

BA (HONS) TOURISM AND VISITOR ECONOMY MANAGEMENT

Institute of Business, Industry and Leadership

Academic Level:	6	Credits:	360
UCAS Code:	C305		
Awarding Body:	University of Cumbria		
Delivery Site:	Ambleside		
Programme Length:	Standard registration period (full time) - 3 years Maximum registration period - 7 years		
Mode of Delivery:	Blended Learning		
Pattern of Delivery:	Full time		
	Total weeks of study:	24 weeks	
	Delivery pattern:	2 x 12-week semesters plus placement	
	Standard semester dates:	No	
Placement:	16 weeks		
PSRB:	Not applicable		
Programme Webpage:	https://www.cumbria.ac.uk/study/courses/undergraduate/ba-hons-tourism-and-visitor-economy-management/		

Entry Criteria

The University's standard criteria for admissions apply. Please refer to the [Applicant Information](#) pages of the University website for more information. For [APL](#), please refer to the University website. Detailed criteria for admission to this programme can be found on the programme webpage: <https://www.cumbria.ac.uk/study/courses/undergraduate/ba-hons-tourism-and-visitor-economy-management/>

PROGRAMME AIMS AND OUTCOMES

Programme Aims

By the end of this programme learners will be able to demonstrate:

1. A comprehensive, analytical, and integrated understanding of tourism and the visitor economy in a range of contexts
2. The professional knowledge, behaviours and experience associated with employability and developing a management career in tourism and the visitor economy
3. The critical thinking associated with developing a successful, ethical and sustainable organisation
4. A commitment to continued learning and personal development and growth
5. Confidence in dealing with the digital technologies and their application in a real-world context, adapting to the opportunity's new digital tools and technologies offer in terms of organisational performance
6. The skills of a reflective practitioner gained through engagement with placement and work-related activities
7. The work-related knowledge and strategic competences required to impact positively on business performance
8. The ability to consider the application and relevance of the UNESCO sustainable development goals to the visitor economy.

Programme Outcomes – Knowledge and Understanding

The programme provides opportunities for you to develop and demonstrate the following:

After 120 credits of study (CertHE) you will be able to demonstrate:

- K1.** A clear understanding of the tourism and visitor economy in terms of structure and context
- K2.** The ability to consider and explain a range of academic frameworks associated with key areas of operational performance in a diversity of settings
- K3.** Real world knowledge and an awareness of the career opportunities associated with working in the tourism and visitor economy.

After 240 credits of study (DipHE) you will be able to demonstrate:

- K4.** Knowledge and application of subject specific concepts and academic frameworks associated with people, planning and profit
- K5.** An understanding of the collaborative relationships that exist within the context of industry and how to manage them
- K6.** A deeper understanding of the professional knowledge associated with working in the tourism and visitor economy.

After 360 credits of study (BA Hons) you will be able to demonstrate:

- K7.** The ability to critically review and evaluate concepts and evidence from a range of resources

- K8.** The ability to communicate solutions and ideas clearly and in a variety of formats
- K9.** Accountability for determining and achieving personal and group outcomes
- K10.** Reflect critically and analytically on the application of the sustainable development goals to personal and real-world experiences.

Programme Outcomes – Skills and other Attributes

The programme provides opportunities for you to develop and demonstrate the following:

After 120 credits of study (CertHE) you will be able to demonstrate:

- S1.** The professional and operational skills required to ensure employability in a real-world environment
- S2.** Effective communication skills utilising a variety of formats and in a range of settings
- S3.** The academic competencies needed to succeed in higher education

After 240 credits of study (DipHE) you will be able to demonstrate:

- S4.** Positive impact on business through collaboration and commitment in the workplace
- S5.** Problem solving and analytical skills that inform on decision making
- S6.** Self-management and personal reflection

After 360 credits of study (BA Hons) you will be able to demonstrate:

- S7.** Utilisation of the UNESCO sustainable development goals to inform on thinking and personal values
- S8.** Critical thinking and analysis of academic concepts and their application in the real world
- S9.** A range of research skills associated with data collection and analysis
- S10.** The professional skills and attributes required to ensure employability and positive graduate outcomes.

