

MA in Tourism and Cultural Policy

Programme Specification

Awarding Institution:

University of London (Interim Exit Awards made by Goldsmiths' College)

Teaching Institution: Goldsmiths, University of London

Final Award: MA in Tourism and Cultural Policy

Programme Name: MA in Tourism and Cultural Policy

Total credit value for programme: 180

Name of Interim Exit Award(s):

Postgraduate Certificate in Tourism and Cultural Policy

Postgraduate Diploma in Tourism and Cultural Policy

Duration of Programme: one year full-time, two years part-time

UCAS Code(s): Not applicable

HECoS Code(s): (100811) Creative Management

QAA Benchmark Group: Not applicable

FHEQ Level of Award: Level 7

Programme accredited by: Not applicable

Date Programme Specification last updated/approved: October 2022

Home Department: Institute for Creative and Cultural Entrepreneurship

Department(s) which will also be involved in teaching part of the programme: [The programme includes optional modules from across College, the list of modules, and therefore of departments, needs to be revisited after the CCR process is concluded.]

Programme overview

The MA in Tourism and Cultural Policy is a trans-disciplinary programme that addresses the theory and practice of tourism, cultural policy and allied areas such as cultural identity, arts, heritage and creativity, country/place branding and regeneration/gentrification. The programme places emphasis on a critical approach to leadership for sustainability as an important lenses to explore these areas.

Tourism has long played a role in the economic, social and physical transformation of towns, cities and rural areas. Therefore, we explore in depth the growth and increasing diversity of cultural tourism; the role it plays in urban centres and their regions; and the ways in which cities and regions internationally have reinvented and rebranded themselves. This

‘instrumental’ use of culture is examined across the whole programme; the theories of urban decline and regeneration philosophies, particularly in relation to tourism, are critiqued; and the political structures through which regeneration is achieved analysed by means of case studies in the UK and further afield.

Ideas about the growing sophistication of cultural tourists and their changing tastes suggest that travellers wish to move beyond consumption to ‘prosumption’. With increasing competition between tourism destinations, the development of timely, attractive and innovative tourism products and services has never been more necessary – whether using the historic environment in creative ways or exploiting contemporary cultural forms. The majority of this development is entrepreneurial in approach and often on the level of SMEs or individual initiatives. This programme offers an opportunity to explore this potential, both in theory and practice.

A critical exploration of leadership for sustainability underpins our approach to the intersecting areas of tourism and culture. The tourism industry is one of the most important global economic sectors, contributing to sustainable development. In the hope of economic and financial benefits, countries, regions and cities heavily invest in tourism and culture, often without fully studying and planning for the complex impacts on the environment and local populations. Therefore, it is important that those involved in shaping and delivering policies and activities are prepared with a critical understanding of leadership and its diverse agency tools to intervene in an informed and responsible manner.

Goldsmiths’ location in London provides students with a unique experience not only of living in a multicultural world city, which is of great relevance to the study of tourism and cultural policy, but also making a real use of London as one of the major cultural and creative tourism cities and enhancing the practical scope of the assignments and study visits.

ICCE’s individual and institutional links with an extensive network of organisations, policy advisors and cultural practitioners in those areas in London, Europe, and globally, allow the offering of exceptional research and study resources to students.

Programme entry requirements

The programme welcomes and thrives on a diversity of students. ICCE’s students come from a variety of international and academic/professional backgrounds, which is also mirrored by the diversity of our staff. This makes for a very rich learning environment, where students’ personal experiences and perspectives are valued, and their sharing encouraged.

Applicants will normally have, or be expected to gain, a first degree of at least a 2:1 level, or equivalent. Appropriate work experience in the areas of tourism and cultural policy will be

considered in place of an undergraduate qualification on a case-by-case basis. Prospective students are encouraged to discuss their specific situation with the programme director.

If your first language is not English, you will need to provide evidence of relevant English competency qualifications (IELTS score of 6.5 with a minimum of 6.5 in the written element).

