UNIVERSITY OF WOLVERHAMPTON

Course Specification

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Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	School of Business and Law		
Course Code(s):	LI051P01UM LI051P31UM	Full-time Part-time	12 Months 2 Years
Course Title:	MA International Tourism and Hospitality Management		
Hierarchy of Awards:	Master of Arts International Tourism and Hospitality Management Postgraduate Diploma International Tourism and Hospitality Management Postgraduate Certificate International Tourism and Hospitality Management University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of first cohort:	14/Sep/2026		
Specification valid from:	2025/6		

Academic Staff

Course Leader:	Dr Ade Oriade
Head of Department:	LUCY CRITCHLEY

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Standard Provision (Not delivered in partnership)
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS

Distinctive Features of the Course:

This course offers flexibility to you in terms of career choice and meets industry demand because there is a wide appeal amongst employers for students who have wide range of knowledge and expertise in the sector. The MA International Tourism and Hospitality Management course will equip you with the agile, reflexive and critical thinking skills which are vital for success in modern organisations. You will be able to use prior experience and certificated learning to gain credits against the programme.

The course is unique in bringing together the two subject areas, and teaching on the course is undertaken by experienced practitioners. The teaching team have published widely in both subject areas, and the Department has been recognised as a centre of excellence by the Institute of Travel and Tourism.

The course is based around four core pillars of digital business, sustainable business, innovative business and responsible business and you will explore the functional areas of business through these themes giving them an immersive experience which will result in a thorough understanding of the challenges and opportunities faced by organisations in the 21st century.

Educational Aims of the Course:

Intakes:

September

January

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2025/6	H	Full Time	£9088.00
2025/6	Overseas	Full Time	£16950.00
2025/6	H	31	£4544.00
2026/7	H	Full Time	£11015.00
2026/7	Overseas	Full Time	£18645.00
2026/7	H	31	£5508.00

PSRB:

LI051P01UM (Full-time)

Professional Accreditation Body:
Institute of Hospitality

Accrediting Body:
Institute of Hospitality (IoH)

Accreditation Statement:
"Accredited by the Institute of Hospitality that academic, vocational and professional standards achieved are appropriate and programme content and delivery meet international Institute of Hospitality benchmark standards."

Approved	Start	Expected End	Renewal
01/Dec/2022	01/Dec/2022	31/Dec/2027	31/Dec/2027

Course Structure:

January (Full-time)

Module	Title	Credits	Period	Type
7LI020	Contemporary and Global Issues in Tourism and Hospitality	30	SEM2	Core
7MK037	Search Engine and Social Media Marketing	30	SEM2	Core
7MG022	The Postgraduate Independent Project	60	CRYRA	Core

January (Part-time)

Module	Title	Credits	Period	Type
7LI020	Contemporary and Global Issues in Tourism and Hospitality	30	SEM2	Core

January (Full-time)

Module	Title	Credits	Period	Type
7LI022	Managing Hotel and Accommodation in the Digital World	30	SEM1	Core
7LI021	Tourism Planning & Development	30	SEM1	Core

January (Part-time)

Module	Title	Credits	Period	Type
7LI022	Managing Hotel and Accommodation in the Digital World	30	SEM1	Core

January (Part-time)

Module	Title	Credits	Period	Type
7MK037	Search Engine and Social Media Marketing	30	SEM2	Core
7MG022	The Postgraduate Independent Project	60	CRYRA	Core

January (Part-time)

Module	Title	Credits	Period	Type
7LI021	Tourism Planning & Development	30	SEM1	Core

September (Full-time)

Module	Title	Credits	Period	Type
7LI022	Managing Hotel and Accommodation in the Digital World	30	SEM1	Core
7LI021	Tourism Planning & Development	30	SEM1	Core
7LI020	Contemporary and Global Issues in Tourism and Hospitality	30	SEM2	Core
7MK037	Search Engine and Social Media Marketing	30	SEM2	Core
7MG022	The Postgraduate Independent Project	60	CRYRA	Core

