

The background features several abstract, light-colored geometric shapes. On the right side, there is a large, complex shape composed of overlapping lines forming a network of polygons and a central circle. On the left side, there are two smaller, five-petaled flower-like shapes, each with a central circle. The overall aesthetic is clean and modern, using a monochromatic orange color scheme.

Programme Specification

Pearson

BTEC Higher Nationals in International
Travel and Tourism Management

2019-20

Programme Specification:

Higher National Diploma in International Travel and Tourism Management

Awarding Institution:	Pearson Education Ltd.
Teaching Institution:	West Herts College
Teaching department:	Travel and Tourism
Key contact:	Nicholai Thorpe Nicholai.thorpe@westherts.ac.uk
Programme accredited by:	Pearson Education Ltd.
Final award:	Pearson BTEC Higher National Diploma in International Travel and Tourism Management
UCAS code:	9L23
Campus:	Watford
Ofqual Regulated Qualification Framework (RQF)	
Qualification numbers:	HNC: 603/2280/9 & HND: 603/2281/0
Mode of delivery:	Full-Time 2 Years
Framework for Higher Education Qualification (FHEQ) level of the award:	HNC Level 4 / HND Level 5
Date of last QAA Review:	February 2014

Educational Aims of the Programme

- The Level 4 Higher National Certificate in International Travel and Tourism Management offers students an introduction to the subject area via a mandatory core of learning, while allowing for the acquisition of skills and experience through the selection of optional units across a range of occupational themes at Level 4.
- This effectively builds underpinning core skills while preparing the student for subject specialisation at Level 5. Students will gain a wide range of sector knowledge tied to practical skills gained in research, independent and directed study, and workplace scenarios.

Students successfully completing the HNC:

- Will be able to demonstrate a sound knowledge of the basic concepts and characteristics of travel and tourism. They will be able to communicate accurately and appropriately and they will have the qualities needed for employment that requires some degree of personal responsibility.
- They will have developed a range of transferable skills to ensure effective team working, independent initiatives, organisational competence and problem-solving strategies. They will be adaptable and flexible in their approach to travel and tourism, show resilience under pressure, and meet challenging targets within a given resource.

Criteria for Admission to Programme

Entry requirements - Learners would typically have at least one of the following:

- A BTEC Level 3 qualification in Travel and Tourism, Aviation Operations or relevant subject
- A GCE Advanced Level profile that demonstrates strong performance in a relevant subject or adequate performance in more than one GCE subject. This profile is likely to be supported by GCSE grades at A* to D/9 to 3 (or equivalent) for English and maths.
- Other related Level 3 qualifications.
- Related work experience.
- An international equivalent of the above.

Regulation of Standards

- Assessment conforms to Pearson regulations.
- Internal Verification of assignment briefs and assessment standards
- External moderation of samples of work by External Examiner
- Annual Lead Standards Visit (LSV)
- Annual Examination Boards
- Meets QAA UK standards
- The College's Appeals Policy and Procedure is provided in Appendix A of the Student Handbook which includes the student's rights to appeal to the Office of the Independent Adjudicator.

Programme Objectives:

- To provide a stimulating and challenging programme of study of the visitor economy that combines both subject knowledge across a range of multidisciplinary theoretical frameworks and industry experience that is both responsive to the interests and needs of students and employers.
- To equip students with specific travel and tourism skills, knowledge and the understanding necessary to achieve high performance in the global travel and tourism environment.
- To provide education and training for a range of careers in travel and tourism, including aviation, destination management, events management, sustainable management, visitor management, heritage management and tour operations management.
- To provide insight and understanding into the diversity of roles within the travel and tourism sector, recognising the importance of collaboration at all levels.
- To equip students with knowledge and understanding of culturally diverse organisations, cross-cultural issues, diversity and values.

- To provide opportunities for students to enter or progress in employment in travel and tourism, or progress to higher education qualifications such as an Honours degree in travel and tourism or a related area.
- To support students to understand the local, regional and global context of the travel and tourism sector and, for those students with a global outlook, to aspire to international career pathways.
- To provide students with opportunities to address cutting-edge issues facing the industry, and society at large; with particular emphasis on tourism production and consumption, sustainability and ethics, globalisation and intercultural dimensions, recognising the role that travel and tourism plays in addressing these issues.
- To provide opportunities for students to achieve a nationally-recognised professional qualification within their chosen area of specialisation.
- To offer students the chance of career progression in their chosen field, with particular emphasis on achieving management-level positions, professional recognition and beyond.
- To allow flexibility of study and to meet local or specialist needs.
- To offer a balance between employability skills and the knowledge essential for students with entrepreneurial, employment or academic aspirations.
- To provide students with the context in which to consider professional ethics and their relation to personal, professional and statutory responsibilities within the industry.

