BA (Hons) Travel and Tourism Management

Course Outline

The London School of Hospitality and Tourism
Academic Year 2015-16
Travel and Tourism
# Table of Contents

## Introduction

- Introduction from the Course Leader  3
- Welcome from the School  4
- Course Structure  5

## Course Outline

- Year One (Level 4) Direct Entry  6
- Years Two & Three (Level 5) Direct Entry  7
- The Work Placement  8
- Year Four (Level 6) Direct Entry  10

## Reading Lists

- Level Four Reading List  13
- Level Five Reading List  14
- Level Six Reading List  14
- Provisional Induction Timetable  16
Introduction from the Course Leader

On behalf of all the staff associated with the Travel and Tourism Courses and the London School of Hospitality and Tourism I would like to extend a warm welcome to you.

This booklet is designed to assist you in understanding the structure of the BA (Hons) Travel and Tourism Management Course. It will act as a valuable reference document throughout your period of study at The University of West London.

The outline may not provide answers to all your questions. If you have any further questions or need more information about the course or the University, please do not hesitate to contact me.

We wish you every success.

Yvette Scott

Course Leader – Travel and Tourism Management

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Welcome to the London School of Hospitality & Tourism

We are delighted that you will be joining us as a student this year and look forward to welcoming you in September. We hope that you will enjoy and be challenged by your studies and that you will find your time well spent with us. Not surprisingly we consider that the courses you are about to study are the best but what’s more important is that The London School of Hospitality & Tourism was awarded “Winner of The Queen’s Anniversary Prizes for Higher & Further Education 2009”. The Learning Skills Council awarded us a “Centre of Vocational Excellence” and said “the curricula are up to date and relevant and meets the needs of students and employers”. In 2007 the School was awarded the great accolade of having the best training restaurant in the UK by Restaurant magazine. Also in 2008 The British Hospitality Association gave the School their centenary prize for providing exemplary hospitality education.

In 2010 the School was awarded its second Oscar of the catering world the only University in the UK to hold two of these awards.

In 2012 we won a number of awards and were invited to prepare and serve a jubilee lunch for her majesty Queen Elizabeth II in South London; the Queen met and spoke to a number of our students and staff. Also we were delighted to welcome to the School Mr Keith Williams Chief Executive of British Airways who has been made an Honorary Doctorate in 2014. The School from September 2015 will hold the British Airways archive.

In the current year 2015 we have had the pleasure of welcoming a number of industrialists to the University. These have included CEO and General Managers of large companies; we were also delighted to welcome Mark Flanagan the Queens Executive Chef who created a magnificent dinner with our students that was served to over 80 distinguished guests and VIP’s.

In 2008 the Senior HMI Inspector on a good practice visit remarked on the outstanding quality of the courses and particularly highlighted the excellent quality of teaching and learning. The School has also won two medals of excellence in the World Skills competitions. In 2011 our Management students won the Institute of Hospitality university debate beating all the other universities that entered. In 2014 our international Hotel Management students came second in the world at the Young Hoteliers summit in Lausanne Switzerland. In December 2013 OFTED awarded the School with an outstanding in all areas.

You will be joining a large School with over 1,500 students on a range of courses such as Hospitality, Tourism, Airline and Airport, Business Travel and Tourism, Event Management and Culinary Arts so you will meet a wide range of fellow students. Of course, within the University generally there are many more students both from the UK and internationally and they are studying such subjects as media, music, business, law, and health, so you will meet lots of new faces from many walks of life.

The School, as you would expect, has extensive contacts with key players in industry. A past student, Alistair Telfer, is the Chief Executive at the Oxford and Cambridge Club, Pall Mall and is Chair of the Alumni Committee at the University of West London; he can really tell you about all the issues involved in managing a luxury establishment. Lionel Benjamin ex-student; Director of Topland Hotels served as the Director of a number of London 5 star hotels; he is also an Honorary Professor. In the world of catering Professor James Martin, Celebrity Chef, and Prue Leith, writer and chef, are both Honorary Doctors of the University. Gary Rhodes, Raymond Blanc, Brian Turner, Michel and Albert Reux and Antony Worrall Thompson, are, besides being celebrity chefs, Honorary Professors and strong supporters of the School. The Chief Executives or Managing Directors of Thompson Tour Operations, Thomas Cook Travel, MVM London and Cobra Beer are all supporters of this exciting dynamic innovative and creative
School, our success is because of our students who are our ambassadors’ and work in the industry at senior levels. One of our recent graduates Dipna Anand launched her first book at the University in 2014; called “Beyond Brilliant” she joins our other ex-students who are successful authors namely Will Torrent and Lorraine Pascale who has her own television series as well.