In certain cases, an interview may be deemed necessary as part of the entry process to clarify the match between the applicant's expectations and the programme offer. Interviews will be arranged in person or online.

Programme learning outcomes

The aim of the programme is to offer students the opportunity to study and research the intersection between tourism and culture, in particular the relationship between cultural policy and tourism as evidenced through specific areas such as regeneration, country/place branding and entrepreneurial and creative approaches to tourism provision; as well as to develop knowledge and an understanding of leadership for sustainability.

By completing the programme of studies, you will develop knowledge, critical understanding and skills to reflect and intervene in this trans-disciplinary area, through the opportunity to build on your own experiences and knowledge by reading, discussing, researching, and developing course work for the different modules part of the programme of studies.

This programme will produce a graduate who is knowledgeable and critical of theory and practice in the areas of cultural policy and tourism, and an independent and creative learner apt to operating in multicultural contexts.

In order to obtain a full MA the students must attend and pass all elements of the programme (180 credits), which includes the development of a substantial piece of individual research activity, the dissertation. Through the dissertation, the full MA student contributes to original knowledge and demonstrates critical thinking, while communicating clearly assumptions and methodologies. However, there are alternative intermediate exit awards.

Students who successfully complete **the Postgraduate Certificate in Tourism and Cultural Policy** (60 CATS, at least 30 which must be from compulsory modules) will have demonstrated a developing competence in the areas below.

Students who successfully complete **the Postgraduate Diploma in Tourism and Cultural Policy** (120 CATS, at least 60 of which must be from compulsory modules) will have demonstrated a developed competence in the areas below.

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Demonstrate a comprehensive knowledge and critical awareness of a range of theories, concepts, practices, policies, structures and systems in the tourism and cultural policy areas involving a multiplicity of stakeholders (individuals, NGOs, foundations, SMEs, corporations, governments, international and supranational organisations).	Leadership of Arts, Heritage & Culture; Cultural and Creative Tourism; Culture, Tourism and Regeneration; Dissertation
A2	Critically discuss the importance of cultural policy in relation to tourism and country/place branding and regeneration strategies.	Leadership of Arts, Heritage & Culture; Culture, Tourism & Regeneration
A3	Comprehend and critically evaluate the diverse and changing relationships between culture/arts, politics and tourism.	Leadership of Arts, Heritage & Culture; Cultural and Creative Tourism; Culture, Tourism and Regeneration; Dissertation
A4	Critically discuss leadership and sustainability in the context of tourism and cultural policy	Leadership of Arts, Heritage & Culture; Cultural and Creative Tourism; Culture, Tourism and Regeneration; Dissertation
A5	Build on their existing experience and/or interests to develop knowledge within cultural policy and tourism.	Leadership of Arts, Heritage & Culture; Cultural and Creative Tourism; Culture, Tourism and Regeneration; Dissertation

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Analyse and evaluate the role of the actors and their practices, as well as the structures and systems framing cultural policy and tourism.	Leadership of Arts, Heritage & Culture; Cultural and Creative Tourism; Culture, Tourism and Regeneration; Dissertation
B2	Discern how to apply a range of trans-disciplinary concepts and theories to the critical understanding of policies, practices, structures and systems in the areas of cultural policy and tourism.	Leadership of Arts, Heritage & Culture; Cultural and Creative Tourism; Culture, Tourism and Regeneration; Dissertation
B3	Identify, summarise and critically discuss contemporary issues in the transdisciplinary area object of the programme.	Leadership of Arts, Heritage & Culture; Cultural and Creative Tourism; Culture, Tourism and Regeneration; Dissertation
B4	Build on their existing experience and/or interest to further develop analytical, critical and conceptual skills within cultural policy and tourism.	Leadership of Arts, Heritage & Culture; Cultural and Creative Tourism; Culture, Tourism and Regeneration; Dissertation

