Plymouth University

Faculty of Business
School of Tourism and Hospitality

Programme Specification

MSc in Tourism and Hospitality Management
2403

Final Approved Version
August 2016
1. **MSc Tourism and Hospitality Management**

   **Final award title: MSc Tourism and Hospitality Management**

   A student will be awarded a Master’s degree with Distinction provided that s/he has achieved a credit-weighted average mark of 70% or above across all modules (including dissertation/major project) and the mark for the dissertation/major project is not less than 70%; A student will be awarded a Master’s degree with Merit provided that s/he has achieved a credit-weighted average mark of 60% or above across all modules (including dissertation/major project) and the mark for the dissertation/major project is not less than 60%.

   **Intermediate award title(s)**

   - PgDip (120 M level credits)
   - PgCert (60 M level credits)

   **UCAS code:** N/A

   **JACS code:** N800

2. **Awarding Institution:** Plymouth University

   **Teaching institution(s):** Plymouth University

3. **Accrediting body:** Institute of Hospitality

   **Summary of specific conditions/regulations:** None

   **Date of re-accreditation:** August 2019

4. **Distinctive Features of the Programme and the Student Experience**

   The key or hallmark features of the MSc Tourism and Hospitality Programme at Plymouth are:-

   - **subject integration and contextualisation:** The essence of the course is to provide students with integrated knowledge and skills from tourism, hospitality, and management so that they can apply theoretical knowledge to solve practical problems.

   - **the provision of ‘cutting edge’ modules:** The Programme is designed to be responsive to the changing nature of the tourism and hospitality industry and is taught by a critical mass of subject specialists.
• **the provision of a varied learning experience**: to provide as many opportunities for a variety of learning experiences including: lectures, seminars, guest speakers, site visits, case studies, and practical exercises.

• **underpinning by scholarly activity**: The Tourism and Hospitality Group’s research profile and scholarly activities are an essential part of the intellectual culture which permeates the Programme.

• **Independent investigation**: to provide a carefully managed programme of guidance and practice in independent investigation.

• **student support**: The Tourism and Hospitality staff are approachable and available to students in person and/or via email. The School has a positive atmosphere and relationships between students and staff are good. In addition, Study Skills workshops, including clear guidance on Academic Dishonesty, and free English workshops are provided throughout the year of the Programme.

• **study flexibility**: Under the University’s Regulations for Taught Postgraduate Programmes, the maximum period of registration for participants on one-year programmes is three years for full-time students. In theory therefore, it is proposed that students could use this time period in a more flexible manner

5. **Relevant QAA Subject Benchmark Group(s)**
   Master’s awards in Business and Management

6. **Programme Structure**

   The MSc programme is structured to be studied normally full-time over one year, but is also available in part-time mode through the selection of individual study units. Under the University’s Regulations for Taught Postgraduate Programmes, the maximum period of registration for participants on one-year programmes is three years for full-time students and five years for part-time students. It is proposed that students should be able to use this time period in a more flexible manner by being able to suspend their studies for one year during the programme at the end of any Semester. For instance, students will be able to defer the submission of their project for one year with no penalty. This will benefit those students with referrals, who would otherwise be expected to submit both referred work and the project in close proximity. This proposal will aid those students delayed through Extenuating Circumstances, those international students who experience difficulties in adapting to living and studying in Britain and make a slow start to the MSc Tourism and Hospitality Management, and those students (often British) who seek to gain experience during their period of study.

   For full-time students, this MSc is normally studied over two semesters and the during the summer, with each taught module comprising of 20 level 7 credits, with the exception of the Tourism and Hospitality dissertation which is worth 60 level 7 credits. The credit rating adopted for each module conforms to a similar
practice across the Faculty of Business (see Figure 1). Depending on their personal circumstances and the length of time over which they wish to complete their studies, part-time students may opt to study one or two modules per semester.

The structure of the programme, with two taught periods followed by a long third period for the dissertation, has been carefully considered, and tried and tested, by the Programme Team. Providing students with sufficient time to successfully complete the dissertation within the normal duration of the Programme is considered crucial to student achievement. In relation to the taught elements of the Programme, the rationale is to provide two separate blocks, the second of which builds upon the first. Thus, the taught modules studied in the first period, these being ‘Managing People in the Tourism and Hospitality Industry’, ‘Tourism and Hospitality Marketing’, and ‘Competitive Advantage for Hospitality Industry’ provide an overview of the macro issues involved in the areas of tourism, hospitality and management. In the second part, the taught modules of ‘e-Service Strategies’, ‘Disaster and Crisis Management in Tourism and Hospitality’ and ‘Tourism Destination Planning and Management’, allow students to contextualise the general theory and focus in greater depth on specific aspects of tourism, hospitality and management. Following the completion of the taught modules of the Programmes, students will have been exposed to a range of topics and acquired the skills necessary to undertake a dissertation.

