1. 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 Universities and Higher Education settings that align to the institute's goals and objectives. The criteria for recognition are designed to ensure sufficient focus on:

- Destination Planning and Management;
- Sustainability and SDGs;
- Industry/Stakeholder Engagement and Employability.

Applications will outline the above throughtout and in particular in relation to its a) course content and alignment to TMI, and b) its leadership, resources and stakeholder engagement. Once achieved, TMI Recognised Course can be cited in relevant marketing materials, webpages and in institutional quality returns. Recognised providers will be listed on the TMI website and added to our members mailing list for priority event bookings and invitations to specialist webinars. Each recognised provider can nominate one TMI Student Ambassador to represent them and to be a point of liaison between TMI and the course provider. Students on a TMI Recognised Course may also enter the annual David Hughes Memorial Award which focuses on showcasing Undergraduates on professional placements, or the Simon Curtis Postgraduate Prize for innovative or impactful tourism research, as appropriate.

The criteria for TMI Recognised Course status will be evaluated against a variety of sources including course context, content, industry connectedness, and resources.

2. Eligible Awards

Undergraduate:
    BA (Hons) and BSc (Hons) Bachelor's Degrees
    FdA Foundation Degrees
Postgraduate:
    MA, MSc, and MRes Master's Degrees

Course recognition typically applies to Bachelor's Degree programmes with honours in Tourism Management. This includes courses in International Tourism Management, Sustainable Tourism, Tourism and Events Management, Aviation, Transport, Marine or Coastal Tourism and other closely related subject areas as apprioriate. The main requirement being that the course(s) take a clear and sufficient destination management focus in terms of aims and curriculum design in order to meet the criteria for recognition. Foundation Degrees in a relevant tourism subject may also be eligible for TMI course recognition under this scheme.

Specialist or advanced Postgraduate Degrees with a destination management focus, and which are designed to prepare graduates for the next stage in their career in destination management are also eligible for TMI course recognition.

TMI Recognised Course status may also be conferred on a course or programme awarded by a UK HEI and delivered by an overseas partner institution. In such cases, the paperwork must be submitted by the awarding institution and the resources matrix and additional guidance matrices be completed for all delivery locations. A statement provided by the awarding institution should articulate the arrangements for assuring quality of delivery in the application.

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 Recognised Course criteria.

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

3. Course Content

It is important that the focus on destination management is clearly articulated in the application for Recognised Course status. This may be done by articulating how this is embedded across the curriculum (with clear examples), and by showcasing how this is specifically addressed in at least one substantive, compulsory, credit bearing module/unit within the course. The application must demonstrate where the theoretical and operational issues relating to destination planning and management are addressed and critically evaluated in the course.

Furthermore, the course aims, learning outcomes and overall design must clearly illustrate the commitment to the principles of destination management across and within a range of modules or subjects throughout the course at all levels as appropriate. The application should clearly indicate whether theis content is core or elective within the course or programme of study.

If you are designing a new tourism or related course, and wish to discuss how to build in these measures at the design stage then please reach out for an intial discussion and we will support you accordingly.

Demonstrating Content Alignment

The application includes a mapping exercise (see appendices) in order to illustrate how and where TMI related content is included for eligible courses. To support this process, there is a table pre-populated with topic areas against with course leaders can add commentary and evidence. This is by no means an exhaustive list, and course leaders can add additional information as relates to their course and its design. In general the guidance on course content is intended to ensure alignment to the focus of TMI, its organisational objectives, and the priorities of its professional members.

The categories listed are not necessarily mutually exclusive and are meant to be broadly indicative of the areas that should be covered within an eligible course. They are not prescriptive in terms of detail or depth of analysis, which will inevitably vary across courses and qualifications. The list will, however, be used in assessing the content of a course in terms of breadth and coverage for the purposes of recognition. It may therefore be used by those evaluating the submission by way of ascertaining the appropriateness of fit for TMI Recognised Course status.

Table 1: Specific Subject Areas

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

4. Leadership, Resources and Stakeholders

At least one academic associated with the delivery of the course should have management experience at a senior level in an organisation concerned with destination development, management and/or marketing. Alternatively, at least one member of academic staff should have an ongoing involvement with destination management research, consultancy or external training.