PROGRAMME FEATURES

Programme Overview

The BA (Hons) Tourism and Visitor Economy Management is a unique, 3-year undergraduate programme of study, built around the UNESCO sustainable development goals and focused on employability. The programme is aimed at anyone intending to pursue a management career in one of the most exciting and varied industries in the world and provides you with opportunities to gain work experience in areas such as tour operations, visitor attractions management, hospitality management and spa management. Combining the latest academic and industry knowledge with real-world placement experience at operational, supervisory and strategic levels, helps prepare you for real-world success and gives you a distinct advantage in an increasingly competitive careers market. With a clear vocational thread, the programme builds on sustainable best practice and combines taught modules with several opportunities to develop your skills and knowledge as part of an assessed work placement, or an industry research project, effectively preparing you to enter the workplace on graduation.

Based at our Ambleside campus this is the only programme in the UK to be based in both a United Nations Educational, Scientific and Cultural Organisation (UNESCO) World Heritage Site and a National Park providing you with the opportunity to explore the complexities of managing a business in one of the busiest tourism locations in the UK and to consider the challenges and opportunities involved in developing successful sustainable practice in both public and private sector contexts. Designed in partnership with industry and with reference to the UNESCO sustainable development goals this programme will equip you with the knowledge, skills and behaviours needed to secure employment and embark on a successful career in industry.

Key features of the programme

The programme is structured to reflect the potential knowledge and skills required to work at operational, supervisory and junior management levels within the visitor economy. This involves building and developing key areas of knowledge that link to employability ensuring you have a clear understanding of the sectors and careers associated with working in the industry. Levels 4 and 5 include industry paid placements that are assessed as part of the programme of study, with the option to undertake a third assessed placement in the final year to further develop your competence as a future leader in the industry.

At Level 4 you will build your knowledge and understanding of the visitor economy more broadly and focus on the customer and the technologies associated with working in the industry. You will also be supported to develop your skills in applying for placement and a placement officer will work in partnership with potential employers to ensure that you have the best possible experience in the workplace. We would expect your placement to be at an operational level within the business unless you have previous work experience that allows you to be employed at a higher level.

At Level 5 you will develop your supervisory capabilities and employability by focusing on project planning, social media management, management of people and revenue management. The second assessed placement will consolidate your knowledge and develop your ability as a reflective practitioner. We would expect your placement to be at a higher and possibly supervisory

level within the business unless you have elected to broaden your experience by undertaking work in another department or in another sector of business.

When you reach Level 6 of the programme you will focus on the more strategic thinking associated with leadership and business success and you will be able to choose whether to undertake further employment, to complete a project for an employer, or to undertake an independent research project in an area of interest that will support your choice of career. If you decide to undertake a third industry placement at the end of your studies, we expect you to be working at a minimum of a supervisory and possibly junior management level depending on the employer and your performance in previous years. Where possible, we would also ask you to mentor a student studying at Level 4 or 5 to share your knowledge and experience of working in the industry.

Learning and Teaching

As a student at the University of Cumbria, you will be part of an inclusive learning community that recognises diversity. You will have opportunities to learn by interacting with others in a collegiate, facilitative and dynamic learning environment. Teaching, assessment and student support will allow equal and equitable opportunities for you to optimise your potential and develop autonomy. We seek to create a stimulating and innovative community of learning, whether encountered on campus or at a distance, on placement or in the workplace. Facilitated by our expert practitioner staff, you will experience a learning environment that is well equipped, flexible, and stimulating. Knowledge, understanding, skills and other attributes are taught at the University with students putting them into context and appreciating their relevance through applying them in the workplace. You are encouraged to undertake independent study both to supplement and consolidate your learning and to broaden your individual knowledge and understanding of the subject. In particular, work-based learning forms part of many modules, typically as work-based projects or other-directed assignments.