**Figure 1. Programme Structure**

| Semester 1 | Competitive Advantage for Hospitality  
| HTM703  
| 20 level 7 credits |
| | Tourism and Hospitality Marketing  
| HTM702  
| 20 level 7 credits |
| | Managing People in the Tourism and Hospitality Industry  
| HTM701  
| 20 level 7 credits |

| Semester 2 | Tourism Destination Planning and Management  
| HTM707  
| 20 level 7 credits |
| | e-Service strategies  
| HTM706  
| 20 level 7 credits |
| | Disaster and Crisis Management in Tourism and Hospitality  
| HTM705  
| 20 level 7 credits |

| Semester 2 and Summer | Tourism and Hospitality Dissertation  
| HTM704  
| 60 level 7 credits |
7. **Programme Aims**

The aims of the MSc Tourism and Hospitality Management programme are to:

1) Develop critical knowledge and understanding of the tourism and hospitality disciplines and their integration within the field of management;

2) Promote capabilities of critical analysis, synthesis and evaluation appropriate to Master's level study and applicable to tourism and hospitality management;

3) Understand and be able to employ a variety of research methods applicable to the tourism and hospitality management environment;

4) Develop self-learning and self-management abilities; and

5) Manage a significant tourism or hospitality management research project

8. **Programme Intended Learning Outcomes**

8.1. **Knowledge and understanding**

On successful completion graduates should have developed:

1. the skills and processes associated with effective management in the tourism and hospitality industries;
2. The impact of tourism on societies and economies;
3. new developments within society and the economy, and their applicability to the tourism and hospitality industries;
4. management and marketing strategies that are appropriate to tourism and hospitality;
5. relevant principles, theory, philosophy and practice of tourism and hospitality; and
6. research skills and a holistic knowledge based on tourism and hospitality management sources.

8.2. **Cognitive and intellectual skills**

On successful completion graduates should have developed:

1. critically analyse tourism, hospitality and management methodologies, theoretical approaches, principles and practical solutions;
2. synthesise and evaluate information from disparate sources in a logical and intelligible way for verbal or written communication;
3. evaluate the reliability, validity and relevancy of evidence;
4. assess a range of conceptual and management problems within the context of tourism and hospitality;
5. analyse data critically and evaluate its potential for problem-solving within the context of tourism and hospitality;
6. apply relevant ‘trans-disciplinary’ principles, theories, methods and techniques to case studies drawn from the tourism and hospitality industries

8.3. Key and transferable skills

On successful completion graduates should have developed the ability to:

1. Communicate tourism and hospitality related ideas, principles and theories effectively by oral, written and visual means;
2. Search for, retrieve, sift, select and order information from a variety of sources;
3. Work independently and organise his/her own learning;
4. Participate effectively and supportively in groups, meeting obligations to others;
5. Transfer skills and apply them in new contexts; and

8.4. Employment related skills

On successful completion graduates should have developed:

1. Use existing knowledge to propose solutions to tourism and hospitality related problems or processes to resolve them;
2. Generate and handle data effectively to generate knowledge which is applicable to tourism and hospitality;
3. Make professional use of others in support of self-directed learning

8.5. Practical skills

On successful completion graduates should have developed:

1. Presentation and oral communication skills
2. Written Communication skills
3. Computer and Information Management Technology Skills

9. Admissions Criteria, including APCL, APEL and DAS arrangements

The Admissions Policy and Procedures are designed to ensure that candidates are admitted to the scheme have the combination of intellectual ability, skills, maturity, experience and motivation to benefit from, and contribute to, their selected programme.

Applicants normally require:-
(i) a degree, awarded by a UK University, of at least second class honours;
(ii) an award from an overseas institutions, of equal standing to the UK degree, or;
(iii) a professional qualification recognised as equivalent to a UK degree;
(iv) other qualifications and/or experience that have demonstrated that the applicant has acquired knowledge and skills sufficient to be considered as equivalent to a degree and can meet the challenges and demands of this programme.

In addition, in all cases, it is expected that applicants possess basic communication and information technology skills. For candidates whose first language is not English, evidence is required of spoken and written ability in English through tests such as IELTS (minimum score 6.5). Two satisfactory references will be required from referees, preferably one giving an intellectual or academic assessment and one giving an assessment as a (potential) manager (perhaps from an employer). Credit for prior learning will not count towards the requirements of the programme.