September (Part-time)

Module	Title	Credits	Period	Type
7LI022	Managing Hotel and Accommodation in the Digital World	30	SEM1	Core
7LI020	Contemporary and Global Issues in Tourism and Hospitality	30	SEM2	Core

September (Part-time)

Module	Title	Credits	Period	Type
7LI021	Tourism Planning & Development	30	SEM1	Core
7MK037	Search Engine and Social Media Marketing	30	SEM2	Core
7MG022	The Postgraduate Independent Project	60	CRYRA	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Regulations Exemption:

NONE

Reference Points:

UK Quality Code for Higher Education

Qualifications and Credit Frameworks

Subject Benchmark Statements

University Policies and Regulations

Equality Act 2010: guidance - GOV.UK

Apprenticeship Standard

Overview of Assessment:

As part of the course approval process, the course learning outcomes were mapped to each of the modules forming the diet of the programme of study. This process confirmed that all course learning outcomes can be met through successful completion of the modules. This mapping applies to the final award as well as to all of the intermediate awards.

Learning Outcomes	Modules
PGCERT01 Critical evaluate and apply current theories, concepts and insights informed by, the forefront of your academic discipline, field of study or area of professional practice (Knowing)	
PGCERT02 Demonstrate in-depth knowledge and practical and/or professional skills in your discipline. (Knowing)	
PGCERT03 Make informed decisions on complex issues, and communicate your conclusions clearly to different audiences. (Doing)	
PGCERT04 Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level. (Doing)	
PGCERT05 Critically analyse, identify and utilise various study methods to improve your own performance. (Being)	
PGCERT06 Reflect on your own achievements, identify future goals and plan for a further career or study (Being)	
PGDIP01 Demonstrate critical evaluation of current theories, concepts and insights informed by, the forefront of your academic discipline, field of study or area of professional practice. Show how you have applied this knowledge in original and insightful ways. (Knowing)	
PGDIP02 Demonstrate in-depth knowledge and practical and/or professional skills in your discipline. (Knowing)	
PGDIP03 Make informed decisions on complex issues, and communicate your conclusions clearly to different audiences employing discipline conventions and expectations. (Doing)	
PGDIP04 Demonstrate self-direction and originality in tackling and solving problems, acting independently and autonomously in planning and implementing tasks at a professional or equivalent level. (Doing)	
PGDIP05 Critically analyse, identify and utilise various study methods to improve your own performance. (Being)	

Learning Outcomes	Modules
PGDIP06 Reflect on your own achievements and plan for a future career or further study (Being)	
MA01 Demonstrate a systematic understanding of knowledge, and a critical awareness of key concepts, processes, theories and strategic issues and their application in professional practice in hospitality and tourism management. (Knowing)	
MA02 Show originality in critically evaluating social, cultural, economic and technological trends in the leisure economy to effectively design and manage sustainable products/services (Knowing)	
MA03 Synthesise effective hospitality and tourism plans in order to deliver a competitive visitor economy product. (Doing)	
MA04 Demonstrate self-direction and originality in critical evaluation of tourism and hospitality markets and the role of advanced technology in managing visitor/guest experience. (Doing)	
MA05 Continually engage with hospitality and tourism management discourse for future employment or continuing personal and professional development. (Being)	
MA06 Show how you continue to advance your knowledge and understanding, through the collection, synthesis and analysis of appropriate data to make informed decision to address contemporary hospitality and tourism issues. (Being)	

Teaching, Learning & Assessment Strategy/(Learning and Teaching):

This is a blended learning course with supportive and structured learning activities on Canvas supported by weekly in-class activities.

The online materials and face-to-face components of the module are integrated into a complimentary learning experience, which is engaging and relevant for you and resources are accessible online. You are provided with a road map for studying each module in the form of a Homepage on Canvas.

Each Canvas Homepage sets expectations and includes an orientation to help you understand how to successfully navigate the different online components of the course and prepare for the face-to-face meetings.