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Critically analyse and evaluate public policies in the areas of culture and national/international tourism at micro and macro levels.	Leadership of Arts, Heritage & Culture; Cultural and Creative Tourism; Culture, Tourism and Regeneration; Dissertation
C2	Devise, develop, conduct and deliver research relevant to cultural policy and tourism, focusing on an element across the wide spectrum of potential areas of study.	Leadership of Arts, Heritage & Culture; Cultural and Creative

Code	Learning outcome	Taught by the following module(s)
		Tourism; Culture, Tourism and Regeneration; Dissertation
C3	Demonstrate the origins of their thinking in cultural policy and tourism by adequately referencing sources that have been evaluated for credibility, objectivity, accuracy and trustworthiness.	Leadership of Arts, Heritage & Culture; Cultural and Creative Tourism; Culture, Tourism and Regeneration; Dissertation
C4	Communicate effectively and succinctly through oral presentation and express themselves in writing for academic and other audiences, employing, when necessary, the appropriate ICT tools and skills.	Leadership of Arts, Heritage & Culture; Cultural and Creative Tourism; Culture, Tourism and Regeneration; Dissertation

Transferable skills (Elements)

Code	Learning outcome	Taught by the following module(s)
D1	Share and exchange expertise and skills with other students and the tutors on the course employing effective written and oral communication skills.	Leadership of Arts, Heritage & Culture; Cultural and Creative Tourism; Culture, Tourism and Regeneration; Dissertation
D2	Demonstrate they are an independent and creative learner able to exercise initiative and personal responsibility for their own learning and planning processes.	Leadership of Arts, Heritage & Culture; Cultural and Creative Tourism; Culture, Tourism and Regeneration; Dissertation
D3	Design, conduct and deliver research independently and methodically to find an answer that is critical, accurate and authoritative, clearly communicating their assumptions and methodologies.	Leadership of Arts, Heritage & Culture; Cultural and Creative Tourism; Culture, Tourism and Regeneration; Dissertation
D4	Work effectively as part of a team.	Leadership of Arts, Heritage & Culture; Cultural and Creative

Code	Learning outcome	Taught by the following module(s)
		Tourism; Culture, Tourism and Regeneration
D5	Take an entrepreneurial and creative approach to problem solving.	Leadership of Arts, Heritage & Culture; Cultural and Creative Tourism; Culture, Tourism and Regeneration

In addition to the above learning outcomes, students who successfully complete the **MA Tourism and Cultural Policy: Leadership for Sustainability** will be able, through their dissertation work, to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	As above shown in Postgraduate Certificate and Postgraduate Diploma	As above shown in Postgraduate Certificate and Postgraduate Diploma
A2	Demonstrate a complex and comprehensive knowledge and critical awareness of a range of theories, concepts, practices, policies, structures and systems in the tourism and cultural policy areas involving a multiplicity of stakeholders (individuals, NGOs, foundations, SMEs, corporations, governments, international and supranational organisations).	Dissertation
A3	Demonstrate an understanding of how to conduct a critical review of existing literature / knowledge and undertake an original analysis of appropriately selected sources in the fields of tourism and cultural policy.	Dissertation
A4	Make a contribution to original knowledge in the area of tourism and cultural policy.	Dissertation

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	As above shown in Postgraduate Certificate and Postgraduate Diploma	As above shown in Postgraduate Certificate and Postgraduate Diploma
B2	Devise, develop, conduct and write-up a significant and sizeable independent piece of research relevant to cultural policy and tourism, using a reflective and critical approach and communicating clearly their assumptions, methodologies and sources.	Dissertation
B3	Ability to utilise conceptual and contextual knowledge to develop an in depth critical and coherent analysis of issues pertaining to tourism and culture.	Dissertation
B4	Enhanced motivation and capacity for self-directed learning, under supervision, demonstrating competence for critical analysis and persuasive argument.	Dissertation

