Wk5				50% (20 mins) Wk 11	
Innovation and Enterprise	50% (2000 words) Wk 9						50% (20 mins) Wk 13	
Research Project (40 credits)							40% (30 mins as 40 credit module) Wk 30	60% (4800 words) Wk 28