The structure of each Canvas topic follows a standard Business School layout to ensure consistency and familiarity to help you navigate the different modules you will be studying. The Canvas Pages are used to present learning inputs and related activities with a narrative flow; content is structured into bite sized inputs and activities of no more than 10-15 minutes, inclusive of any recorded slides. Each module Canvas page features a balance between interactive activities and short lecture inputs.

Regular opportunities are built in for formative feedback in class and online. For summative assessments a marking rubric is used to ensure consistency.

Blended learning lends itself to enquiry-based learning – this puts less emphasis on the lecture method of teaching and more on getting you to solve problems, evaluate situations, research topics or apply principles, which is more appropriate to business education. Face-to-face sessions are delivered in workshop mode with a set of task-based activities, which draw on the online content, and enable you to practically and critically explore the topic individually and in small groups.

Opportunities are built in for you to collaborate in peer-to-peer learning activities. This could include things such as small groups using a flipped learning approach, small group case study analysis, student-led assessment unpacking, group discussions, student-led seminars and problem-based learning.

The workshop and activity-based approach to learning enables multiple opportunities for formative feedback and self-diagnosis and testing to be built into the core content for each module, and there will be regular opportunities for small group and one-to-one tutorials for all students.

Assessment Methods/Assessments:

Assessments develop strategic capabilities, analytical rigour, and professional competencies through authentic tourism & hospitality challenges mirroring senior management responsibilities. All modules employ coursework assessments enabling deep engagement with complex industry related problems, applying theoretical frameworks to real-world contexts and communicating strategic recommendations professionally.

The programme maintains manageable workload with one substantial assignment per module, carefully scheduled to prevent clustering and allow sufficient time for professional-quality work. Assessment types vary across modules to develop diverse capabilities whilst maintaining intellectual challenge. You will engage in concept development, design and justify tourism development models, conduct marketing investigations relating to different types of hospitality products, develop innovative business models, and document your development through self-reflection analysis. This variety builds well-rounded skills whilst creating portfolios demonstrating expertise to prospective employers.

Formative assessment opportunities are embedded in each module, providing low-stakes practice and detailed feedback before summative submissions. You will complete draft sections, participate in peer review, engage in presentation rehearsals, and receive tutor feedback on strategic thinking and analytical approaches. Assessment preparation workshops clarify marking criteria, model exemplar responses, and address common challenges, ensuring you understand expectations and can refine work confidently. This scaffolded approach builds capabilities progressively, reduces anxiety, and improves final outcomes.

Assessments develop and evidence intellectual skills essential for marketing leadership. You will critically evaluate strategic frameworks, combine theoretical perspectives, formulate evidence-based recommendations, justify decisions using academic literature and market research. Strategic marketing plans require analysing complex international markets, identifying opportunities through rigorous environmental scanning, and constructing coherent data-supported arguments. Analytics assignments develop abilities to integrate quantitative and qualitative insights, theorise variable relationships, and communicate findings to specialist and non-specialist audiences.

Assessment design prioritises inclusivity through clear briefing documentation, detailed marking criteria, and advance submission notice. Assessments accommodate diverse professional contexts, allowing application to your industry sector, geographical market, or career aspirations. You select organisations, destinations, business problems, or academic research topics meaningful to your academic/professional goals, ensuring relevance and engagement. Alternative format options are available through individual learning plans for students with accessibility requirements, ensuring equitable demonstration opportunities.

Professional authenticity is central to assessment design. You will develop feasibility studies using industry-standard frameworks, create campaign mirroring destination management organisation (DMOs) briefs, and conduct reviews addressing genuine business/academic challenges. Assessments require professional presentation standards, master's level communication tone to senior stakeholder audiences, and integration of contemporary tourism & hospitality practices, ensuring you graduate with tangible evidence of strategic capabilities, analytical expertise, and readiness for leadership roles in the *tourism & hospitality sector.*

Further Information for Student:

Transition Support:

The MA International Tourism & Hospitality Management programme has been carefully designed with comprehensive transition support embedded throughout, ensuring your success from induction through to graduation. Recognising that postgraduate students come from diverse educational and professional backgrounds, we provide structured support that builds your confidence whilst developing the advanced academic and professional capabilities expected at Level 7.