The programme team adopts an applied learning philosophy that impacts on teaching, learning and assessment in terms of the approach to:

- **Module delivery** – modules adopt a variety of methods to generate engagement, accommodate a range of learning styles and allow you to consider the application of theory in an industry context and to develop your critical thinking and employability skills as you progress through the programme. For example:
 - Site visits are built into the majority of modules at Levels 4 and 5 to highlight best practice, generate industry engagement and awareness of career opportunities
 - Guest speakers, provide-specialist knowledge across a number of modules to ensure currency of thinking and to support careers awareness and employment opportunities across a range of sectors
 - Business simulations generate workplace and business-based scenarios for discussion and decision making

- Workplace learning at Level 4 and 5 and optionally at level 6 include assessments that help to develop reflective practice and inform on solutions to real-world problems.
- **Module content** – All modules are aligned with the UNESCO sustainable development goals around ways of thinking, sustainable competence and ways of being. This thread allows you consider the opportunities and challenges associated with working in the visitor economy and to reflect on your own views in terms of sustainable development
- **Module assessment** – assessment is diverse and, in many instances, can be applied in a real-world context, providing opportunities for engagement with industry partners and enhanced employability in terms of developing your key skills and knowledge. Your experience and the research conducted as part of your programme will feed into the academic debates and discussions ensuring the currency of debate and in class discussion. Assessment reflects the variety of individual learning styles that inevitably exist within a group, so that you will experience teaching methods best suited to your own preferred learning style. Methods are designed to support the move to autonomy and independent learning, and include:
 - Business simulations help develop real world skills in the use of industry technology and support the building of digital capability
 - Negotiated projects allow you to present your ideas in a format that suits your learning style and preferred method of communication
 - Insights profiling develops self-awareness and reflective practice across all levels of the programme
 - Infographics (digital visualisations of imagery) develop your communication and presentation skills
 - Case study analysis allows you to consider and generate real world solutions in managing people
 - Debates require you to adopt and defend a range of views that align to the UNESCO Sustainable Development Goals
 - Reflective journals are used to support the development of your skills as a reflective practitioner
- **Integrated placement** - The placement is supported by a wide variety of businesses operating in the visitor economy and you will be invited to join sessions that bring in guest speakers in advance of the placement, helping you to make an informed decision about possible sector opportunities. As an employee, you will learn and reflect on your work-place experiences and engagement with colleagues. This gives you the opportunity to apply what you have learnt in the 'real world' of work. The curriculum is designed to combine academic and work-integrated learning so you can demonstrate the knowledge, skills and behaviours required by employers
- **Learner support** – The delivery team operates an inclusive culture and will support students and staff to build and create a clear understanding of the issues and challenges created in terms of discrimination. You are supported to develop your own learner identity, allowing

you to bridge the gap between academic thinking and real-world experience. The tutor's role is central to that support and the creation of an online discussion forum for both the programme and the individual modules will ensure that you have ready access to peer and academic support throughout the programme of study

- **Personal Development** – All modules contribute to your personal development as a manager, and as a member of society through developing and deepening your understanding of the fundamental British values of democracy, individual liberty, the rule of law and mutual respect and tolerance
- **UoConnectED Digital Graduate**

In preparing you for future employment, the digital capabilities micro credential is embedded within the programme. You will learn subject specific digital skills within modules and will be supported to develop core functional technical skills through online guidance hosted on Blackboard. Grounded in the JISC Student Capabilities role profile, the full micro credential will be achieved in three parts across the timeline of your degree.

At Level 4 you will be introduced to the digital skills as part of the induction week where you will learn the digital skills needed for **moving into HE**. By the end of the year, you will have further developed these skills and will be provided with an opportunity to complete the '**moving through HE**' badge to prepare you for placement and level 5. At the end of each session, you will take a short assessment to check your understanding. Once these are completed, you will receive parts 1 and 2 of your Digital Graduate Badge.

