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Institiúid Teicneolaíochta Leitir Ceanainn  
Letterkenny Institute of Technology

### **Appendix 3.4**

#### **Letterkenny Institute of Technology**

#### **Report of the Panel of Assessors**

#### **PART 1 GENERAL INFORMATION**

SCHOOL/DEPARTMENT: School of Tourism

DATE OF VISITATION: 26 April 2016

#### **PROGRAMMES EVALUATED:**

BA Hospitality and Tourism (Common Entry) with named award options:

- Hotel, Restaurant and Resort Management
- Front Office Management
- Destination Marketing

Incorporating a Certificate in Food and Beverage Operations (Minor Award)

#### **MEMBERS OF PANEL OF ASSESSORS:**

- Dr Patricia Moriarty, Vice President for Academic Affairs & Registrar, Dundalk IT (Chair).
- Dr Catriona Murphy, Head of Food and Tourism, Limerick IT.
- Joan Crawford, Fáilte Ireland.
- Ursula Quinn, Senior lecturer in Hospitality and Tourism, University of Ulster.
- Dr Ralf Burbach, Assistant Head, School of Hospitality Management and Tourism, Dublin Institute of Technology.

Secretary to Panel: Dr Eoghan Furey

#### **INSTITUTE STAFF:**

- Dr Seán Duffy – Head of School
- Ciarán O'hAnnrracháin – Head of Department Hospitality, Tourism and Culinary Arts
- Patrick Brennan
- Moragh Canney
- Alison Cannon

- Rosemary Dewhirst
- Tim Dewhirst
- Patrice Duffy
- Deirdre McNamara
- Eloise McGinty
- Liz McKenzie
- Conor McTiernan
- Joe Molloy
- Ciara Quinlan

## **PART 2 FINDINGS OF ASSESSORS**

The Panel of Assessors are satisfied that the proposal adequately addresses the following criteria:

### **(1) Education and Training Requirements**

The programme is consistent with the Institute's mission, avoids redundant provision and makes efficient use of resources (collaborating where this is beneficial).

### **(2) Unity**

There is an underlying unifying theme and the modules are bonded by interactions which are either implicit or explicit. The proposal demonstrates how the standard (of knowledge, skill and competence), determined by QQI for the named award to which the programme proposes to lead, evolves throughout the programme as a whole.

### **(3) Teaching and Learning**

The proposed approach to teaching and learning is clearly indicated and justified.

### **(4) Learner Assessment**

The learner assessment methods are fully elaborated and consistent with QQI's policy on fair and consistent assessment. The assessment methods are capable, among other things, of demonstrating attainment of the standards of knowledge, skill or competence, determined by QQI, for the related award.

### **(5) Resources**

The proposed staffing levels are appropriate and the levels of qualifications and competence of the staff is sufficient to deliver the programme. The necessary facilities available in terms of accommodation, equipment, and library and information technology resources are satisfactory to support the proposed programme.

### **(6) Quality Assurance**

The proposal demonstrates how the Institute's quality assurance procedures have been applied in the development of the proposed programme and satisfactory procedures exist for the on-going monitoring and periodic review of programmes.

### **(7) Programme Title and Award Title**

The award title is consistent with the named awards determined by QQI. The programme title is clear, accurate, succinct and fit for the purpose of informing prospective learners and other stakeholders.

**(8) QQI Standards**

The learning outcomes of the programme are stated in such a way that the compliance with the appropriate QQI standard is demonstrated.

**(9) Access Transfer and Progression**

This programme incorporates the procedures for access transfer and progression that have been established by the NQAI and is consistent with QQI policy in accommodating a variety of access and entry requirements.

### **PART 3 RECOMMENDATIONS**

(For the attention of the Academic Council)

The Panel of Assessor commend the programme team on their engagement with stakeholders and their approach to assessment; additionally the Panel commends the School on the use of Study Scan at Induction.