At the initial stages of your programme, you will benefit from a comprehensive induction that introduces you to postgraduate study expectations, the University digital learning environment and academic resources. There are two modules in the programme that help ease your transition into masters level study. These modules are specifically designed to, establishing essential skills in critical evaluation, academic writing, and strategic thinking. You'll receive explicit guidance on Level 7 assessment criteria, academic referencing, and how to synthesise theory with practice, competencies that underpin success throughout the programme.

Academic support is an integral part of every module through regular formative assessment opportunities that provide low stakes practice before summative submissions. You'll receive detailed feedback on draft work, participate in peer review activities, and engage in structured workshops that develop your analytical and communication skills progressively. Module leaders provide one to one support during designated office hours, and online discussion forums enable collaborative learning where you can seek clarification and share insights with peers.

Early formative tasks in each module are specifically designed to build your confidence and clarify expectations before major assignments. You will complete practice exercises applying strategic frameworks, receive peer and tutor feedback on draft sections of assignments, and engage in assessment preparation workshops that demystify marking criteria. This scaffolded approach means you understand what excellence looks like and can refine your work iteratively, reducing anxiety and improving outcomes.

Throughout the programme, student feedback is actively gathered through module evaluations, programme committees with student representation, and informal discussions with teaching staff. This feedback directly shapes course delivery, assessment design, and support provision. Recent student suggestions have enhanced online resources, refined assignment briefs for clarity, and introduced additional practice opportunities in modules. We are committed to ensuring the course remains responsive to your needs, celebrating your diverse experiences and perspectives whilst providing the rigorous academic challenge and professional development that prepares you for leadership roles in your chosen field.

Student Support:

The University provides a wide range of academic and pastoral support to help students succeed in their studies and personal development. This includes access to the Library and Skills for Learning service. Students also benefit from 24/7 wellbeing support through WLV Student Life Connect, pastoral care via the Multi-faith Chaplaincy, and assistance from the Mental Health and Wellbeing team. Those living in university accommodation have additional access to Residential Life support, and all students can engage with the Students' Union for advocacy, societies, and further peer-led services.

Currency:

The MA International Tourism & Hospitality Management programme maintains currency through continuous curriculum review, contemporary research integration, and alignment with industry practices maintaining partnership with industry and professional bodies such as the Institute of hospitality (IoH), Institute of Travel & Tourism (ITT), Association of British Travel Agents (ABTA) and Association for Tourism in Higher Education (ATHE). Modules are refreshed annually to incorporate emerging technologies, industry trends and developments, regulatory changes, and environmental challenges, ensuring engagement with current industry practices and scholarly debates.

Research-led teaching draws upon the latest tourism, hospitality events and leisure scholarship and faculty expertise. Tutors on the programme are widely published in high-ranking journals, and their work which are used across other higher education institutions around the world are incorporated into their teachings. Module leaders integrate findings from academic journals, industry reports, and original research into teaching materials, case studies, and assessments. Guest lectures who are industry practitioners provide insights into current professional challenges, whilst recent case studies ground theoretical concepts in contemporary practice are dissected by invited academic speakers.

Research skills development is embedded throughout the programme enhancing your ability to investigate complex academic/professional problems independently. In the Contemporary and Global Issues in Tourism and Hospitality module, you will debate research methodologies, evaluate data sources critically, and formulate evidence-based recommendations. The Managing Hotel and Accommodation in the Digital World module challenges you to identify emerging trends, question established practices and theorise new market disruption approaches. You'll synthesise academic literature with industry insights, evaluate conflicting perspectives, and construct original arguments—capabilities essential for leadership and higher learning.