As you know, you will be studying on the Ealing campus and many students take full advantage of the facilities in the Ealing area ranging from parks, museums and cinemas as well as some great shopping and leisure centres. There is too much to tell you about here so be sure to be at the induction programme when we have got lots more really important information for you. Remember we are here to help you achieve your qualifications and to assist you in your chosen career development. The staff are qualified, committed and approachable, we thank you for choosing the University of West London to study. We believe you have made a good choice and we want to make your study with us an enjoyable and memorable experience. Welcome!

The Academic and Administrative Teams
from the London School of Hospitality & Tourism
## Course Structure

<table>
<thead>
<tr>
<th>Level 4</th>
<th>Management Theme</th>
<th>Industry Theme</th>
<th>Operational Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The Business Environment</td>
<td>Introduction to Tourism Management</td>
<td>Personal &amp; Professional Development for Managers</td>
</tr>
<tr>
<td></td>
<td>Legislative Frameworks</td>
<td>European Travel Geography</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Management Information</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level 5</th>
<th>Management Accounting &amp; Decision Making</th>
<th>Tourism Industry Issues</th>
<th>Tourism Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sales &amp; Marketing</td>
<td>Inclusive Tour Operations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>People Management In Practice</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level 6</th>
<th>Tourism Policy &amp; Strategy</th>
<th>Tourism Options*</th>
<th>Dissertation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tourism Planning &amp; Development</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Business Option *</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tourism Options*</th>
<th>Level 6 Business (one from)</th>
<th>Level 6 Tourism* (two from)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRM in THL Services</td>
<td>Ecotourism</td>
<td></td>
</tr>
<tr>
<td>Strategic Financial Management</td>
<td>Special Interest Tourism</td>
<td></td>
</tr>
<tr>
<td>Global Marketing for THL</td>
<td>Resort &amp; Casino Management</td>
<td></td>
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<tr>
<td></td>
<td>Governance and Tourism</td>
<td></td>
</tr>
</tbody>
</table>
Year One (Level Four) – Course Outline

Introduction To Tourism Management
This module aims to provide you with a basic understanding of the structure, nature and operating characteristics of the European tourism industry. It examines the socio-economic significance of tourism as a phenomenon and explores the relationship between the public and private sectors and their involvement in tourism.

European Travel Geography
This module aims to explore the inter-relationship between geography and tourism. The module provides a basic overview of the European region and provides an insight about the geographical character that comprises the setting for tourism. Throughout this module European travel patterns and tourist destinations are examined.

Personal & Professional Development
This module introduces knowledge and skills to enable you to gain a better understanding of approaches to learning and development for a management career in THL and provide you with skills to be more effective learners both within and alongside the curriculum. The module is structured around three themes that explore the transferable nature of management skills: managing yourself, managing your learning and managing others.

Legislative Frameworks
The aim of this module is to give you an insight into the legislation which affects the travel and tourism industry. The module focuses on the dual aspects of law of contract and consumer protection. An analysis of negligence service provider and employer liability completes your understanding of law and the legal system as it applies to the travel and tourism industry.

The Business Environment
This module concerns itself with the environment in which businesses operate. As such, it examines how external factors within this business environment influence the growth and development of the tourism industry. It explores emerging issues at both a national and international level and enables students to understand the framework in which the tourism industry functions and the context in which managers make their decisions.
Management Information

This module provides a foundation course of studies in accounting and statistics in an appropriate industry context. The role of accounting and statistics in the decision making process is stressed. The module includes essential conceptual underpinning as well as practical applications and encourages an appropriately critical approach. The module lays the foundations for level five studies in Management Accounting & Decision Making.

Years Two & Three (Level Five)
Direct Entry – Course Outline

Tourism Industry Issues

This module aims to examine a range of contemporary issues appropriate to the travel and tourism industry. The module reviews changing operational characteristics and procedures within the tourism industry and the impact of new technologies and innovations. The module builds on your level 4 Introduction to Tourism Management module and allows for the development of practical work related skills appropriate to a career in the travel and tourism industry.

