Recognition Scheme for Courses in Higher Education

The Tourism Management Institute, the professional organisation for those involved in destination management, operates a scheme to recognise courses in higher education institutions that correspond with the Institute's goals and objectives.

The criteria for recognition are designed to encourage and enable higher education institutions to respond to the needs of the industry and therefore to enhance both the relevance of courses and the employment prospects of graduates.

Recognition can be cited in Key Information Set returns and provides access to practitioner members for placement and project opportunities. Students on Recognised Courses may also enter the David Hughes Memorial Award for placement reports or the TMI Postgraduate Prize, as appropriate.

The criteria for recognition are based on context, course content and resources.

Eligible Higher Education Courses

Undergraduate:
> Bachelor's Degrees;
> Self-standing Foundation Degrees

Postgraduate:
> Taught Master's Degrees

Course recognition typically applies to **Bachelor's Degree programmes with honours** in Tourism Management or other relevant tourism-related area which can demonstrate a predominantly destination focused curriculum, and can satisfy the Institute's criteria for recognition set out below.

Bachelor Degree programmes which focus on specific areas of tourism, e.g. Tourism and Events Management, Air Travel/Aviation and Tourism, may be eligible for TMI course recognition if they can evidence destination management content relating to the area of specialism.

Self-standing **Foundation Degrees** in a relevant tourism subject may also be eligible for TMI course recognition. The Quality Assurance Agency (QAA) states that Foundation Degrees 'have a range of distinctive characteristics that are not necessarily present in the initial parts of programmes that lead directly to bachelor's degrees with honours'. Additional guidance is therefore provided to support the Institute's assessment of institutions seeking Foundation Degree course recognition.

Specialist or advanced **Master's Degrees** which are usually designed to prepare students for the next stage in their career in destination management are also eligible for course recognition. As the QAA acknowledges that these master's degrees 'often attract entrants who have a background in the subject or a related subject area, acquired through previous study and entrants who have acquired work experience through work or other means', further guidance is also provided to support the assessment process.

TMI Recognition may also be conferred on a course or programme awarded by a UK university and delivered by an overseas partner institution. In such cases, the Resources matrix and the Additional Guidance matrices for Foundation and/or Master's Degrees as applicable should be completed for all delivery locations and a statement provided by the awarding UK institution articulating the arrangements for assuring quality of delivery.

Course Content

At least one module or subject within the course or programme should be predominantly concerned with theoretical and operational issues relating to destination management.

At least one such module or subject within the course or programme should be compulsory and its assessment should contribute to the final assessment or classification of the qualification in question.

The various elements of destination management should be clearly indicated within a range of modules or subjects throughout the course or programme and destination management as a specific issue should be quoted in the module or subject documentation in respect of both content and stated learning objectives. It should be clearly indicated whether these modules are elective or core elements of the course or programme.

Where multiple pathways through a programme lead to different awards, recognition will only be given for those awards where the destination management content is covered in at least one core module on a pathway.

Institutions seeking recognition for a cluster or portfolio of different named awards, which may be at different levels (e.g. Foundation Degree; Honours Degree; Masters Degree), must be able to demonstrate that each of the named awards meets the Course Recognition Criteria.

TMI Course Recognition is not applicable to intermediate qualifications (e.g. Certificate/Diploma in Higher Education) awarded for partial completion of a degree or masters programme.

Recognition is conditional upon payment of a flat fee of £1000 plus VAT for the 5 year period of recognition for a single award. Where recognition is sought for awards from a cluster/portfolio of courses with a common core, or multiple pathways through a programme, there will be a £100 additional fee for each award submitted. Discounts are available if the applicant institution can show one or more Tourism Society or TMI members on their staff and involved in delivering the programme. If the course(s) for which recognition is sought has less than two years to run before revalidation by the applicant institution, the fee will be reduced to £750 plus VAT. The fee is payable on submission of the application, regardless of whether recognition is conferred.

Specifics

In general the guidance on course content is intended to reflect the objectives of the Institute as set out in its Corporate Plan.

The categories listed are not necessarily mutually exclusive and are meant to be broadly indicative of the areas that should be covered within the course. They are not meant to prescribe the level of detail or analysis attached to each area, which will inevitably vary from course to course and between different types of qualification. The list will, however, be used in assessing the content of a course or programme in terms of breadth and coverage for the purposes of recognition. It may therefore be used by officers of the Institute as a checklist in deciding whether recognition should be conferred.