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	As above shown in Postgraduate Certificate and Postgraduate Diploma	As above shown in Postgraduate Certificate and Postgraduate Diploma
C2	Understand how to recognise and integrate ethical considerations relating to research and the wider context of tourism and culture, and to reflect on the student's positionality in relation to the subject and subjects of their research.	Dissertation

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	As above shown in Postgraduate Certificate and Postgraduate Diploma	As above shown in Postgraduate Certificate and Postgraduate Diploma
D2	Demonstrate the ability to design and conduct a significant piece of original research.	Dissertation

Mode of study

Programme structure

This MA is a 180-credit programme consisting of three compulsory modules of 30 credits each, an optional module (one 30-credits or two 15-credit) and a 60-credit dissertation. The three compulsory modules of the programme are:

- Leadership for Arts, Heritage and Culture;
- Cultural and Creative Tourism;
- Culture, Tourism and Regeneration.

These are complemented by an optional module, which the student can choose from a pool of modules on offer across College. Availability of modules varies yearly, therefore only an indicative list of options follows:

[list to be included on completion of the CCR process]

Full-time mode

Full-time students take the programme over one calendar year. Formal teaching takes place in the autumn term (eleven weeks), spring term (eleven weeks) and summer term (8 weeks). The summer term is also designed for intensive dissertation preparation, which is heavily reliant on independent research and study.

Module Name	Module Code	Credits	Level	Module Type	Term
Leadership of Arts, Heritage and Culture		30	7	Compulsory	1
Cultural and Creative Tourism		30	7	Compulsory	1
Culture, Tourism and Regeneration		30	7	Compulsory	2
Dissertation & Connected Curriculum		60	7	Compulsory	1, 2 & 3
Optional Module	Various	30 or 2x15	7	Optional	1, 2 or 3

Part-time mode

Part-time students take the programme over two calendar years. In order to complete their first year, part-time students need to successfully complete compulsory modules with a total of 60 credits. Students will take the remaining module credits in the second year, and complete their Dissertation at the end of that academic year. At the start of their studies, part-time students must discuss and agree with their programme convenor how they plan to divide the credits over the two-years as there is scope for some elements to be undertaken at different times.

Academic year of study 1

Module Name	Module Code	Credits	Level	Module Type	Term
Cultural and Creative Tourism		30	7	Compulsory	1
Culture, Tourism and Regeneration		30	7	Compulsory	2
Dissertation & Connected Curriculum*		60	7	Compulsory	1, 2 & 3

* Students agree with their programme convenor and/or tutor when elements of this module will be undertaken depending on availability and interests.

Academic year of study 2

Module Name	Module Code	Credits	Level	Module Type	Term
Leadership of Arts, Heritage and Culture		30	7	Compulsory	1
Optional Module*	Various	30 or 2x15	7	Optional	1, 2 or 3
Dissertation & Connected Curriculum*		60	7	Compulsory	1, 2 & 3
* Students agree with their programme convenor and/or tutor when to take the module or elements of a module depending on availability and interests.					

Academic support

Support for learning and wellbeing is provided in a number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

All students are allocated a Personal Tutor (one in each department for joint programmes) who has overall responsibility for their individual progress and welfare. Personal Tutors meet with their student at least three a year either face-to-face, as part of a group and/or electronically. The first meeting normally takes place within the first few weeks of the autumn term. Personal Tutors are also available to students throughout the year of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This provides an opportunity for progress, attendance and assessment marks to be reviewed and an informed discussion to take place about how to strengthen individual learning and success.

All students are also allocated a Senior Tutor to enable them to speak to an experienced academic member of staff about any issues which are negatively impacting their academic study and which are beyond the normal scope of issues handled by Programme Convenors and Personal Tutors.

Students are provided with information about learning resources, the [Library](#) and information available on [Learn.gold \(VLE\)](#) so that they have access to department/ programme handbooks, programme information and support related information and guidance.

Taught sessions and lectures provide overviews of themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Assessments build on lectures and seminars so students are expected to attend

all taught sessions to build knowledge and their own understanding of their chosen discipline.

