PROGRAMME SPECIFICATION

Section 1: Basic Data

Awarding institution/body	University of the West of England
Teaching institution	University of the West of England
Delivery Location(s)	Frenchay Campus
Faculty responsible for programme	Business and Law
Modular Scheme title	Postgraduate Modular Scheme
Professional Statutory or Regulatory Body Links (type and dates)	n/a
Highest award title	MSc International Tourism Management
Default award title	MSc International Tourism Management
Interim award titles	PG Dip International Tourism Management PG Cert International Tourism Management
UWE progression route	
Mode(s) of delivery	Full-time, part-time
Codes **UCAS code**	**JACS code**
ISIS code N83212	**HESA code**
Relevant QAA subject benchmark statements	Hospitality, Leisure, Sport and Tourism, 2008 and Master's degrees in Business and Management, 2007
On-going/valid until* (*delete as appropriate/insert end date)	
Valid from (insert date if appropriate)	September 2011

Original Validation Date: February 2011

Latest Committee Approval…   **Date:…**

Version Code 1

For coding purposes, a numerical sequence (1, 2, 3 etc.) should be used for successive programme specifications where 2 replaces 1, and where there are no concurrent specifications. A sequential decimal numbering (1.1; 1.2, 2.1; 2.2 etc) should be used where there are different and concurrent programme specifications

Section 2: Educational aims of the programme

This programme aims to equip students with the in-depth knowledge and intellectual skills to synthesise and apply relevant theoretical concepts in the context of international tourism development and management. It also seeks to provide students with the opportunity to further develop their abilities to think critically, to evaluate, to deal with complex tourism-related problems and issues and in doing so to become informed practitioners. The programme adopts a multi-disciplinary perspective in examining tourism as an industry and as a global phenomenon with the intention of preparing students to secure managerial positions in a variety of organisations, from transnational corporations to small- and medium-sized enterprises and organisations involved in policy-making and tourism development.

The specific aims of the programme are:

1. To develop in students an in-depth understanding and critical awareness of major conceptual, multi-disciplinary and applied research at the forefront of the Tourism subject field and the means to reflect critically on this

2. To develop current and potential providers of tourism as 'informed practitioners', with the capacity for autonomous thought, critical self-reflection and the ability to undertake independent research and advanced scholarship

3. To enable students to augment their analytical research and problem-solving skills and apply these in a variety of complex international tourism-related contexts, with a view to informing current and future theory and practice

4. To encourage the further development of qualities and transferable skills necessary for tourism employment and to foster in students a commitment to their own learning and continuing professional development

5. To provide students with the opportunity to gain a practical understanding of, and to critically evaluate, relevant research techniques and methods used to create, interpret and construct knowledge in the area of international tourism management

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Section 3: Learning outcomes of the programme

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

A Knowledge and understanding

Learning outcomes	Teaching, Learning and Assessment Strategies
A Knowledge and understanding of: **By the end of the programme, the student should be able:** 1. to demonstrate understanding and critical awareness of major conceptual, multi-disciplinary and applied research at the forefront of tourism as an international subject field 2. to demonstrate appreciation of the economic, social and cultural significance of tourism at a variety of scales (global-local, society-the individual) 3. to explain, critique and apply theories, concepts and ideas drawn from various disciplines, in particular business and management, that are relevant to understanding the challenges of working in and managing a	**Teaching/learning methods and strategies:** **Acquisition of 1 is through** the study of tourism as an international subject field which underpins a number of the core modules. In particular, the module Critical Issues in Tourism and Events Management exposes students to knowledge at/near to the forefront of tourism and events as subject fields, and encourages them to engage with contemporary issues of relevance and substance. **Additional support is provided through** Managing Tourism in Global Contexts and International Destination Planning and Development which deal with a range of issues and challenges facing tourism providers today, drawing on multi-disciplinary research and tourism case studies from a variety of countries.