Destination Management Contexts

- *urban tourism*
- *rural tourism*
- *resort management*
- *attraction management*
- *events management*

Destination Marketing

- *theory and practice of marketing: methods employed in the marketing process, including market research, visitor profiling, visitor satisfaction surveys, industry surveys, branding and image, advertising and promotion including brochure design and production*
- *visitor perceptions and destination benchmarking.*
- *segmentation and the following main categories: day visitors; short breaks; group travel/travel trade and educational; overseas visitors; VFR and cultural tourism*
- *using secondary data sources*

Cultural Tourism

- *the arts*
- *heritage*
- *sport*
- *festivals and events*

Business and Conference Tourism

- organisation
- facilities
- marketing
- delegate requirements

Economic Impacts

- multiplier effects
- impact analysis, local indicators
- economic development and inward investment
- forecasting

Governance

- central government policy
- European policy
- Regional policy
- local policy and strategic management
- funding
- partnership and network management

Infrastructure

- types of infrastructure and current problems
- transport
- accommodation
- attractions
- sources of investment

Structure of the Tourism Industry

- relationships between suppliers, operators and the public sector
- developing and maintaining partnerships - particularly those between the private and public sectors
- diversity in the nature of destination management structures

- *the role of Arm's Length Bodies (NGOs) in delivering tourism services and development*

Sustainability

- *environmental social and economic sustainability*
- *alternative modes of transport*
- *physical and environmental impacts, planning issues*
- *development control and other aspects of land use planning*

Visitor Management

- *pedestrian and traffic management*
- *urban design and access issues*
- *car parking and demand management*
- *carrying capacity*

Theoretical Approaches and Wider Social Context

- *theories of tourism*
- *social context of tourism*
- *the context of tourism within leisure activity as a whole*
- *changing patterns of work and leisure*
- *motivational issues*
- *the tourism system*
- *types of tourism*
- *tourist flows and trends*
- *destination lifecycles*
- *environmental awareness and changing patterns of demand*

Tourism Technology and Information Management

- *destination management systems*
- * information collection and dissemination*
- *the role of the TIC and TIC management*
- *internet marketing, including social media*
- *print production and distribution*

Community Aspects

- *tourism and the host community*
- *employment and skills*

Land Use Planning

- *the planning system*
- *development control and the planning process*
- *planning policy guidance*

Business and Management Processes

- *management theory*
- *management processes*
- *project management*
- *business planning*
- *strategic management*
- *quality management*
- *financial management*

Human Resources Management

- *as it relates to the tourism industry*
- *recruitment*
- *skills*
- *training*
- *managing people*
- *working time directive*
- *health and safety*
- *industrial relations*

The Business Environment

- *small business growth*
- *small businesses in tourism*
- *support and sustainability*
- *regulatory frameworks*
- *development control*
- *globalisation*

Public Sector Management

- *political structure and process*
- *"new public management"*
- *contract culture*
- *resourcing*
- *best value*
- *invest to save initiatives*

Air Transport and Tourism

- *route development and destination marketing*
- *destinations planning and development*
- *strategic airport management and links with the destination*
- *impacts of aviation expansion*

Events and Tourism Management

- *Role of licencing and corporate responsibilities/liabilities*
- *Identifying risk and the role of Safety Advisory Groups for major events; the roles of Gold, Silver and Bronze command controls and their future designations*
- *Budget planning and project management for major events*
- *Realising the wider economic value of staging events*

Resources

At least one lecturer attached to the course or programme as a whole should have management experience at a senior level in an organisation concerned with destination development and management.

Alternatively, at least one member of staff should have an ongoing involvement with destination management research, consultancy or external training.

Library, IT facilities and other resources should be adequately supportive of the subject content of destination management as set out in 2.3 above.

There should be a regular and substantial use of up-to-date case-study material and visiting or guest lecturers involved professionally in destination development.

A planned programme of field visits should support course content. There should be at least one residential field study period. Relevant parties (local authorities, visitor information centres, partnership organisations etc.) should be informed when Destination-based projects are planned. Liaison with these parties should be built into any such project work.

Contact should be established with local organisations in both the public and private sector to provide placement opportunities for students in destination management. These should be administered in accordance with the TMI code of practice on Industrial Placements.

An advisory committee should be established with representation from external organisations involved with destination management. Such committees should incorporate student representation.

Where a course or programme is delivered by an overseas partner institution, the Resources matrix should be completed for all delivery locations.

Administration

Application for Institute recognition will be based on a review of relevant documentation submitted by the Institution. The application will be submitted to the TMI Continuing Professional Development Working Group, nominated members of which will review the application. Individual applications will be scrutinised by at least two officers of the Professional Development Working Group in the first instance and subject to further scrutiny by the TMI Executive if appropriate, at a later stage. Recognition will be conferred on the basis of recommendations made by the Professional Development Working Group.