Practical Skills - the ability to:

- Provide opportunities for students to develop the skills, techniques and personal attributes essential for successful professional and career development.
- Develop and apply key leadership skills in practical sessions or when building links between theory and application in the workplace.
- Develop organisational skills to respond creatively to assignment briefs, meet dead-lines, and prepare presentations, document research undertaken.
- Display their work confidently and well, using different methods of presentation.
- Use IT as a method of research and, where appropriate for performance analysis.

Intellectual Skills - the ability to:

- Develop visual literacy through 'reading' and understanding a range of visual work.
- Communicate research/ findings effectively and appropriately
- Use research skills obtain and integrate subject specific evidence to formulate test hypothesis
- Use academic protocols to understand and enhance academic writing.

- Give a clear and accurate account of a subject, marshal argument in a mature way and engage in debate and dialogue both with peers and specialists
- Apply and extend communication skills in order to accommodate their own continuing professional development.

Common / Transferable Skills - the ability to:

- Manage and develop self
- Work with autonomy while also being capable of relating to and with working efficiently with others
- Communicate effectively orally and in writing
- Communicate effectively with a range of ages, abilities, peers and professionals
- Improved confidence and self esteem
- Apply numeracy
- Apply technology
- Analyse, deconstruct and manage tasks and solve problems
- Apply creativity

Teaching, Learning and Assessment

Teaching and learning

- Analytic thinking skills are developed through academic protocols, discussion in classroom, assignment work and tutorial sessions.
- Practical skills are an essential component of the programme and are developed through classroom activity, external/ expert demonstration, and independent work and peer/ tutor feedback.
- Common skills such as oral and written communication are developed in group and tutorial sessions, through assignments and practical work.
- All staff have relevant industry experience.

Assessment

Each unit is assessed by individual or group participation, research and coursework assignments.

- Assessment activities provide major opportunities for learning, including:
 - Individual and group presentations
 - Essay, evaluations and assignments

All assessments are delivered through a standard system, which makes the context and the assessment criteria clear. There are regular assessment weeks. Grades accumulate over the year. The External Examiner samples student work and grades. An annual Exam Board considers External Examiner's remarks and finalises all student grades.

Support for Learning

- Student progression is supported both by subject tutors and also by central college services
- A comprehensive induction introducing new students to the subject, to the course, teaching staff and to the college facilities and support services including Learning Resource Centre (LRC), Student Support and Additional Learning Support
- College and Course Handbooks available in print and electronic format
- Personal and academic support integrated into teaching provided by approachable lecturers and a programme leader who monitors performance
- Study and research skills integrated into the programme
- Written electronic assignment feedback, within three weeks of assignment submission
- Up-to-date computing facilities and a modern, well-equipped LRC
- Highly effective Virtual Learning Environment (Its Learning)
- Access to higher education specific academic support sessions
- Access to Student Support for students with welfare, financial or counselling needs
- Access to Learning Support for students with educational needs
- Access to careers advice and support
- Regular one-to-one tutorials and target setting

Progression

The Level 4 Higher National Certificate provides a solid grounding in travel and tourism which students can build on in order to continue studies beyond the Certificate stage. The Level 5 Higher National Diploma allows students to further focus on specific career paths and progression routes to degree-level study. On successful completion of the Level 5 Higher National Diploma, students can develop their careers in the travel and tourism sector through:

- Entering employment
- Continuing existing employment with the potential for promotion
- Linking with the appropriate Professional Body
- Committing to Continuing Professional Development (CPD)
- Progressing to university.

The Level 5 Higher National Diploma is recognised by Travel and Tourism degree awarding Universities as meeting admission requirements to many relevant travel courses, for example:

- University of Hertfordshire
- Middlesex University
- University of West London
- University of Bournemouth
- University of Buckinghamshire

Details of entry requirements for BTEC Higher National graduates into degree programmes at institutions in the UK and internationally can be found on the 'Pearson Degree Course Finder' website. Students should always check the entry requirements for degree programmes at specific Higher Education providers. After completing a Pearson BTEC Level 4 Higher National Certificate or Level 5 Higher National Diploma, students can also progress directly into employment.