Tourism Operations

This module aims to introduce you to a range of skills, techniques and operations practices appropriate to the travel and tourism industry. The module will be multidisciplinary in its perspective drawing upon a range of competencies developed both in the tourism and business cores. The module links the theory of tourism operations management to practical applications in its teaching learning and assessment strategy.

Inclusive Tour Operations

The aim of this unit is to develop your understanding of the tour operating sector of the tourism industry and to give you an opportunity to acquire the knowledge and skills associated with the basic functions of a tour operator. It is designed for those students wishing to enter employment within the tour operating sector, as well as those wishing to enter sectors of the industry which work closely with tour operators such as travel agents and airlines.

Management Accounting & Decision Making

The module builds on the techniques introduced in the pre-requisite level 4 module Management Information and is an eclectic combination of management accounting, statistics and an introduction to the fundamental yet key project management technique of network
diagrams and the time and cost analysis of projects. The management accounting addresses the important and well used techniques to be found in industry.

Sales & Marketing

As a career choice, one of the major attractions of the travel and tourism industry is contact with people. This module introduces the key factors which influence consumer behaviour in this sector, together with the concepts and principles of marketing management which are contextualised throughout to the travel and tourism industry.

People Management in Practice

This module introduces the essential knowledge and understanding for the management of people in THL organisations. It develops through learning derived from experience of a THL work place. It covers key concerns for personnel and development in the THL industry in the main areas of resourcing, training, development, motivation and reward. The module aims to encourage you to learn and to take the initiative in identifying your own learning needs.

The Work Placement

Work Placement

The Travel and Tourism Course that you have chosen to follow gives you the theoretical knowledge and skills you need to understand management in the tourism industry. There is, however, nothing comparable to real experience in the travel and tourism sector to help you develop the skills and knowledge you have gained at The London School of Hospitality and Tourism.

All students, therefore, are required to undertake a period of work placement. The work experience is linked to the module People Management in Practice that is studied at level five of your course. The placement period starts during the February of your second year and lasts two semesters (i.e. you return to the university in the following January). Students are required to undertake a minimum of 40 weeks placement (1600 hours).

With regards to the suitability of placements, all activities carried out within the travel and tourism setting are possible sources of relevant experience. Tour Operators, Travel Agents, Visitor Attractions, Hotels, Airlines and Airport Operators as well as Cruise Companies are all classified within the travel and tourism sector and would be seen as suitable organisations. With regards to the location of the placement this again is up to you and, as travel and tourism is a global industry,
you have a wide choice of geographical environments from which to choose. Students in the past have worked from Acton to Zimbabwe!

The two diagrams below illustrate how the placement fits into the structure of your course.

October Intake

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<th>Year One</th>
<th>Year Two</th>
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<tr>
<td>SEM 1</td>
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<td>LEVEL 4</td>
<td>LEVEL 5</td>
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Students who have already undertaken at least a year within the T&T sector may be exempt from undertaking the placement period allowing you to speed up your course via one of the following methods

Exemption by APEL (Accreditation of prior Experiential Learning) – If you already have the required level of work experience (approximately one year’s full time work in the tourism industry) you may apply for exemption from the placement. This formal process of accreditation takes place as part of the People Management in Practice module in the first semester of level 5 and requires you to provide substantiated documentary evidence of the nature of that prior experience, the precise working period and if you are claiming part-time working experience, a record of the actual hours worked over a specific period of time. If you are able to take this option then you can complete a foundation degree in two years and a degree in three years.

Accreditation of part time work – UWL recognises that many students undertake part time and vacation work, either to develop their experiences, from necessity or because they want extra income so these courses have been designed to enable your part time work and vacation work to help you to fulfil the work experience element of the course. There is a formal process or accreditation that you must go through and you need to work part time throughout levels four and five to ensure that you get enough work experience to qualify. If you are
able to take this option then you can complete the foundation degree in two years and a degree in three years.

Whichever of the above options you take, the work experience must fulfil the requirements of the Travel and Tourism course. All students, whatever route they choose, will have to provide evidence of their work experience and development will be recorded in a skills portfolio.

Year Four (Level Six)
Direct Entry – Course Outline

Tourism Planning & Development

This module aims to introduce you to the nature of tourism planning. It provides a framework for understanding land use planning at the national and regional level. It aims to outline the process by which tourism development plans are produced and introduce you to various planning techniques and methodologies. International case studies are used to contextualise the planning process. It is assumed that tourism must be developed in an integrated, holistic and sustainable manner.