variety of tourism organisations	The Dissertation (Events and Tourism) module enables students to contribute to this body of knowledge through their own independent research.
4. to demonstrate in-depth knowledge of how to use resources effectively, within the context of planning, developing and managing tourism operations ethically and sustainably	**Acquisition of 2 is achieved through** studying the economic, environmental and socio-cultural benefits and consequences of tourism for a variety of destinations and people internationally in the modules International Destination Planning and Development and Critical Issues in Tourism and Events Management.
5. to critically evaluate, and demonstrate practical understanding of, relevant research techniques and methods used to create, interpret and disseminate knowledge in the area of international tourism management	**Additional support is provided through** Managing Tourism in Global Contexts.
	Acquisition of 3 is through the study of marketing in Meeting Customer Needs, financial management and information management in the Managing Finance module, project management in the Project Management module, economics in the International Destination Planning and Development, and service operations management in the Managing Tourism in Global Contexts module.
	Additional support is provided through encouraging students to apply the various business and management theories in the context of international tourism throughout their modules and to put them into practice in the Work-based Learning module.
	Acquisition of 4 is through gaining knowledge of the importance of good corporate governance and corporate social responsibility within an organisation in Managing Finance; gaining understanding of how to use appropriate approaches, tools and techniques to project planning, monitoring, control, evaluation, project risk analysis and risk management in the Project Management module;
	Additional support is provided through studying techniques for managing a variety of resources in delivering tourism services in Managing Tourism in Global Contexts and studying the social responsibility and community aspects of tourism planning and development in International Destination Planning and Development.
	Acquisition of 5 is through studying the role of different paradigms and research techniques in the creation, interpretation and presentation of international tourism knowledge in the module Research for Policy and Management.
	Additional support is provided through students acquiring the ability to develop and apply this knowledge throughout their modules but most explicitly in Critical Issues in Events and Tourism, Project Management, Work-based Learning in Events and Tourism and the Dissertation (Events and Tourism).

	A range of teaching and learning methods such as lectures, seminars, focused group work, presentations, discussions, and directed independent study and will facilitate learning about these issues. Throughout their programme, students will be encouraged to undertake relevant reading to enhance their individual knowledge and understanding and to reflect on relevant perspectives covered in relation to their own experiences of international tourism. **Assessment** Testing of the knowledge base is through a range of formative and summative assessment approaches (that may be individual or group-based), including essays, examinations, reports, critical literature reviews, vivas and presentations). Individual module specifications provide details of assessments.

B Intellectual Skills By the end of the programme, the student should be able:	Teaching/learning methods and strategies
1. to research and assess paradigms, theories, principles, concepts and factual information drawn from relevant disciplines and apply these in the context of understanding a range of tourism activities, 2. to solve complex problems and make decisions using appropriate techniques including identifying, formulating and solving management problems; and the ability to create, identify and evaluate options; the ability to implement and review decisions 3. to think critically and be creative in evaluating, analysing, synthesising, and critically appraising relevant issues. This includes the capability to identify assumptions, evaluate statements in terms of evidence, define terms adequately and generalise appropriately 4.to interpret and use organisational information and knowledge effectively and appropriately 5. to demonstrate self-direction and the ability to act autonomously in planning, organising and undertaking complex tasks	All intellectual skills are developed to a certain extent through all modules. However, the following list gives an indication of where skills are explicitly developed within the learning outcomes of the module: **Acquisition of 1 is through** Critical Issues in Tourism and Events Management ; Research for Policy and Management; Managing Tourism in Global Contexts; International Destination Planning and Development; Work-based Learning for Events and Tourism; Project Management; Dissertation (Events and Tourism). **Acquisition of 2 is through** Managing Tourism in Global Contexts; Meeting Customer Needs; Research for Policy and Management; Work-based Learning for Events and Tourism; Project Management; Dissertation (Events and Tourism). **Acquisition of 3 is through** Critical Issues in Tourism and Events Management ; Research for Policy and Management; Managing Tourism in Global Contexts; International Destination Planning and Development; Work-based Learning for Events and Tourism; Project Management; Dissertation (Events and Tourism). **Acquisition of 4 is through** Managing Finance; Managing Tourism in Global Contexts; Meeting Customer Needs; Work-based Learning for Events and Tourism; Project Management; **Acquisition of 5 is through** Critical Issues in Tourism and Events Management ; Research for Policy and Management; Managing Tourism in Global Contexts; International Destination Planning and Development; Work-based Learning for Events and Tourism; Project Management; Dissertation (Events and Tourism). **Assessment** Assessment of the acquisition of the appropriate intellectual skills will be via a range of formative and summative assessment approaches (that may be individual or group-based), including essays, examinations, reports, critical literature reviews, vivas and presentations). Individual module specifications provide details of assessments.