As part of your final year reflections, you will be asked to submit a short reflection on your digital journey, and the digital skills you have learnt throughout your degree and how you will put them into place in future '**moving on from HE**'. Once this has been submitted, you will gain the full UoConnectED Digital Graduate Badge, which you will be able to export to your LinkedIn profile and other online sites to aid with employability.

This approach to teaching learning and assessment allows you to develop your critical thinking, problem solving, interpersonal and creative skills giving you the 'tools' with which to demonstrate your managerial capabilities and maximise your career potential. The application of theoretical constructs in real-world environments ensures that assessments are appropriately challenging and promote the knowledge, skills and behaviours you need to function effectively as a manager in your organisation.

Your campus will provide you with access to a range of teaching and learning facilities and support mechanisms. This includes online support that is managed through the UoC VLE (Blackboard).

Teaching

At Levels 4 and 5 you will typically have around 8-10 contact hours per week while studying the four academic subjects in Semester 1 and 2. This will usually be made up of scheduled teaching and learning (workshops, site visits etc) and opportunities for meeting with your personal tutor or engaging in preparation for your industry placement. The industry placement module will be managed by your placement tutor and will last for 16 weeks, during which time you would need to spend a minimum of 30 hours in the workplace.

At Level 6 you will typically have 6-8 hours a week while studying the four academic modules in semester 1 and 2. You then have the option to undertake a final assessed industry placement or to undertake an independent industry project. Both final year modules require a more substantive commitment for time, either in the workplace, or in terms of research, data collection and analysis.

Independent Learning

When not attending scheduled learning activities you will be expected to continue learning independently through guided self-study that will broaden your knowledge and contribute to the completion of module assessments. It is highly important that you engage with the additional resources and materials available to you. Campus based sessions will give you the foundations required of the subject, however, to embed deeper learning and ensure currency you will be required to undertake further study.

Teaching Staff

The programme team is diverse, with all members of staff engaging with academic research and/or industry engagement and knowledge exchange at a local, national and international level. Research interests inform on the curriculum content and includes:

- Gamification and digital technologies
- AI and virtual technologies in the Spa Industry
- Strategic management of human capital
- Reflective Practice in Management
- Destination marketing and marketing typologies
- GDP of happiness and sustainable consumption
- Sustainable practice
- Innovation and Entrepreneurship
- Events Risk and Crisis Management
- Organisational Behaviour and Culture
- Tourism planning and management
- Natural area tourism

Assessment

The programme utilises a wide variety of assessment methods designed to test, your knowledge and skill and to develop your competencies and professional behaviours as a future manager in the visitor economy. Where possible assessments are applied in nature and designed to meet the demands of employers from a critical skills perspective. The UNESCO sustainable development goals are embedded in the modules and in many of the assessments to help you consider ways of thinking and being that could contribute to a more sustainable future for the industry and the stakeholders impacted as an outcome of its operations.

An assessed placement is included in each year of the programme ensuring that you gain sufficient real-world knowledge and experience to help secure a worthwhile graduate position on completion of the degree. The placement modules are supported by the work placement office, and you will be supported as far as possible to obtain placements that align with your future career plans.

Assessments on placement focus on developing your skills as a reflective practitioner and on identifying opportunities for positive impact with your employers.

The list below highlights the variety of assessment methods adopted at level 4, 5 and 6 of the programme with a maximum of two pieces of assessment included in any one module.

The proposed combination of assessment should develop your confidence in variety of communication mediums including, written, oral and digital outputs in formats commonly needed to secure employment when you graduate. This includes:

- Creating infographics
- Developing a social media portfolio
- Building a website
- Negotiation and debate
- Journaling
- Project Planning
- Presentations
- Business Simulations
- Report Writing

Feedback

In keeping with the UoC academic policy on assessment a lot of work goes in to ensuring that assessment is as fair as possible. As part of this process, you will receive formative feedback in each module as you develop and practice new skills such as academic writing, presentations, reflection, and digital media development. You will be supported in practicing and improving these skills ahead of using them as part of your summative (marked) assessments. For your summative assessments you will receive feedback and feedforward on how you can continue to improve and develop your skills and behaviours. Feedback will be focussed and concise, but there will also be opportunities for ongoing feedback and dialogue with your module tutors and personal tutor.