Tourism Policy & Strategy

This module aims to provide a dynamic introduction to the process by which tourism policy is formulated. It takes into account key factors in the political, economic, social and technological environment which influence policymaking. The module focuses on the influence of tourism organisations, societal values, the role of special interest groups, aspects of political power and socio-economic global forces of change. Theory is applied using a range of international case studies.

Service Industries Dissertation

The dissertation is an opportunity for you to study a topic that is of personal interest. It develops both your knowledge in that topic and your research skills. You are required to identify your area of research and develop research questions to be answered. The dissertation that results from your research demonstrates your powers of critical thinking and writing and your skills in completing an independent self managed piece of research.
Level Six – Travel and Tourism Options

Ecotourism

The module is divided into four sections. Section one aims to introduce you to the nature of ecotourism and looks at the growth and development of the concept. In section two the emphasis changes from theory to practice. A range of practical environmental policies in travel and tourism are reviewed. Section three raises the question is ecotourism really a panacea or an alternative to mass tourism? Finally, in section four you are left to reflect on a number of key issues.

Special Interest Tourism

This module examines one of the fastest growing areas within the tourism industry. The emergence of various types of special interest activity has sharpened the industry’s focus on the sector. This module aims to provide a comprehensive study of special interest tourism discussing development strategies, management policies and regulatory initiatives. A wide range of case studies and examples are used from around the world to apply theory to practice.

Resort & Casino Management

This module aims to widen your knowledge of tourism and the resort sector. The module examines the resort product, how resorts are planned and developed, the link between resort planning and tourism policy, how resorts are changing in response to national and international trends, the relationship between resorts and destination development and the socio-cultural and environmental challenges posed by resort development in sensitive geographical areas.

Governance & Tourism

This module aims to examine the nature and significance of geographical and political relationships within Europe. It examines the nature and significance of Europe within the above conceptualisation focusing on the decision-making process and legislation of tourism. The module focuses on the European Union and considers its renewed tourism policy framework and the future of the geo-political effects of tourism within Europe at a spatial and social level.

Level Six – Business Options

Human Resource Management in THL Services

This module explores the significance and complications of managing human resources in the tourism industry. The management of employees is key to the sustainable development of organisations
within the tourism industry. You develop analytical and critical evaluation skills by examining human resource issues within the industry utilising HRM models and frameworks. It is also an opportunity to show your team work, presentation and secondary research skills.

**Strategic Financial Management**

This module builds on the techniques developed in the earlier Management Information and Management Accounting and Decision-making modules. It considers financial management at a strategic level with an emphasis on appropriate and applied computations and interpretation, aligned to the tourism industry.

**Global Marketing for THL**

This module examines the strategic way in which travel and tourism organisations plan and co-ordinate their marketing activities in order to meet customer wants and needs in a constantly changing market. Global marketing strategies are examined using a range of travel and tourism industry examples to apply theory to practice.
Level Four – Reading List

To help you settle into University study life we have included the following reading list. The sources included are seen as being the essential texts that you are expected to read during your first year of study within the university.

Most of these texts can be found within the Library located on the St Mary’s Road campus or as e-books via the University’s electronic library. If you require any help locating these sources the staff on hand in the Library are happy to help you.

Introduction to Tourism


European Travel Geography


Burton R – *Travel Geography* Pitman.2000


It is also worth looking at the following journal sources before your arrival at the University. All sources are available from the Library located on the Ealing Campus and/or via the University’s electronic library.

- Annals of Tourism
- Tourism Management
- Travel Trade Gazette
- Travel Weekly
Level Five Direct Entry – Reading List

Tourism Industry Issues


Level Six Direct Entry – Reading List

Tourism Planning & Development


Academic journals are a particularly important resource at Level 6 study so it is also worth looking at the following journals before your arrival at the University. All of these sources are available from the Library located on the Ealing Campus and/or via the University’s electronic library

- Annals of Tourism
- Tourism Management
Typical Induction Timetable Level Four ONLY

Day 1
- University Orientation
- Programme Induction
- Enrolment / qualification check

Day 2
- School office information
- Meet the Airline and Airport Student Committee
- Time tables
- Library Induction / IT induction

Induction timetable is subject to change or cancellation at any time.