Evaluating & Improving the Quality & Standards of Teaching & Learning

- Regular College student questionnaires in addition to the National Student Survey (NSS)
- Capturing student voice throughout the academic year and at Student Rep meetings
- Annual lesson observation scheme
- Annual Monitoring and Evaluation Report (AMER)
- Good practice in teaching and learning is developed through regular staff development workshops and through staff assisting with internal verification of students' work
- Staff development activities are discussed at annual appraisal interviews and staff are actively encouraged to develop their professional practice through scholarly activity.
- External Examiners reports

Further information about this course can be accessed via the Pearson Programme Specification available at: https://qualifications.pearson.com/content/dam/pdf/BTEC-Higher-Nationals/international-travel-and-tourism-management/2018/specification-sample-assessments/btec-higher-nationals_IntTTMgt-specification.pdf

Programme structure:

Level 4: Pearson BTEC Level 4 Higher National Certificate in Travel and Tourism Management			
Core units	Unit	Level	Credits
1	The Contemporary Travel and Tourism Industry (Mandatory)	4	15
2	Managing the Customer Experience (Mandatory)	4	15
3	Professional Identity and Practice (Mandatory)	4	15
4	The Travel and Tourism Business Toolkit (Mandatory)	4	15
5	Leadership and Management for Service Industries (Mandatory)	4	15
7	Managing Conference and Events (Optional unit)	4	15
8	Visitor Attraction Management (Optional unit)	4	15
16	Marketing Essentials for Travel and Tourism (Optional unit)	4	15
		Total	120 credits

Qualification credit value: a minimum of 120 credits. This is made up of eight units, each with a value of 15 credits. There is a required mix of Core (mandatory), Specialist and Optional units totalling 120 credits. All units are at Level 4.

Pearson would expect that a HND student would have achieved at least 90 credits at Level 4 before progressing to Level 5 units. This allows for the students to submit the remaining 30 credits at Level 4 while undertaking their Level 5 study.

Level 5: Pearson BTEC Level 5 Higher National in Travel and Tourism Management			
Core units	Unit	Level	Credit
19	Research Project (Mandatory)	5	30
20	Tourism Consumer Behaviour and Insight (Mandatory)	5	15
24	Destination Management Services (Specialist)	5	15
29	Global Events (Specialist)	5	15
40	Special Interest Tourism (Optional)	5	15
41	Tourist Resort Management (Optional)	5	15
49	Managing and Running a Small Business (Optional)	5	15
		Total	120 credits

The Level 5 Higher National Diploma consists of the Level 4 Higher National Certificate (above) **plus** an additional 120 credits at Level 5.

Qualification credit value: a minimum of 240 credits, of which 120 credits are at Level 5, and 120 credits are at Level 4 and usually attained via the HNC. There is a required mix of Core, Specialist and Optional units totalling 240 credits.

Mapping of HND in International Travel and Tourism Management against FHEQ Level 5:

Key

KU Knowledge and Understanding

CS Cognitive Skills

AS Applied Skills

TS Transferable

The qualification will be awarded to students who have demonstrated:

FHEQ Level 5 descriptor		International Travel and Tourism Management HND Programme Outcome
Knowledge and critical understanding of the well-established principles of their area(s) of study, and of the way in which those principles have developed	KU1	Knowledge and understanding of the fundamental principles and practices of the contemporary travel and tourism business environment and the contribution that it makes to the global economy
	KU2	Knowledge and understanding of the impacts of the external environment; political, technological, social, and economic factors which affect the supply of and demand for travel and tourism
	KU3	Understanding and insight into different travel and tourism public, private and not-for-profit sectors, their dynamic nature, purposes, structures, operations and their activities
	KU4	A critical understanding of the ethical, legal, professional, and operational framework within which travel and tourism businesses operate
	KU5	Understanding of digital technologies and media and their impact and influence on changing tourism products, operations, processes and consumer behaviours
	KU6	An ability to apply the theories and concepts underpinning consumer behaviour within the travel and tourism context to analyse relations between consumers of tourism and the providers of the tourism services

FHEQ Level 5 descriptor		International Travel and Tourism Management HND Programme Outcome
	KU7	A critical knowledge and understanding of ethical and sustainable issues and challenges, and the measures taken to meet overall sustainable business objectives
	KU8	An appreciation of the concepts and principles of CPD, staff development, leadership and reflective practice as methods and strategies for personal and people development