Graduate Prospects

The tourism and visitor economy management degree has been designed to prepare you for a variety of careers across the various sectors of the visitor economy. Key transferable skills linked to managing people, project planning, marketing, digital technologies and reflective practice combined with at least 8 months' work experience will provide you with a clear understanding of the challenges and opportunities associated with managing business in a sustainable and positive manner helping you contribute to your chosen employer quickly and effectively.

In keeping with the size and scale of the visitor economy as a global industry, employment opportunities are diverse and we would expect graduates to enter at a minimum of a supervisory/junior management level in roles such as:

- Food and Beverage Supervisor
- Social Media Manager
- Conference and Banqueting Supervisor
- Human Resource Assistant Manager

- Duty Manager
- Tour Operations Manager
- Visitor Experience Manager

Graduates may also choose to progress with further study at Masters level if a minimum 2/2 (Hons) is obtained or to MPhil or PhD study if a minimum 2/1 (Hons) is obtained.

MODULES

Year 1			
Code	Title	Credits	Status
TOUR4001	Understanding the Visitor Economy	20	Compulsory
TOUR4002	Managing Today's Tourist	20	Compulsory
TOUR4003	Digital Technologies in the Visitor Economy	20	Compulsory
TOUR4004	Personal and Professional Development	20	Compulsory
TOUR4005	Industry Work Placement	40	Compulsory
Students exiting at this point with 120 credits would receive a CertHE in Tourism and Visitor Economy Management			

Year 2			
Code	Title	Credits	Status
TOUR5010	Social Media Management in the Visitor Economy	20	Compulsory
TOUR5011	Revenue Management in the Visitor Economy	20	Compulsory
TOUR5012	Project Planning	20	Compulsory
TOUR5013	Managing Self and Others	20	Compulsory
TOUR5014	Industry Work Placement	40	Compulsory
Students exiting at this point with 240 credits would receive a DipHE in Tourism and Visitor Economy Management			

Year 3			
Code	Title	Credits	Status
TOUR6010	Digital Presence, Product and Place	20	Compulsory
TOUR6011	Visitor Economy Futures	20	Compulsory
TOUR6012	Sustainable Strategies in the Visitor Economy	20	Compulsory
TOUR6013	Leadership Insights	20	Compulsory
TOUR6014	Industry Work Placement	40	Optional
TOUR6015	Industry Research Project	40	Optional
Students exiting at this point with a minimum of 300 credits would receive a BA Tourism and Visitor Economy Management			

Students exiting at this point with 360 credits would receive a BA (Hons) Tourism and Visitor Economy Management

Additional Module Information

The placement modules must be successfully passed in order to progress to the next stage of your programme.

The final year of the programme provides you with the option to undertake a third assessed industry placement or to complete an industry research project. You should confirm your preferred option when registering for the programme. Both options are 40 credits and make up the honours part of your degree. The placement option serves to further develop your real-world experience and to analyse an organisational challenge/issue/opportunity that impacts on business performance. Should you choose this option you will be supported by your placement officer from the start of the year to identify and secure a placement that aligns with your future career plans. Working with an employer at this stage may lead to an offer of full-time employment on graduation. The industry research project allows you to identify and develop a particular area of knowledge that will support your career progression.

Key to Module Statutes

Compulsory modules	Must be taken although it may possible to compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed).
Optional modules	Are a set of modules from which you will be required to choose a set number to study. Once chosen, it may possible to compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed).

Timetables

Timetables are normally available at the start of the academic year. Please note that while we make every effort to ensure timetables are as student-friendly as possible, scheduled learning can take place on any day of the week.