C Subject, Professional and Practical Skills

C Subject/Professional/Practical Skills By the end of the programme, the student should be able:	Teaching/learning methods and strategies
1. to demonstrate an advanced understanding of the concepts and characteristics of tourism as an area of academic and applied study and a critical awareness of current thinking and new insights 2. to critically evaluate the nature and characteristics of demand for tourism internationally, with regard to the complexity and challenges of meeting the needs of a variety of stakeholders 3. to critically analyse tourism as an international industry, including appraisal of the factors that influence the development, planning and management of destinations and organisations 4.to demonstrate an in-depth understanding of the relationships between tourism and the communities and environments in which it takes place and apply vocationally relevant concepts associated with the effective and sustainable management of financial, human and physical resources 5. to exhibit qualities and transferable skills necessary for tourism employment and critical self-reflection in relation to their own learning and continuing professional development	**Acquisition of 1 is through** Critical Issues in Tourism and Events Management which exposes students to knowledge at/near to the forefront of tourism and events as subject fields, and encourages them to engage with contemporary issues of relevance and substance. **Additional support is provided through** Managing Tourism in Global Contexts and International Destination Planning and Development which deal with a range of issues and challenges facing tourism providers. The Dissertation (Events and Tourism) enables students to demonstrate their advanced understanding through their own independent research. **Acquisition of 2 is through** critical evaluation of the competing and complex needs of a range of stakeholders in international tourism, including tourists, policy-makers, tourism providers, tourism staff, and how best to provide tourism services that satisfy these needs. Students acquire this knowledge in the modules Managing Tourism in Global Contexts, International Destination Planning and Development and Critical Issues in Tourism and Events Management. **Additional support is provided through** the module Meeting Customer Needs in which students tackle complex issues in meeting the needs of a variety of customers. In addition students are encouraged to develop in depth their understanding of specific aspects of these topics through their Dissertation (Events and Tourism) studies. **Acquisition of 3 is through** Critical Issues in Tourism and Events where the economic, social and cultural significance of tourism is analysed; through evaluation of the development and planning of destinations internationally in International Destination Planning and Development; and through Managing Tourism in Global Contexts where the challenges of providing tourism services are considered. **Additional support is provided through** the opportunity to consider these issues in more depth in their Dissertation (Events and Tourism) studies and to apply relevant theories in practice in the module Work-based Learning for Events and Tourism. **Acquisition of 4 is through** International Destination Planning and Development where students will get a critical understanding of the wider influences that affect the outcomes of tourism policy and planning as well as evaluating the consequences of tourism for destinations.

Students also learn about sustainable use of resources in developing tourism. In Managing Tourism in Global Contexts students evaluate the challenges of managing tourism services effectively.

Additional support is provided through the modules Project Management, Managing Finance, Research for Policy and Practice, and Meeting Customer Needs in which students learn about managing a range of different resources effectively and ethically to tackle tasks and problems.

Acquisition of 5 is through Work-based Learning for Events and Tourism which requires students to critically reflect on their own and or others' responsibilities and how these contribute to the achievement of organisational goals

Additional support is provided through the Dissertation (Events and Tourism) module where students may choose to undertake a work-based project.

Assessment
Skills 1- 3 are primarily assessed in Critical Issues in Tourism and Events Management, Managing Tourism in Global Contexts and International Destination Planning and Development.

Different aspects of the development of skill 4 are assessed in Managing Tourism in Global Contexts, International Destination Planning and Development, Project Management, Managing Finance, Research for Policy and Practice, and Meeting Customer Needs.