All assessed work is accompanied by some form of feedback to ensure that students' work is on the right track. It may come in a variety of forms ranging from written comments on a marked essay to oral and written feedback on developing projects and practice as they attend workshops.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is provided on the [Goldsmiths website](#) and for new students through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the department so that adjustments to learning and teaching are able to be implemented at a department level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. The [Disability](#) and [Wellbeing](#) Services maintain caseloads of students and provide on-going support.

The [Careers Service](#) provides central support for skills enhancement, running [The Gold Award](#) scheme and other co-curricular activities that are accredited via the Higher Education Achievement Report ([HEAR](#)).

The [Centre for Academic Language and Literacies](#) works with academic departments offering bespoke academic literacy sessions. It also provides a programme of academic skills workshops and one-to-one provision for students throughout the year

Placement opportunities

The programme allows and encourages students to engage in voluntary/optional work placements (either sourced by themselves or facilitated by the programme/module convenor) and/or their own work experiences as a basis to develop their work for particular modules.

Voluntary/optional placements are specifically noted as one of the ways in which students can gather information/insights to support their assignment of choice for the Spring module *Culture, Tourism and Regeneration*.

Students are encouraged to develop an entrepreneurial approach to seeking these opportunities, but are able to build on ICCE's extensive experience of placement management and network of contacts.

Employability and potential career opportunities

This programme helps students develop their critical and analytical abilities as well as a great number of practical sought-after skills and competencies. It therefore can lead to many types of careers, including: Cultural policy specialist/consultant; cultural tourism specialist/consultant; research and development officer; cultural strategic and operational manager with tourism as a specialisation; cultural tourism entrepreneur.

The programme's unique blend of knowledge and skills at the intersection of culture and tourism, enable alumni to translate its benefits in fulfilling careers. For example, one of the first graduates moved from being a Regeneration Projects Officer at the London Borough of Bromley to becoming the Lead of the Discover England Project at London & Partners. Alumni often work across the tourism, cultural, creative and charity sectors, and intersections of these - employers include the International Social Tourism Organisation, Green Destinations, Paris Musées, West Kowloon Cultural District Authority, Creative Culture, etc. Do look for our alumni on LinkedIn or visit the department's alumni page on the Goldsmiths website.

The programme's graduates are well prepared to work at policy and practice level for international organisations (such as those of the UN family or the EU) and transnational networks, governments, NGOs, charities, foundations or cultural organisations with tourism as part of their area of activity (particularly those concerned with issues of ethical, sustainable and regenerative tourism); for work in consultancy; or they may be art practitioners and cultural professionals who wish to develop their awareness about fundamental issues that frame their actions/leadership in cultural/arts/heritage policy, tourism industry, cultural regeneration, place branding. Those interested in developing entrepreneurial/leadership activities in the area of tourism will find valuable being in a department offering education in entrepreneurship modelling and where social entrepreneurship is also a focus.

Designed to integrate the Dissertation & Common Curriculum module, a series of internal and external events involving academics and practitioners is made available and/or advertised to students to broaden their understanding of the intersecting areas of tourism and culture, providing real-life illustrations of the issues, challenges and opportunities presented to those researching and working these areas. Resources to develop these events (talks, workshops, study visits) are drawn from the extensive departmental list of organisational, network and individual contacts and partnerships.

Programme-specific requirements

The programme complies with Academic regulations. However, it should be noted that with regards to the part-time pathway of the programme, the following rules apply:

- The dissertation can only be submitted in Year 2.
- Part-time students must normally pass all assessments taken in Year One before proceeding to Year Two. The minimum number of modules to be able to progress to the second year is 60 Credits.

In terms of the word length of assessed work a 10% rule applies for students to go over/below.

Tuition fee costs

Information on tuition fee costs is available at: <https://www.gold.ac.uk/students/fee-support/>

Specific programme costs

Not applicable.