Our Timetabling team work hard to ensure that timetables are available to students as far in advance as possible, however there may be occasional exceptions such as in the case of teaching which falls outside of the usual academic calendar. The UoC academic calendar runs from August to July, so timetabling information for programmes which include teaching sessions in August may not be published until closer to the August delivery.

ADDITIONAL INFORMATION

Student Support

The [Student Enquiry Point](#) is a simple way to contact Student Services. Using the Student Enquiry Point tile on the Student Hub you can submit an enquiry to any of the Student Services teams, which includes:

- [Careers and Employability](#)
- [Chaplaincy](#) for faith and spiritual wellbeing
- [Mental Health and Wellbeing](#)
- [Digital Skills](#)
- [Disability and Specific Learning Difficulty \(SpLD\)](#)
- [International Student Support](#)
- [Library](#)
- [Money Matters](#)
- [Safeguarding](#)
- [Skills@Cumbria](#)
- [Sports and Fitness Facilities](#)
- [University Student Accommodation](#)

As a student at the University of Cumbria you automatically become a member of the Students' Union. The Students' Union represents the views and interests of students within the University.

The Students' Union is led by a group of Student Representatives who are elected by students in annual elections. They also support approximately 400 Student Academic Reps within each cohort across the entire University. The Students' Union represent the views of their cohort and work with academic staff to continuously develop and improve the experience for all University of Cumbria students. You can find out more about who represents you at www.ucsu.me.

You can email at any time on studentvoice@cumbria.ac.uk.

Course Costs

Tuition Fees

Course fees can be found <https://www.cumbria.ac.uk/study/courses/undergraduate/ba-hons-tourism-and-visitor-economy-management/>

Additional Costs

The following course-related costs are not included in the fees:

There may be opportunities for additional travel and attendance at events that are not included as essential parts of the curriculum. These opportunities will be offered as optional activities and as such the costs will not be met by the university. Conference attendance within the UK would not normally exceed £300.

From time-to-time site visits may extend over the course of a full day. In these instances the university will cover the cost of travel but you may need to provide your own food and drink (costs will vary but you could expect a minimum of £5 or more depending on location of visit).

While looking for a placement you will need to decide where and who to work for and the income and expenditure associated with taking up employment. Reasonable costs while on placement may include rent, travel and living expenses and these can vary considerably.

Should you choose to take up a placement outside of the UK you may also need to cover the cost of flights, visas etc.

Costs associated with placement should be discussed with the employer and the placement tutor to ensure affordability and confirm what the employer will pay for as part of your employment contract.

Exceptions to the Academic Regulations

This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes with the following permitted exceptions:

- The 3 x 40 credit placement modules comprise 500 learning hours. This workload is based on industry expectation of a minimum working week and duration of time in the workplace
- To allow students to progress with 80 credits from Level 4 to Level 5 and Level 5 to Level 6

External and Internal Benchmarks

External reference points considered in developing this programme include:

- [QAA Education for Sustainable Development Guidance March 2021](#)
- [QAA Subject Benchmark Statement Events, Hospitality, Leisure, Sport and Tourism November 2019](#)

Internal reference points include:

- UoC Learning, Teaching and Assessment Strategy
- [UoC Strategic Plan](#)
- [UoC Academic Regulations and Academic Procedures and Processes](#)

Disclaimer

This programme has been approved (validated) by the University of Cumbria as suitable for a range of delivery modes, delivery patterns, and delivery sites. This level of potential flexibility does not reflect a commitment on behalf of the University to offer the programme by all modes/patterns and at all locations in every academic cycle. The details of the programme offered for a particular intake year will be as detailed on the programme webpage:

<https://www.cumbria.ac.uk/study/courses/undergraduate/ba-hons-tourism-and-visitor-economy-management/>

Date of Programme Specification Production	November 2024
Date Programme Specification was last updated	July 2025