Skill 5 is primarily assessed in Work-based Learning for Events and Tourism

D Transferable Skills and other attributes

D Transferable skills and other attributes	Teaching/learning methods and strategies
By the end of the programme, the student should be able: 1. to communicate and present complex material effectively 2. to initiate and organise effectively the research process, applying relevant techniques 3. ability to continue to learn through reflection on practice and experience 4. sensitivity to diversity in people and ability to work with people in different situations 5. time management	Skills 1, 3, 4 and 5 are to some extent developed in all modules on the programme through a variety of teaching and learning activities such as lectures, seminars, focused group work, presentations, discussions, and directed independent study. Throughout their programme, students will be encouraged to share their experiences, their views and their knowledge on relevant topics and to respect the views of others. In the Work-based Learning for Events and Tourism module students will learn through engaging with a variety of people in the context of tourism workplaces (skill 4) and will additionally develop skill 3 through reflecting on their practice and experience. Skill 2 is also developed throughout all modules as students develop their research skills to underpin their studies and preparation for participation in learning activities. In particular students will develop skill 2 through Project Management, Research for Policy and Practice, Work-based Learning for Events and Tourism and Dissertation (Events and Tourism). **Assessment** The skills 1 and 2 are assessed in all modules via the incorporation of a range of assessment techniques including formative and summative assessment approaches (that may be individual or group-based), including essays, examinations, reports, critical literature reviews, vivas and presentations). Individual module specifications provide details of assessments. Skills 3 and 4 are assessed in Work-based Learning for Events and Tourism. Skill 5 is not explicitly assessed but is required for the successfully achievement of learning outcomes assessed in all modules.

Section 4: Programme structure

ENTRY ↓	Masters Level	Compulsory modules	Core Areas Optional modules	Interim and Default Awards:
		• Critical Issues in Tourism and Events Management UMKCYP-15-M • Meeting Customer Needs UMKCQT-15-M • Research for Policy and Management UMKCYL-15-M • Managing Tourism in Global Contexts UMKCYR-15-M • Work-based Learning in Events and Tourism UMKCYN-15-M • International Destination Planning and Development UBGMEM-15-M • Managing Finance UMAD47-15-M • Project Management UMMC9V-15 • Dissertation (Events and Tourism) UMKCYM-60-M	None	• PG Certificate International Tourism Management 60 credits including Critical Issues in Tourism and Events Management UMKCYP-15-M **and** Managing Tourism in Global Contexts UMKCYR-15-M • PG Diploma International Tourism Management 120 credits including Critical Issues in Tourism and Events Management UMKCYP-15-M **and** Managing Tourism in Global Contexts UMKCYR-15-M **and** Work-based Learning in Events and Tourism UMKCYN-15-M **and** International Destination Planning and Development UBGMEM-15-M Target Award: • MSc International Tourism Management 180 credits

→ **GRADUATION**

MSc International Tourism Management Programme Structure

	Part-Time Year 1		Part-Time Year 2	
Full-Time Teaching Block 1	Critical Issues in Tourism and Events Mgmt UMKCYP-15-M	Meeting Customer Needs UMKCQT-15-M	Research for Policy and Management UMKCYL-15-M	Managing Tourism in Global Contexts UMKCYR-15-M
Full-Time Teaching Block 2	International Destination Planning and Development UBGMEM-15-M	Project Management UMMC9V-15-	Managing Finance UMAD47-15-M	Work-based learning in Events and Tourism UMKCYN-15-M

Part-Time Year 3

Full-Time Teaching Block 3	Dissertation (Events and Tourism) UMKCYM-60-M

Section 5: Entry requirements

An honours degree (a lower second or above) from a recognised UK Higher Education institution or equivalent from a recognised overseas institution OR

An HND or equivalent professional award (for example, at NVQ 4), plus two years of relevant work experience OR

At least two years in a role with international tourism management responsibility or as a consultant/sole practitioner. Applicants may be interviewed prior to acceptance and may be asked to undertake an additional pre-entry assessment.

