

BSc (Hons) Tourism, Hospitality and Events Management – LM439

1. CONTEXT AND OBJECTIVES

The Tourism, Hospitality and the Events industry, being one of the largest global industries, require higher levels of professionalism. Therefore, this undergraduate programme in Tourism, Hospitality and Events Management prepares students to plan, conduct and manage tourism, hospitality and events-related services. The broad objective of this programme will be to enable students to acquire the appropriate skills, attitude and knowledge geared towards the Tourism, Hospitality and Events sector. The specific objectives of this programme are to:

- Provide a holistic knowledge of the tourism, hospitality, and events sector;
- Enable students to apply knowledge and skills acquired in the tourism, hospitality, and events industry;
- Facilitate students' ability to analyse key concepts and theories relevant to the tourism, hospitality and events industry;
- Support students to develop creative and innovative thinking relevant to the tourism, hospitality, and events industry.

2. LEARNING OUTCOMES

- Contextualize tourism, hospitality and events within broader cultural, environmental, political and economic dimensions of society.
- Interpret and evaluate tourism, hospitality and events as a phenomenon and as a business system.
- Explain the diverse nature of tourism, including culture and place, and global/local perspectives
- Evaluate and apply various research methods commonly used in the context of tourism, hospitality and events.
- Propose and conduct a research project to inform tourism practice and policy-making.
- Apply problem solving and critical analysis within diverse contexts.

3. TEACHING AND LEARNING METHODS

Students will learn through a combination of lectures, case studies, simulations, role play, tutorials exercises, group discussions, self-study, video sessions, guest lectures, seminars and social media. This mix method aims at better enhancing students' ability to integrate theories and practices as well as to develop their ability to work as a team. Students are also expected to spend time as independent learners.

Modules shall be taught over 10 weeks and shall include 3 hours of contact per week, involve 6 hours of self-study per week and 9 hours of other learning activities per week for each semester. The 30 hours of contact shall include class hours and tutorials. A 6 LCCS credit module represent 180 notional learning hours broken down as follows: 30 contact hours (lectures and tutorials), 60 hours of self-study and 90 hours of other learning hours.

4. ENTRY REQUIREMENTS

- ***General Requirements***

In accordance with General Entry Requirements for admission to the University for Undergraduate Degrees

- ***Programme Requirements***

Credit in five (5) subjects at 'O' Level including Mathematics 2 GCE 'A' Level passes.

5. PROGRAMME DURATION

Detail	Normal (Years)	Maximum (Years)
Degree	3½-year sandwich course (7 semesters)	5½-year sandwich course (11 semesters)

6. MINIMUM LCCS CREDITS REQUIRED FOR DEGREE AWARD:

For Degree Award: 210

For each Academic Year

Minimum 36 LCCS credits, Maximum 96 LCCS credits

Termination of Registration

If the CPA of a student is < 40 at the end of an academic year, s/he will have to repeat the entire academic year, and retake modules as and when offered. However, s/he will not be required, if s/he wishes, to retake module(s) for which Grade C or above has been obtained. Students will be allowed to repeat only once over the entire duration of the Programme of Studies.

Registration of a student will be terminated if:

- (i) the CPA < 40 at the end of an academic year and the student has already repeated one year of study;
- (ii) or the maximum duration allowed for completion of the Programme of Studies has been exceeded.

Exit points for Certificate or Diploma will be determined as stipulated by UoM General Regulations.

7. ASSESSMENT AND DEADLINES

Each module will carry 100 marks and will be assessed as follows (unless otherwise specified):

Continuous Assessments 40%-50% and Examinations 50%-60%

Assessment method and duration for final exams will be as follows: a written examination of 2 hours (for a semester module - a 6 LCCS credit module) or 3 hours (for a yearly module - a 12 LCCS credit module).

For a module carrying 12 LCCS credits, the continuous assessment (CA) must compulsorily include 2 class-tests and 2 assignments in addition to others as deemed relevant. For a 6 LCCS credit module, the CA would include at least 2 assessments including one class test in addition to others as deemed relevant.

For a student to pass a module, an overall total of 40% for combined continuous assessment and written examination components would be required without minimum threshold within the individual continuous assessment and written examination.

Most modules in the structure are yearly modules which are taught over a period of two semesters. For such modules, there are continuous assessments over the period of two semesters and the written examination is at the end of the second semester only. Some modules in the structure are semester modules. The assessment of such modules will consist of continuous assessment during the relevant semester and the written examination is at the end of the relevant semester only.

Practical Training

At the end of the first year of the programme, students will have to undergo an 8-week training in order to reinforce basic skills in hospitality, tourism or events operations. The rationale is that students need to practice the basic operations skills that they would have acquired during the first year of the programme. Assessment will be conducted on site by the internship supervisor and a report will have to be submitted by the students. Students will be awarded 4 LCCS credits upon successful completion of the internship.

Practicum

The 3½ year degree programme includes a second placement of a duration of 6 months aimed at reinforcing the work ethics, attitude and skills of students. It will normally involve exposure to administrative and managerial posts or specific project-based responsibilities in the industry. It is scheduled to take place at the end of year two and must be for a duration of at least 6 months. The practicum, accounting for a 12 LCCS credit module, will be assessed according to the Handbook marking scheme. It must be satisfactorily completed for the award of the degree.