**The Panel of Assessors advises the Academic Council that the Institute and the School/Department should take cognisance of the following recommendations:**

1. that the Programme Team design the curriculum offering to ensure each students experiences all three pillars in Year 1 of the programme to underpin an informed decision for subsequent specialisation. Students will ideally follow core stream modules which reflect their specialisation in Years 2 and 3.
2. that the Programme Team edit the level of some Module Learning Outcomes to match appropriate delivery level.
3. that the Programme Team review the entry criteria to reflect the inclusion of overseas students to the programme to capitalise on the unique geographical location of the School.
4. that the Programme Team updates reading lists for modules.
5. that the Programme Team review the indicative content of I.C.T and Business Maths module aiming it at Level 6 delivery.
6. that the School finalises their research and acquisition of suitable software for front office operations and revenue management to ensure graduates are industry ready.

**Response from the School of Tourism to Recommendations (Please include details of where changes have been made in the programme submission).**

1. The Programme Team have reviewed the Year 1 modules. The design of the first year of the programme now ensures that each student will experience all three pillars of the programme, namely mandatory core stream modules: (i) Hospitality Food and Beverage Operations (Hotel, Restaurant and Resort Management), (ii) Accommodation and Facilities (Front Office Management) and (iii) Tourism Destination Studies (Destination Marketing).
2. The module learning outcomes have been revised.
3. The entry criteria have been reviewed and now reflect the criteria for entry by overseas students.
4. The reading lists for modules have been reviewed and updated.

5. The indicative content of the ICT and Business Maths module has been revised to reflect delivery at Level 6.
6. The School of Tourism is progressing the acquisition of suitable software for front office operations and revenue management to ensure graduates are industry ready. Three members of Academic Staff will attend the STR Analytics Workshop due to be held w/b 02 May 2016 at the CHME Conference Ulster University. Discussions are at an advanced stage with system providers 'Tierney's' and 'Oracle' for the purchase of a Property Management System (PMS) interfaced with a variety of Food and Beverage Point of Sales (POS) Systems.

**The Panel of Assessors advises the Academic Council that approval of the programmes subject to general conditions of approval together with the following additional conditions:**

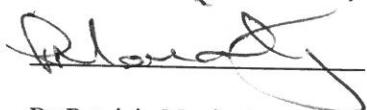
**Structure of the report**

- Develop a matrix which clearly outlines the content of each named programme stream on completion of Year 1, with bespoke Programme Learning Outcomes for each stream.

**Response from the School of Tourism to Conditions (Please include details of where changes have been made in the programme submission.)**

- The Programme Team have developed a Matrix which outlines the content of each named programme stream on completion of Year 1, see also response to point (1) above.
- Bespoke programme learning outcomes have been developed for each of the three named award options in addition to the generic programme learning outcomes.

**Programme Evaluation Report Approved by:**



Dr Patricia Moriarty

Chair to Panel

(Registrar, Dundalk IT)

Date 5/6/16



Billy Bennett

(Registrar, Letterkenny IT)

Date 11/7/16



#### PART 4 PROPOSED PROGRAMME SCHEDULE(S)

##### Programme Code:

Proposed Award Title:

Bachelor of Arts in Hospitality and Tourism (Common Entry)

Area of Specialisation:

Hotel, Restaurant & Resort Management; Front Office Management; Destination Marketing

Award Level (NFQ):

7

Stage:

1

Semester:

1

Proposed Modules	Status	No of Credits	Contact Hours (per week)	Allocation of Marks			
				CA	Assign	Pract	Final
Hospitality Food and Beverage Operations	M	10	7			40	60
Accommodation and Facilities	M	10	7		40		100
Learning to Learn	M	5	4	20	40	40	60
ICT and Business Maths	M	5	3	40	40	20	100
<b>TOTAL</b>		<b>30</b>	<b>21</b>				

**Programme Code:**

**Proposed Award Title:**

**Area of Specialisation:**  
Hotel, Restaurant & Resort Management; Front Office Management; Destination Marketing

**Award Level (NFQ):** 7

**Stage:** 1

**Semester:** 2

Proposed Modules	Status	No of Credits	Contact Hours (per week)	Allocation of Marks				
				CA	Assign	Pract	Final	Max
Tourism Destination Studies	M	10	6		40		60	100
Communications and Professional Development**	M	5	3	20	40	40		100
Information Technology and Descriptive Statistics	M	5	4	40	40	20		100
Bar Operations	E1	10	7	20	40	40		100
Culinary Skills	E1	10	8*				40	100
<b>TOTAL</b>		<b>30</b>	<b>20/21</b>				<b>60</b>	<b>100</b>

\*Includes extra hour to include additional mandatory Primary Course in Food Safety.