In terms of academic research, the relevant library, IT facilities and other course resources should be adequate to afford exploration and in-depth study of tourism and destination management.

There should be a regular and substantial use of up-to-date case-study materials, and the integrated use of visiting/guest lectures by professionals involved in destination management.

A planned programme of field/study visits should support course content and learning. There should ideally be at least one residential field/study experience where possible. Relevant stakeholders and parties (Local Authorities, DMOs, Visitor Information Centres, and other partnership organisations etc.) should be informed and/or involved when destination-based projects are planned and delivered. 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 help support placement opportunities for students in destination management contexts whereever possible. These should be administered in accordance with the insitutions own practice on industrial placements.

An appropriate advisory committee should be established with representation from external organisations involved with destination management. Such committees should incorporate student representation and alumni wherever possible.

Where a course is delivered by an overseas partner institution, the leadership and resources matrix should be completed for all delivery locations.

5. Administration and Application

Applications for TMI Recognised Course status will be evaluated based on a review of relevant documentation submitted by the awarding institution. The application will be submitted to the TMI Continuing Professional Development (CPD) Working Group, nominated members of which will review the application. By submitting your application you are consenting for this to be shared with TMI CPD colleagues for this purose. Applications will be scrutinised by at least two members of the Working Group in the first instance and subject to further scrutiny by the TMI Executive if appropriate. Recognition will be conferred on the basis of recommendations made by those involved in the process. Unsuccessful applications will be given feedback if they wish to be reconsidered at a future date.

The application and documentation should include the following:

- Internal course/programme (re)validation material; module diet and descriptors; and commentary from external examiners and/or industry partners.

OR

- Course/programme specification document(s); module diet and descriptors; and course/programme student handbooks.

AND

- Completed matrix/matrices (appended below) illustteating how the course and module content relates to the criteria set out above.

AND

- Curriculum Vitae for core academic staff on the team indicating relevant industry, consultancy and/or research experience in destination management.

AND

- Hyperlinks to course/programme webpage(s) on insitutions website.

AND (specifically where recognition is sought for overseas delivery):

- A statement from the awarding institution articulating the arrangements for assuring quality of delivery.

Course/programme materials should include an overview of the programme structure including information to what is core/elective in terms of study and how credit is accumulated to comprise the given award.

Module/unit handbooks should make reference to the
- Title, credits and contact time
- Indicative Content
- Intended Learning Objectives
- Assessment Diet
- Reading Lists and Resources

TMI assessors may wish to reach out to the course leader for a conversation or meeting about the application prior to granting recognition.They may wish to gain a sense of the leaning environment, the student eperience, or any other quality indicator deemed necessary to help support the application.

Further information may be sought with reference to key members of staff including those concerned with learning resources, scrutiny of annual course reports, external examiner reports, student feedback and/or discussions with student representatives.

Recognition, once achieved, will be effective for a four 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 may require resubmission. Changes at the level of individual modules will not require resubmission.

Recognition is conditional upon payment of the requisite fee per award, information for which is available on the TMI website. Where recognition is sought for awards from multiple pathways through a course or programme, there will be an additional fee structure. Discounts are available if the 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 reflect this period. The fee is payable on submission of the application, regardless of whether recognition is conferred.

The Institute reserves the right to refuse recognition or to withdraw it if the criteria and conditions outlined above are not/no longer 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.

6. Further Information

For further information on the Higher Education Course Recognition Scheme please contact Dr Maeve Marmion, Director for Continuing Professional Development at TMI, or CPD Project Manager, Joyce Cawthorpe MTMI by email at cpd@tmi.org.uk. Joyce will co-ordinate the assessment process under this scheme on behalf of the TMI CPD Working Group. Maeve and Joyce will also respond to informal approaches and requests for advice in advance of submission.

Tourism Management Institute

The Voice of Destination Management.

Recognition Scheme for Courses in Higher Education
Application Form

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

- *Course Content and TMI Alignment*
- *Leadership, Resources and Industry/Stakeholder Engagement*

Criteria: Course Content	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.		

Criteria: Specific Subject Areas	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)*		

Criteria: Leadership and Resources	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.		

Additional Guidance - Foundation Degrees Only	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?		

Additional Guidance - Master's Degrees Only *(in addition to the forms above)*	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,		