The application and documentation should include the following:

Internal course validation material (where a new course has been planned but not yet implemented) and schemes of work for core modules at each level

OR

Course and module descriptors and handbooks

AND

Completed matrix (attached to these guidelines) showing how the course and module content relates to the criteria set out above

AND

Curriculum vitae for staff on the course team indicating relevant industry, consultancy and/or research experience in destination management
AND, where recognition is sought for overseas delivery:
A statement from the UK awarding institution articulating the arrangements for assuring quality of delivery.

Course and module handbooks should make reference to the

- Status of the subject areas or modules (i.e. compulsory or optional, the number of credits borne and whether the assessment contributes to the final degree classification)
- Content
- Learning Objectives
- Assessment
- Bibliographical and other resources

Whilst on-site inspection is not automatic, institutions are expected to co-operate where the Institute considers that this might be prudent or necessary.

Any inspection is likely to include discussions with key members of staff including those concerned with learning resources, scrutiny of annual course reports, assessment results, external examiner reports, student feedback and discussions with student representatives.

Recognition will be effective for a five year period, though any major changes to programme content such as those which require the revalidation of the course or programme as a whole, or major changes in course personnel will require resubmission. Changes at the level of individual modules will not require resubmission.

Recognition is conditional upon payment of a flat fee of £1000 plus VAT for the 5 year period of recognition for a single award. Where recognition is sought for awards from multiple pathways through a programme, there will be a £100 additional fee for each award submitted. Discounts are available if

the applicant institution can show one or more TMI members on their staff. If the course(s) for which recognition is sought has less than two years to run before revalidation by the applicant institution, the fee will be reduced to £750 plus VAT. The fee is payable on submission of the application, regardless of whether recognition is conferred.

When conferred, Institute recognition may be quoted on prospectuses and other promotional material.

The Institute reserves the right to refuse recognition or to withdraw it if the criteria and conditions outlined above are not met. A period of notice will be issued for any institution which having been recognised is found to be in default of the criteria and conditions outlined above.

Further Information

For further information on the Higher Education Courses Recognition Scheme please contact Maeve Marmion MTMI, Head of Continuing Professional Development (m.marmion@chester.ac.uk) or Joyce Cawthorpe MTMI (cpd@tmi.org.uk) who co-ordinate assessment under this scheme on behalf of the TMI Professional Development Working Group. Maeve and Joyce will also respond to informal approaches and requests for advice.

Tourism Management Institute

*Supporting and developing professionals
in destination management*

Recognition Scheme for Courses in Higher Education

Introduction

The following template should be used to identify how the tourism course or award for which TMI recognition is sought satisfies the recognition criteria relating to:

- Context
- Course content
- Resources

TMI Criteria for Recognition

- **Course Content**

Criteria	Module(s) *Please state which module(s):*	Documentation *Please state in which document(s) the evidence may be found, including page numbers:*
At least one module or subject within the course or programme should be predominantly concerned with theoretical and operational issues relating to destination management.		
At least one module or subject within the course or programme should be compulsory and its assessment should contribute to the final assessment or classification of the qualification in question		
Alternatively, the various elements of destination management should be clearly indicated within a range of modules or subjects throughout the course or programme. Where such 'mapping' occurs, destination management as a specific issue should be quoted in the module or subject documentation in respect of both content and stated learning objectives.		

- **Specifics**

The guidance on course content is intended to reflect the objectives of the Institute as set out in its Corporate Plan.

The categories listed are not necessarily mutually exclusive and are meant to be broadly indicative of the areas that should be covered within the course. They are not meant to prescribe the level of detail or analysis attached to each area, which will inevitably vary from course to course and between different types of qualification. The list will, however, be used in assessing the content of a course or programme in terms of breadth and coverage for the purposes of recognition. It may therefore be used by officers of the Institute as a checklist in deciding whether recognition should be conferred:

Criteria	Module(s) *Please state which module(s):*	Documentation *Please state in which document(s) the evidence may be found, including page numbers:*
Destination Management Contexts *(Urban tourism; Rural tourism; Resort management; Attraction management)*		
Destination Marketing (*Theory and practice of marketing (methods employed in the marketing process, including market research, visitor profiling, visitor satisfaction surveys, industry surveys, branding and image, advertising and promotion including brochure design and production); Visitor perceptions and destination benchmarking; Segmentation and the following main categories: day visitors; short breaks; group travel/trade and educational; overseas visitors; VFR and cultural tourism; Using secondary data sources)*		
Cultural Tourism *(The arts; Heritage; Sport; Events; Festivals)*		
Business and Conference Tourism *(Organisation; Facilities; Marketing; Delegate requirements)*		
Economic Impacts *(Multiplier effects; Impact analysis, local indicators; Economic development and inward investment; Forecasting)*		