FHEQ Level 5 descriptor		International Travel and Tourism Management HND Programme Outcome
Ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context	CS1	Apply knowledge and understanding of essential concepts, principles and models within the contemporary global travel and tourism environment
	AS1	Evidence the ability to develop appropriate policies and strategies to meet stakeholder expectations and provide quality service encounters and experiences
	AS2	Apply innovative travel and tourism ideas to develop and create new products or services that respond to the changing nature of consumer demand
	AS3	Integrate theory and practice through the investigation and examination of practices in the workplace
	AS4	Develop strategic outcomes for travel and tourism businesses using appropriate business practices to make justified recommendations
	CS2	Critically evaluate stakeholder relationships to devise appropriate strategies to meet stakeholder requirements in destination management, development, policy and governance

FHEQ Level 5 descriptor		International Travel and Tourism Management HND Programme Outcome
<p>Knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study</p>	CS3	Critically reflect on the significance of the intercultural and international dimensions of the travel and tourism industry for both tourists and societies
	CS4	Recognise and respond to ethical, sustainable issues and challenges presented by the production and consumption of tourism
	KU9	Knowledge and understanding of safety, security, risk and crisis management for responding to challenges facing the travel and tourism industry
	CS5	Critique approaches to managing and developing tourism destinations through concepts of policy and planning to meet strategic travel and tourism business objectives
	KU10	An understanding of the appropriate techniques and methodologies used to resolve real-life problems in the workplace
<p>An understanding of the limits of their knowledge, and how this influences analysis and interpretations based on that knowledge</p>	TS1	Develop a skills set to creatively take appropriate actions in explaining and solving familiar and unfamiliar problems in a travel and tourism specific operational context
	TS2	Self-reflection, including self-awareness; the ability to become an effective self-student and appreciate the value of the self-reflection process

Typically, holders of the qualification will be able to:

FHEQ Level 5 descriptor		International Travel and Tourism Management HND Programme Outcomes
Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis	TS3	Competently use digital literacy to access a broad range of research sources, data and information
	CS6	Interpret, analyse and evaluate a range of policies, business data, sources and information to inform evidence-based decision-making
	CS7	Synthesise knowledge and critically evaluate strategies and plans to understand the relationship between theory and real-world travel and tourism scenarios
Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively	TS4	Communicate confidently and effectively, orally and in writing, both internally and externally within a professional capacity with stakeholders
	TS5	Communicate ideas and arguments in an innovative manner using a range of digital media
	AS5	Locate, receive and respond to a variety of information sources (e.g. textual, numerical, graphical and computer-based) in defined contexts
	TS6	Demonstrate strong interpersonal skills, including effective listening and oral communication skills, as well as the associated ability to persuade, present, pitch and negotiate
Undertake further training, develop existing skills and acquire new competences that will enable them to assume significant responsibility within organisations	TS7	Identify personal and professional goals for continuing professional development in order to enhance competence to practise within a chosen sector of travel and tourism
	TS8	Take advantage of available pathways for continuing professional development through Higher Education and Professional Body Qualifications

Holders will also have:

FHEQ Level 5 descriptor		International Travel and Tourism Management HND Programme Outcomes
The qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making	TS9	Develop a range of management skills to ensure effective team working, independent initiatives, organisational competence and problem-solving strategies required by future travel and tourism managers
	TS10	Reflect adaptability and flexibility in approach to travel and tourism operations and business, showing resilience under pressure and meeting challenging targets within given deadlines
	TS11	Demonstrate proactive responsibility for own learning and continuing personal and professional development through self-appraisal and reflecting on practice in academic and professional contexts
	CS8	Emotional intelligence and sensitivity to cultural diversity and equal opportunities in the work environment
	TS12	Creatively plan, design, lead, manage and execute practical activities using appropriate techniques and procedures while demonstrating high levels of relevant skills

HNC/D International Travel and Tourism Management Programme Outcomes for Students
Level 4 Higher National Certificate in International Travel and Tourism Management: mapping of transferable employability and academic study skills

Skill Set	Cognitive skills							Intra-personal Skills				Interpersonal Skills		
	Problem-solving	Critical Thinking/Analysis	Decision-making	Effective Communication	Digital Literacy	Numeracy	Creativity	Plan Prioritise	Self Management	Independent learning	Self Reflection	Teamwork	Leadership	Cultural Awareness
1		x		x				x	x	x				x
2			x	x	x		x	x	x	x				
3				x				x	x	x	x	x	x	x
4			x	x		x		x	x	x		x	x	x
5		x	x	x				x	x	x	x	x	x	x
6		x		x				x	x	x				x
7	x	x	x	x				x	x	x				
8		x	x	x			x	x	x	x				x
9		x		x	x			x	x	x		x	x	x
10	x	x	x	x	x	x	x	x	x	x				
11	x	x	x	x	x		x	x	x	x				
12	x	x	x	x	x		x	x	x	x				
13	x	x	x	x	x	x		x	x	x				x
14	x		x	x			x	x	x	x	x	x	x	x
15	x	x	x	x		x		x	x	x				
16	x	x	x	x	x			x	x	x				
17	x		x	x			x	x	x	x	x	x	x	x
18	x		x	x		x	x	x	x		x			x