Applicants whose first language is not English will be required to demonstrate appropriate English Language proficiency, by obtaining:
A minimum grade of 6.5 overall on the British Council International English Language Test (IELTS) OR
A balanced TOEFL score of at least 600 (written scale) or 250 (computer scale) or 100 (internet based test

Section 6: Assessment Regulations

All assessment is governed by the University's current Academic Regulations and Procedures.

Section 7: Student learning: distinctive features and support

7.1 CURRICULUM DESIGN CONTENT AND ORGANISATION
The Tourism industry is estimated by some to be the world's largest industry if both direct and indirect employment is taken into account. The Tourism industry spans a broad range of activities from tour operations, travel agencies and tourist attractions, to destination marketing, place promotion and tourism development and policy functions. Tourism activities also frequently feature in regeneration strategies, and their sustainable planning, development and management is thus significant in both commercial and policy terms.

This programme is designed to meet the needs of those who have undergraduate degrees in a variety of subject areas and are seeking a Masters qualification to enable them to develop management knowledge and skills applied in the context of international tourism.

Through partnerships between the university and local and regional employers, students will have the opportunity to undertake work-based learning as part of their Masters degree, enabling them to apply theory to practice and develop their personal and professional skills. In addition, students will study project management and may opt to undertake a significant work-based project as part of their study. This linking of the academic programme with Tourism organisations is a key feature of the programme. The programme also builds on UWE's established teaching and research strengths in international Tourism development enabling it to be supported and informed by research in this area.

7.2 TEACHING, LEARNING AND ASSESSMENT
The University's current Learning, Teaching and Assessment Strategy identifies UWE's key learning and teaching aims as:

1. To be a university that is learning-centred in all it does

2. To develop approaches to learning, teaching and assessment that are underpinned by shared values and ethical frameworks, sound health and safety practices and informed by research and professional practice

3. To develop inclusive, flexible and accessible curricula, learning spaces and resources that enable personalised learning in campus, placement and work-based settings.

4. To provide diverse modes of assessment both for and of learning.

5. To develop learners who know and value themselves as open-minded, reflective and inter-dependent learners, and participants, employees, self-employed professional and entrepreneurs in global settings and as global citizens.

The programme has been devised to facilitate student learning in line with this strategy. The curriculum is delivered through a range of teaching and learning activities encompassing lectures (presentations), tutor-led group discussions, students-led group discussions, seminars, reviews of literature presented by students, projects, case studies and field trips (excursions).

The teaching and learning methods used are designed to challenge the existing perspectives of the students and encourage creative thinking. Students will be encouraged to become active participants both in their own learning and in the creation of knowledge through their own research. This will be accomplished through interactive learning activities where students share their knowledge with their peers, reflective exercises designed to apply theoretical knowledge to practical situations, and students working in groups during class sessions and for some assessment tasks. Through work-based learning, students will also be encouraged to reflect on their own life and work experiences with a view to developing their capacity for reflective practice.

Teaching is based on international research literature, the professional experience of the Tourism staff and use of debate and discussion. The emphasis placed on using real examples of Tourism scenarios, often from staff and student's own experiences, is in line with the applied nature of Tourism Management internationally. This is embedded in the programme as a whole.

The content of the modules in the programme provide opportunities for students to engage in debates around ethical practice and the promotion of integrity in a variety of Tourism Management contexts and this is informed by staff research in this area. Additionally students will be encouraged to acquire the knowledge and skills to become reflective practitioners, prepared both for their employment and for their wider roles as global citizens. The dissertation/work-based learning project allows students to explore a substantial issue utilising appropriate concepts, frameworks and methodologies in a highly independent manner.

Assessments for the modules have been designed to take account of the requirements of M Level study as stated in external frameworks and internal reference points such as the University and Faculty teaching, learning and assessment strategies. The assessment strategy comprises of formal summative assessment informed with formative feedback. Formal testing of the knowledge base, intellectual, subject specific and transferable skills is through a range of assessment approaches (that may be individual or group-based), including essays, examinations, reports, critical literature reviews, vivas and presentations). Formative feedback is offered to students to assist them in developing their ideas and developing their communication skills ahead of the summative assessment of modules. Individual module specifications provide details of assessments.