Governance *(Central government policy; European policy; Regional policy; Local policy and strategic management; Funding; Partnership and network management)*		
Infrastructure *(Types of infrastructure and current problems; Transport; Accommodation; Attractions; Sources of investment)*		
Structure of the Tourism Industry *(Relationships between suppliers, operators and the public sector; Developing and maintaining partnerships – particularly those between the private and public sectors; Diversity in the nature of destination management structures, the role of Arm's Length Bodies (NGOs) in delivering tourism services and development)*		
Sustainability *(Environmental, social and economic sustainability; Alternative modes of transport; Physical and environmental impacts, planning issues; Development control and other aspects of land use planning)*		
Theoretical approaches and wider social context *(Theories of tourism; Social context of tourism; The context of tourism within leisure activity as a whole; Changing patterns of work and leisure; Motivational issues; The tourism system; Types of tourism; Tourist flows and trends; Destination lifecycles; Environmental awareness and changing patterns of demand)*		
Visitor management *(pedestrian and traffic management; urban design and access issues; car parking and demand management; carrying capacity)*		
Community aspects *(tourism and the host community; employment and skills)*		
Tourism technology and information management *(destination management systems;information collection and dissemination; role of the TIC and TIC management; internet marketing; print production and distribution; social media)*		

Land use planning *(the planning system; development control and planning process; planning policy and guidance)*		
Business and management processes *(management theory; management processes; project management; business planning; strategic management; quality management; financial management)*		
Human resources management *(as it relates to the tourism industry; recruitment; skills; training; managing people; working time directive; healthy and safety; industrial relations)*		
The business environment *(small business growth; small businesses in tourism; support and sustainability; regulatory frameworks; development control; globalisation)*		
Public sector management *(political structure and process; 'new public management'; contract culture; resourcing; best value, invest to save initiatives))*		
Air transport and tourism *(Route development and destination marketing; destination planning & development; strategic airport management and links with the destination; impacts of aviation expansion)*		
Events and Tourism Management *(Role of licencing and corporate responsibilities/liabilities; Identifying risk and the role of Safety Advisory Groups for major events; the roles of Gold, Silver and Bronze command controls and their future designations; Budget planning and project management for major events; Realising the wider economic value of staging events)*		

- **Resources**

Criteria	Evidence Commentary or Explanation	Documentation *Please state in which document(s) the evidence may be found, including page numbers:*
At least one lecturer attached to the course or programme as a whole should have management experience at a senior level in an organisation concerned with destination development and management (also see below).		
Alternatively, at least one member of staff should have ongoing involvement with destination management research, consultancy or external training.		
Library, IT facilities and other resources should be adequately supportive of the subject content of destination management above.		
There should be a regular and substantial use of up-to-date case study material and visiting or guest lecturers involved professionally in destination development.		
A planned programme of field visits should support course content.		
Contact should be established with local organisations in both the public and private sector to provide placement opportunities for students in destination management. These should be administered in accordance with the TMI code of practice on Industrial Placements.		
An advisory committee should be established with representation from external organisations involved with destination management. Such committees should incorporate student representation.		

- **Foundation Degrees**

Additional Guidance	Evidence Commentary or Explanation	Documentation *Please state in which document(s) the evidence may be found, including page numbers:*
As self-standing Foundation degrees are a level 5 qualification on the Framework for Higher Education Qualifications (FHEQ) with distinctive characteristics, institutions seeking course recognition should identify how 'authentic and innovative work-based learning' is integrally embedded as part of the course from a destination management perspective.		
Describe the nature and context of the work-based learning applicable to the course – e.g. full-time or part-time work; integrated work placements' real work environments. Indicate the type of roles typically undertaken within the workplace or other work-related activities undertaken.		
How are employers from the tourism/destination management sector involved in the design and regular review of the Foundation Degree?		
How does the course facilitate opportunities for successful progression from the Foundation Degree to a named Bachelor's Degree with honours? Is there a need for progressing students to undertake a bridging programme? How many students typically progress to a full-honours degree?		

- **Master's Degrees**

Additional Guidance	Evidence Commentary or Explanation	Documentation *Please state in which document(s) the evidence may be found, including page numbers:*
With reference to the students enrolled on the Master's Degree programme, how does their prior knowledge or experience through previous study or employment enable them to focus on particular aspects of destination management?		
Provide examples of the destination management research projects undertaken by students on the programme and their weightings in relation to the overall assessment.		
Describe how students on the programme are supported in developing an in-depth knowledge, understanding and critical awareness of contemporary issues and developments in destination management, informed by current practice, scholarship and research,		