Dissertation

The dissertation should start in Year 3 to be submitted in Year 4 and carries 12 LCCS credits.

Final copy: Three copies of the dissertation (two spiral-bound copies and one copy on electronic storage media) should be submitted to the Faculty Registry as per date specified in the UoM Calendar of Activities by 4.00 p.m. at latest for full-time students and by 5.00 p.m. at latest for students enrolled on part-time programmes, unless specified otherwise.

8. LIST OF MODULES

CORE MODULES

Code	Module Name	Contact Hrs	Self-Study Hrs	Other Learning Hrs	LCCS Credits
LAWS 1211(1)	Tourism and Hospitality Law*	30	60	90	6
MGT 1111(1)	Organisation and Management*(D.L)	10	80	90	6
MGT 1236(1)	Marketing for Tourism and Hospitality*	30	60	90	6
MGT 1225(1)	Human Resource Management for the Service Sector*	30	60	90	6
MGT 1243(1)	Italian for Tourism and Hospitality**	30	60	90	6
MGT 1244(1)	Or Mandarin for Tourism and Hospitality**				
MGT 1245(1)	Hospitality Operations**	30	60	90	6
MGT 1124Y(1)	Principles of Tourism, Hospitality and Event Management	60	120	180	12
ECON 1202(1)	Economics for Managers	30	60	90	6
ACF 1000(1)	Accounting for Financial Decision Making	30	60	90	6
MGT 2075(3)	Hospitality Management*	30	60	90	6
MGT 2076(3)	Travel and Transport Management*	30	60	90	6
MGT 2069Y(3)	Sustainable Tourism Management	60	120	180	12
MGT 2070Y(3)	Service Quality Management in Tourism and Hospitality	60	120	180	12
MGT 2155Y(3)	Events Project Management	60	120	180	12
MGT 2091Y(3)	Digital Applications in Tourism &	60	120	180	12

	Hospitality and Events				
MGT 2003Y(3)	Research Methods and Business Intelligence	60	120	180	12
MGT 3099(5)	Practicum for 6 months	60	120	180	12
MGT 3083(5)	Tourism Theories**	30	60	90	6
MGT 3069Y(5)	Tourism Planning	60	120	180	12
MGT 3079Y(5)	Strategic Management for Tourism, Hospitality and Events	60	120	180	12
MGT 3080Y(5)	Innovation in Tourism, Hospitality and Events	60	120	180	12
MGT 3000Y(5)	Dissertation	-	-	-	12
ELECTIVES					
MGT 3073Y(5)	Destination Management	60	120	180	12
MGT 3062Y(5)	MICE Management	60	120	180	12
MGT 3050Y(5)	Hospitality Facilities Management	60	120	180	12

9 PROGRAMME PLAN

YEAR 1					
Code	Module Name		Contact Hrs	LCCS Credits	
Core Modules					
LAWS 1211(1)	Tourism and Hospitality Law*		30	6	
MGT 1111(1)	Organisation and Management*(D.L)		10	6	
MGT 1236(1)	Marketing for Tourism and Hospitality*		30	6	
MGT 1225(1)	Human Resource Management for the Service Sector*		30	6	
MGT 1243(1)	Italian for Tourism and Hospitality **		30	6	
MGT 1244(1)	Or Mandarin for Tourism and Hospitality **				
MGT 1245(1)	Hospitality Operations**		30	6	
MGT 1124Y(1)	Principles of Tourism, Hospitality and Event Management		60	12	
ECON 1202(1)	Economics for Managers		30	6	
ACF 1000(1)	Accounting for Financial Decision Making		30	6	
	Sub Total			60	
YEAR 2					
Code	Module Name		Contact Hrs	LCCS Credits	
Core Modules					
MGT 2075(3)	Hospitality Management*		30	6	
MGT 2076(3)	Travel and Transport Management*		30	6	
MGT 2069Y(3)	Sustainable Tourism Management		60	12	
MGT 2070Y(3)	Service Quality Management in Tourism and Hospitality		60	12	
MGT 2155Y(3)	Events Project Management		60	12	
MGT 2091Y(3)	Digital Applications in Tourism & Hospitality and Events*		60	12	

MGT 2003Y(3)	Research Methods and Business Intelligence		60	12
	Sub Total			72
YEAR 3				
Code	Module Name		Contact Hrs	LCCS Credits
Core Modules				
MGT 3099(5)	Practicum		60	12
MGT 3083(5)	Tourism Theories**		30	6
MGT 3069Y(5)	Tourism Planning		60	12
MGT 3079Y(5)	Strategic Management for Tourism, Hospitality and Events		60	12
MGT 3080Y(5)	Innovation in Tourism, Hospitality and Events		60	12
MGT 3000Y(5)	Dissertation		-	12
Electives (Choose One From)				
Code	Module Name		Contact Hrs	LCCS Credits
MGT 3073Y(5)	Destination Management		60	12
MGT 3062Y(5)	MICE Management		60	12
MGT 3050Y(5)	Hospitality Facilities Management		60	12
	Sub Total			78
	Grand Total			210

NOTE:

Modules carrying asterisk(s):

*These are 6 LCCS credits modules, which will be run and examined at the end of the first semester.

**These are 6 LCCS credits modules, which will be run and examined at the end of the second semester.

****This Programme has been amended as follows:***

Years programme was previously revised: 2018, 2019, 2020, 2021