7.3 LEARNING RESOURCES
All modules have module handbooks detailing appropriate indicative reading in accordance with the university's Reading Strategy, and all also draw on publications and research from academic, industry and international organisations. Additional support is provided through the library and an extensive student computing network. All postgraduate modules use the institutional VLE – Blackboard – for web-enhanced delivery and thus provide students with 24/7 access to module information and resources on and off campus.

Students requiring support with generic study skills have access to an on-line study skills provision, which has been developed specifically to meet the needs of Faculty of Business and Law students.

7.4 STUDENT SUPPORT AND GUIDANCE
Student support is provided by academic staff, usually module leaders, for all issues relating to the content, delivery and assessment of modules. The Faculty of Business and Law Student Advice Centre provides timely, accurate and confidential advice where necessary on all aspects of the provision, for example coursework and examination arrangements, extenuating circumstances procedures, as well as personal issues such as problems with studying or meeting deadlines, financial matters, ill heath and so on, including, when relevant, how to access the wider support provided by the University.

Additional academic support and guidance is provided by the Programme Manager who is also responsible for ensuring the collection of, and response to, student feedback using student representatives and the Programme Staff-Student Liaison Groups. Further student support is provided by the Faculty of Business and Law through the postgraduate administration team, the Admissions Office and the International Development Office.

All students have a formal induction process to socialise them to university life and to provide them with the means to access the support that they may require during their study at UWE. There are a

range of central services offered to students. These include: the careers service and the university's counselling provision, information technology services, student accommodation, sports facilities, student union services, the Chaplaincy and the Centre for Performing Arts.

Support to students with disabilities is offered both at the faculty level and centrally through the university's Disability Service. This acts as a holistic service for disabled students and applicants to the University but also supports the academic and administrative staff members who work with disabled students.

Section 8 Reference points/benchmarks

In devising this programme, a number of reference points have been taken into account.

In particular, the educational aims and learning outcomes of the programme reflect the requirements of the UK's QAA Framework for Higher Education in England, Wales and Northern Ireland for a qualification at Masters (M) level.

Whilst the QAA Subject benchmark statements for unit 25 Hospitality, Leisure, Sport and Tourism (revised 2008) are designed for application specifically to undergraduate programmes rather than at Level M, these statements have been used to inform the design of this programme with respect to relevant skills and subject content.

The programme design acknowledges the benchmarks for postgraduate business and management programmes *(QAA Unit in Business and Management - QAA benchmarks for Postgraduate Management Programmes – 2007)*.

The QAA Postgraduate Qualification Descriptors for a qualification at Masters (M) level: Masters degree have been taken into account when devising the programme as a whole and in the teaching, learning and assessment of individual modules.

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications. These are available on the University Intranet.

Programme monitoring and review may lead to changes to approved programmes. There may be a time lag between approval of such changes/modifications and their incorporation into an authorised programme specification. Enquiries about any recent changes to the programme made since this specification was authorised should be made to the relevant Faculty Academic Registrar.

The University's Disability Statement

The University philosophy is to integrate provision for disabled students within the services offered to all students at the University and so remove the barriers that can be disabling. It aims to provide an inclusive educational experience and so to respond fully to the spirit as well as the letter of current legislation (www.uwe.ac.uk/csa/disability.hmtl).