\*\*Includes 12-week summer work placement.

\*\*CA is portfolio based on 12week summer work placement

**Programme Code:**

**Proposed Award Title:**

**Bachelor of Arts in Hospitality and Tourism (Common Entry)**

**Area of Specialisation:**

**Hotel, Restaurant & Resort Management**

**Award Level (NFQ):**

**7**

**Stage:**

**2**

**Semester:**

**3**

Proposed Modules	Status	No of Credits	Contact Hours (per week)	Allocation of Marks			
				CA	Assign	Pract	Final
Conference and Banqueting Operations	M	10	6	60	40		
Food and Beverage Cost Control	M	5	3	40			100
Specialised Restaurant Service	E1	10	7	20	40	40	60
Mixology and Product Development	E1	10	7	20	40	40	100
Front Office Operations	E1	10	7	20	40	40	100
Events Planning and Promotion	E2	5	3		40	20	60
French Language and Culture 1	E2	5	3			40	60
Spanish Language and Culture 1	E2	5	3	100			100
<b>TOTAL</b>		<b>30</b>		<b>20/21</b>			

**Programme Code:**

**Proposed Award Title:**

**Bachelor of Arts in Hospitality and Tourism (Common Entry)**

**Area of Specialisation:**

**Hotel, Restaurant & Resort Management**

**Award Level (NFQ):**

**7**

**Stage:**

**2**

**Semester:**

**4**

<b>Proposed Modules</b>	<b>Status</b>	<b>No of Credits</b>	<b>Contact Hours (per week)</b>	<b>Allocation of Marks</b>			
				<b>CA</b>	<b>Assign</b>	<b>Pract</b>	<b>Final</b>
Tourism Resort Concepts	M	10	6		100		100
Management and Organisational Behaviour *	M	5	3	60	40		100
Accounting Practice	M	5	3	40		60	100
Principles of Marketing	M	5	3		40	60	100
French Language and Culture 2	E1	5	3	100			100
Spanish Language and Culture 2	E1	5	3	100			100
Gastronomy	E1	5	3	40		60	100
<b>TOTAL</b>		<b>30</b>	<b>18</b>				

\*Includes 12-week summer work placement.

\*\*CA is portfolio based on 12week summer work placement.

**Programme Code:**

**Proposed Award Title:** Bachelor of Arts in Hospitality and Tourism (Common Entry)

**Area of Specialisation:**

**Hotel, Restaurant & Resort Management**

**Award Level (NFQ):**

7

**Stage:**

3

**Semester:**

5

Proposed Modules	Status	No of Credits	Contact Hours (per week)	Allocation of Marks			
				CA	Assign	Pract	Final
Semester Abroad (Erasmus, US)*	E1	30		100			
Internship*	E2	30		100			
<i>Where learners are unable to undertake a Semester out, or plan to undertake a Semester of study under Erasmus in Semester 6, then the following 30 credits are undertaken in-house.</i>							
Staff Training and Development	E3	10	5	40			60
Advanced Beverage Studies	E3	10	5	40			60
Hospitality Management Information Systems	E3	5	3	40	40	20	100
Budgets, Pricing and Cost Control	E3	5	3		40		60
<b>TOTAL</b>		<b>30</b>	<b>16</b>				

\* Learners must attend LYIT School of Tourism for at least one semester in Stage 3.