Critical engagement with sustainability, enterprise, and social responsibility permeates the curriculum. You will examine ethical implications of tourism development, evaluate the impacts of triple bottom line as applicable to practices in tourism, events and hospitality, and explore responsible consumption and production across diverse hospitality products. Modules address cross-cultural considerations, ethics, sustainability strategies, and inclusive organisational practices that enhance safe workplace. Assessments encourage consideration of stakeholder impacts, sustainability evaluation, and balancing commercial objectives with societal responsibility.

The University's Graduate Attributes framework underpins the programme. You will develop as a Global Citizen through international case studies and cross-cultural analysis. The curriculum builds knowledge through systematic engagement with strategic frameworks, research methodologies, and contemporary scholarship. Professional development occurs through industry-relevant assessments, strategic communication practice, and ethical decision-making. Digital Fluency is cultivated through understanding of emerging technologies, alongside critical evaluation of their strategic and ethical implications.

As a multidisciplinary subject area, the MA International Tourism & Hospitality Management programme promotes multilateral thinking by integrating services management theory, consumer psychology, sociology, culinary arts, data management, business strategy, and digital technology. You will be able to combine multiple disciplinary perspectives when solving complex industry related challenges. Emphasis on continuous learning, adaptive agility, and intellectual curiosity prepares you for lifelong professional development in the rapidly evolving tourism and hospitality landscape.

Personalisation Opportunities:

This course and various learning activities within it are structured in a supportive way to enable you explore topics, projects, or assessments that reflect your interests, goals, and/or lived experiences.

The course allows you to explore topics, projects, and assessments that reflect your personal interests, goals, or lived experiences through access to one-to-one tutorials/supervision, use of technology assisted learning, access to learning resources in the library and self-directed study.

Blended learning is in the core of the design of this course, and this provides you with opportunities to engage with learning from a wide perspective e.g. topic selection in the relevant modules, use of a range of academic/learning resources to suit your personal preferences *and engagement with different formats of teaching and learning activities.*

Although there are no optional modules in this course, there will be regular opportunities for one-to-one tutorials in all modules and in the Dissertation module where you will be allocated a supervisor who will support you to make informed choices about your project. Dissertation module offers you an opportunity to make a choice of your own which you may tailor towards your future goals or career pathways. For instance, you may want to investigate a practice-focused topic in an area you want to go into as career path or a research topic which you may want to further investigate at a postgraduate research level.

Opportunities are built into the course to enable you to collaborate in peer-to-peer learning activities. This could include things such as small group case study analysis, student-led assessment unpacking, group discussions, student-led seminars and problem-based learning.

The activity-based approach to learning enables multiple opportunities for formative feedback and self-diagnosis and testing to be built into the core content for each module. There are opportunities for reflection at every stage of the course. For instance, reflective analysis that enable you assess your learning is built into modules to enable you document your progress.

Employability in the Curriculum/Employability and Professional Development:

The MA International Tourism & Hospitality Management programme by design enables you to have a wider range of employment outcomes in either more traditional hospitality careers, tourism or the event management area. Employability is incorporated in all the subject specific modules. Your professional identity develops progressively through authentic assessments mirroring senior management responsibilities. The Contemporary and Global Issues in Tourism and Hospitality module engages you with hospitality and tourism management discourse for future employment and continuing personal and professional development. The Managing Hotel and Accommodation in the Digital World includes life project simulation which requires you to engage with life location to develop a practically feasible project. The programme incorporates entrepreneurship dimension to address the appetite of students who may want to run their own business in tourism consulting, hospitality consulting, event catering, food service and travel operations.

There is also the pathway of higher and further education teaching as a career path and personal development. Some of our former master's students are in lecturing jobs in Higher Education Institutions (HEIs) and Further Education Institutions (FEIs) in the UK. You also have the option to progress to higher degree. A master's qualification prepares graduates for PhD study. Increasingly the department is attracting PhD students in the subject area. A number of our alumni are currently studying for a PhD with us.