Module Map MSc International Tourism Management:	Compulsory Modules								
LEARNING OUTCOMES SECTION A: KNOWLEDGE AND UNDERSTANDING	UMKCYP-15-M	UMKCQT-15-M	UMKCYL-15-M	UMKCYR-15-M	UMKCYN-15-M	UBGMEM-15-M	UMAD47-15-M	UMMC9V-15-M	UMKCYM-60-M
1 demonstrate understanding and critical awareness of major conceptual, multi-disciplinary and applied research at the forefront of tourism as an international subject field	✓			✓		✓			✓
2 demonstrate appreciation of the economic, social and cultural significance of tourism at a variety of scales (global-local, society-the individual)	✓			✓		✓			
3 explain, critique and apply theories, concepts and ideas drawn from various disciplines, in particular business and management, that are relevant to understanding the challenges of working in and managing a variety of tourism organisations		✓		✓	✓	✓	✓	✓	
4 demonstrate in-depth knowledge of how to use resources effectively, within the context of planning, developing and managing tourism operations ethically and sustainably				✓		✓	✓	✓	
5 critically evaluate, and demonstrate practical understanding of, relevant research techniques and methods used to create, interpret and disseminate knowledge in the area of international tourism management			✓		✓			✓	✓
LEARNING OUTCOMES SECTION B: INTELLECTUAL SKILLS									
1 research and assess paradigms, theories, principles, concepts and factual information drawn from relevant disciplines and apply these in the context of understanding a range of tourism activities,	✓		✓	✓	✓	✓		✓	✓
2 to solve complex problems and make decisions using appropriate techniques including identifying, formulating and solving management problems; and the ability to create, identify and evaluate options; the ability to implement and review decisions		✓	✓	✓	✓			✓	✓
3 to think critically and be creative in evaluating, analysing, synthesising, and critically appraising relevant issues. This includes the capability to identify assumptions, evaluate statements in terms of evidence, detect false logic or reasoning, define terms adequately and generalise appropriately	✓		✓	✓	✓	✓		✓	✓
4 interpret and use organisational information and knowledge effectively and appropriately		✓		✓	✓		✓	✓	
5 demonstrate self-direction and the ability to act autonomously in planning, organising and undertaking complex tasks	✓		✓	✓	✓	✓	✓	✓	✓

	SECTION C: SUBJECT/PROFESSIONAL/PRACTICAL SKILLS	UMKCYP-15-M	UMKCQT-15-M	UMKCYL-15-M	UMKCYR-15-M	UMKCYN-15-M	UBGMEM-15-M	UMAD47-15-M	UMMC9V-15-M	UMKCYM-60-M
1	demonstrate an advanced understanding of the concepts and characteristics of tourism as an area of academic and applied study and a critical awareness of current thinking and new insight	✓			✓		✓			✓
2	critically evaluate the nature and characteristics of demand for tourism internationally, with regard to the complexity and challenges of meeting the needs of a variety of stakeholders	✓	✓		✓		✓			✓
3	critically analyse tourism as an international industry, including appraisal of the factors that influence the development, planning and management of destinations and organisations	✓			✓	✓	✓			✓
5	demonstrate an in-depth understanding of the relationships between tourism and the communities and environments in which it takes place and an appreciation of how resources required for providing tourism services can be utilised effectively, ethically and sustainably		✓	✓	✓		✓	✓	✓	
5	exhibit qualities and transferable skills necessary for tourism employment and critical self-reflection in relation to their own learning and continuing professional development					✓				✓
LEARNING OUTCOMES SECTION D: TRANSFERABLE SKILLS AND OTHER ATTRIBUTES										
1	communicate and present complex material effectively	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	initiate and organise effectively the research process, applying relevant techniques			✓		✓			✓	✓
3	ability to continue to learn through reflection on practice and experience					✓				
4	sensitivity to diversity in people and ability to work with people in different situations					✓				
5	time management	✓	✓	✓	✓	✓	✓	✓	✓	✓

	Assessment Map MSc International Tourism Management:	Compulsory Modules								
		UMKCYP-15-M	UMKCQT-15-M	UMKCYL-15-M	UMKCYR-15-M	UMKCYN-15-M	UBGMEM-15-M	UMAD47-15-M	UMMC9V-15-M	UMKCYM-60-M
1	Unseen Exam				60					
2	Literature review	75								
3	Individual Project		100						100	
4	Individual Presentation						25			
5	Research-Based Written Assignment			100						100
6	Work-based Portfolio/Report/Presentation					100				
	Individual Report				40		75			
7	Case Study Report							100		
8	Individual viva	25								