**Process of Admission**

Admission to the MSc Tourism and Hospitality Management will be determined by its Programme Leader, with the assistance of the University’s Admissions Team, and will be on the basis of whether an applicant:

(i) is *prima facie* qualified to join the programme, and is in accordance with the specified entry qualifications above;
(ii) has the personal qualities and determination to complete successfully the programme of studies;
(iii) can benefit from participation in the programme; and
(iv) will be a continuing member of the programme, participating and contributing fully in discussions, and be an active member of teams undertaking group work.

All applications will be required to complete a standard application form and supply further details in the form of a detailed curriculum vitae. Wherever possible, candidates will be invited to visit Plymouth School of Tourism and Hospitality to discuss their backgrounds, career plans, development needs and the potential benefits of participation on the programme with the Programme Management or other staff member(s).

10. **Progression criteria for Final and Intermediate Awards**

60 level 7 credits for PgCert

120 level 7 credits for PgDip

180 level 7 credits for MSc

11. **Exceptions to Regulations** None

12. **Transitional Arrangements** N/A
13. Mapping and Appendices:

13.1. ILO’s against Modules Mapping
See Appendices 1 and 2

13.2. Assessment against Modules Mapping
A range of assessment methods, including essays, reports, case-studies, and oral presentations will be used to measure student performance academically and in relation to experiences in the workplace. Such assessments can be individual or group assessments. Coursework assignment briefs are issued, giving directions and guidelines for the work to be completed successfully.

See Appendix 3

13.3. Skills against Modules Mapping
See Appendices 1 and 2

13.4. Appendices

Appendix 1: SEEC level descriptors for Masters Level

Appendix 2: Matrix Map of Assessed Learning Outcomes against set SEEC ‘M’ level descriptors

Appendix 3: Assessment against modules mapping
Appendix 1: SEEC Level Descriptor for Masters Level

Development of Knowledge and Understanding
A. Knowledge base: has depth and systematic understanding of knowledge in specialised / applied areas and / across areas and can work with theoretical / research-based knowledge at the forefront of their academic discipline
B. Ethical issues: has the awareness and ability to manage the implications of ethical dilemmas and work pro-actively with others to formulate solutions
C. Disciplinary methodologies: has a comprehensive understanding of techniques / methodologies applicable to their own work (theory or research-based).

Cognitive and Intellectual Skills
D. Analysis: with critical awareness can undertake analysis of complex, incomplete or contradictory areas of knowledge communicating the outcome effectively
E. Synthesis: with critical awareness, can synthesise information in a manner that may be innovative, utilising knowledge or processes from the forefront of the discipline/practice
F. Evaluation: a level of conceptual understanding to allow to critical evaluation, research, advanced scholarship and methodologies & argue alternative approaches
G. Application: can demonstrate initiative and originality in problem solving. Can act autonomously in planning and implementing tasks at a professional or equivalent level, making decisions in complex and unpredictable situations

Key / Transferable Skills
H. Group working: can work effectively with a group as leader or member. Can clarify task and make appropriate use of the capacities of group members. Is able to negotiate and handle conflict with confidence
I. Learning resources: is able to use full range of learning resources
J. Self evaluation: is reflective on own & others’ functioning in order to improve practice
K. Management of information: can competently undertake research tasks with minimum guidance
L. Autonomy: is independent and self-critical learner, guiding the learning of others and managing own requirements for continuing professional development.
M. Communications: can engage confidently in academic and professional communication with others, reporting on action clearly, autonomously and competently
N. Problem solving: has independent learning ability required for continuing professional study, making professional use of others where appropriate

Practical Skills
O. Application of skills: can operate in complex and unpredictable, possibly specialised contexts, and has an overview of the issues governing good practice
P. Autonomy in skill use: is able to exercise initiative and personal responsibility in professional practice

Technical expertise: has technical expertise, performs smoothly with precision & effectiveness; can adapt skills & design or develop new skills or procedures for new situations.
## Appendix 2: Matrix Map of Assessed Learning Outcomes against set SEEC ‘M’ level descriptors

<table>
<thead>
<tr>
<th>SEEC ‘M’ level descriptor</th>
<th>Managing People in the Tourism and Hospitality Industry HTM701</th>
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<th>Tourism Destination Planning and Management HTM707</th>
<th>Tourism and Hospitality Dissertation HTM704</th>
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### Appendix 3: Assessment against modules mapping

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X: Marked with a check mark if the assessment is applicable to the module.