Level 5 Higher National Diploma in International Travel and Tourism Management: mapping of transferable employability and academic study skills

Skill Sets	Cognitive skills							Intra-personal Skills				Interpersonal Skills		
	Problem-solving	Critical Thinking/Analysis	Decision-making	Effective Communication	Digital Literacy	Numeracy	Creativity	Plan Prioritise	Self Management	Independent learning	Self Reflection	Teamwork	Leadership	Cultural Awareness
18	X	X		X	X	X	X	X	X	X	X			
19	X	X	X	X	X			X	X	X				
21	X	X	X	X				X	X	X		X	X	X
22	X	X	X	X			X	X	X	X				X
23	X	X	X	X	X	X	X	X	X	X				
24	X	X	X	X	X		X	X	X	X				
25	X	X	X	X	X	X	X	X	X	X	X			X
26	X	X	X	X	X		X	X	X	X	X		X	
27		X	X	X	X	X	X	X	X	X	X	X	X	X
28		X	X	X	X	X	X	X	X	X	X			
29		X	X	X			X	X	X	X	X			
30	X	X	X	X	X	X	X	X	X	X	X		X	X
31		X	X	X	X			X	X	X				X
32	X	X	X	X				X	X	X				X
33	X	X	X	X				X	X	X				
34		X	X	X	X		X	X	X	X	X	X		X

Skill Sets	Cognitive skills							Intra-personal Skills				Interpersonal Skills		
	Problem-solving	Critical Thinking/ Analysis	Decision-making	Effective Communication	Digital Literacy	Numeracy	Creativity	Plan Prioritise	Self Management	Independent learning	Self Reflection	Teamwork	Leadership	Cultural Awareness
35	x	x	x	x	x		x	x	x	x				
36		x	x	x	x		x	x	x	x	x			
37		x	x											
38	x	x	x	x	x		x	x	x	x	x	x		x
39	x	x	x	x	x		x	x	x	x	x			x
40		x	x	x	x	x	x	x	x	x	x			x
41		x		x	x		x		x	x				x
42		x	x	x	x		x	x	x	x	x	x	x	x
43	x	x	x	x				x	x	x				
44	x	x	x	x				x	x	x		x	x	x
45	x	x	x	x	x			x	x	x		x	x	x
46	x	x	x	x	x	x	x	x	x	x				
47	x	x	x	x				x	x	x		x	x	x
48	x	x	x	x	x	x	x	x	x	x	x	x	x	
49	x	x		x		x	x	x	x	x	x		x	x
50	x	x	x	x	x	x	x	x	x	x	x		x	x

Colour key to Level 5 Specialist Pathways
Aviation
Destination Management
Events
Innovation, Culture and Heritage
Sustainable Management
Tour Operations

Subject Benchmark Statements

Pearson BTEC Higher National qualifications in International Travel and Tourism Management offer:

- A stimulating and challenging programme of study that will be both engaging and memorable for students.
- The essential subject knowledge that students need to progress successfully into further study or the world of work.
- A simplified structure: students undertake a substantial core of learning in the Higher National Certificate and can build on this in the Higher National Diploma,
 - with optional units linked to their specialist area of study.
- Specialist pathways in the Level 5 Diploma, so there is something to suit each student's preference of study and future progression plans.
- Refreshed content that is closely aligned with Professional Body, employer and higher education needs.
- Assessments that consider cognitive skills (what students know) along with affective and applied skills (respectively how they behave and what they can do).
- Unit-specific grading and Pearson-set assignments.
- A varied approach to assessment that supports progression to Level 6 and also allows Centres to offer assessment relevant to the local economy, thereby accommodating and enhancing different learning styles.
- Quality Assurance measures – as outlined in sections 6 and 7 of this Programme Specification – to ensure that all stakeholders (e.g. professional bodies, universities, colleges and students) can feel confident in the integrity and value of the qualifications.
- A qualification designed to meet the needs and expectations of students aspiring to work in an international travel and tourism environment.