**Programme Code:**

**Proposed Award Title:** Bachelor of Arts in Hospitality and Tourism (Common Entry)

**Area of Specialisation:**

Hotel, Restaurant & Resort Management

**Award Level (NFQ):**

7

**Stage:**

3

**Semester:**

6

Proposed Modules	Status	No of Credits	Contact Hours (per week)	Allocation of Marks			
				CA	Assign	Pract	Final
Food and Beverage Management	M	10	6	60	40		100
Business Environment	M	5	3	40	40	20	100
Applied Economics	M	5	3	40			100
Business Law and Ethics	M	5	3	40		60	100
Services Marketing	M	5	3	60	40		100
<b>TOTAL</b>		<b>30</b>	<b>18</b>				

*Alternatively, a learner may opt to take a Semester of Study Abroad under the Erasmus programme*

Semester Abroad (Erasmus, US) (Must cover mandatory subjects from this semester)\*

E1	30		100				100
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\* Learners must attend LYIT School of Tourism for at least one semester in stage 3.

**Programme Code:**

**Proposed Award Title:** Bachelor of Arts in Hospitality and Tourism (Common Entry)

**Area of Specialisation:**

**Front Office Management**

**Award Level (NFQ):**

7

**Stage:**

2

**Semester:**

3

Proposed Modules	Status	No of Credits	Contact Hours (per week)	Allocation of Marks				
				CA	Assign	Pract	Final	Max
Front Office Operations	M	10	7	20		20	60	100
Conference and Banqueting Operations	M	10	6	60	40			100
Tourism Management Accounting	M	5	3	40			60	100
Events Planning and Promotion	E1	5	3		40		60	100
French Language and Culture 1	E1	5	3	100				100
Spanish Language and Culture 1	E1	5	3	100				100
<b>TOTAL</b>		<b>30</b>	<b>19</b>					

**Programme Code:**

**Proposed Award Title:** Bachelor of Arts in Hospitality and Tourism (Common Entry)

**Area of Specialisation:**

Front Office Management

**Award Level (NFQ):**

7

**Stage:**

2

**Semester:**

4

Proposed Modules	Status	No of Credits	Contact Hours (per week)	Allocation of Marks				
				CA	Assign	Pract	Final	Max
Tourism Resort Concepts	M	10	6		100			100
Management and Organisational Behaviour *	M	5	3	60	40			100
Accounting Practice	M	5	3	40			60	100
Principles of Marketing	M	5	3		40		60	100
French Language and Culture 2	E1	5	3	100				100
Spanish Language and Culture 2	E1	5	3	100				100
Gastronomy	E1	5	3	40			60	100
<b>TOTAL</b>		<b>30</b>	<b>18</b>					

\*Includes 12-week summer work placement.

\*\*CA is portfolio based on 12week summer work placement.

**Programme Code:**

**Proposed Award Title:** Bachelor of Arts in Hospitality and Tourism (Common Entry)

**Area of Specialisation:**

Front Office Management

**Award Level (NFQ):**

7

**Stage:**

3

**Semester:**

5

Proposed Modules	Status	No of Credits	Contact Hours (per week)	Allocation of Marks				
				CA	Assign	Pract	Final	Max
Semester Abroad (Erasmus, US)*	E1	30		100				100
Internship*	E2	30		100				100
<i>Where learners are unable to undertake a Semester out, or plan to undertake a Semester of study under Erasmus in Semester 6, then the following 30 credits are undertaken in-house.</i>								
Staff Training and Development	E3	10	5	40			60	100
Travel Trade Industry	E3	10	5	40			60	100
Hospitality Management Information Systems	E3	5	3		100			100
Budgets, Pricing and Cost Control	E3	5	3		40		60	100
<b>TOTAL</b>		<b>30</b>	<b>16</b>					

\* Learners must attend LYTT School of Tourism for at least one semester in Stage 3.

**Programme Code:****Proposed Award Title:** Bachelor of Arts in Hospitality and Tourism (Common Entry)**Area of Specialisation:****Front Office Management****Award Level (NQF):**

7

**Stage:**

3

**Semester:**

6

Proposed Modules	Status	No of Credits	Contact Hours (per week)	Allocation of Marks			
				CA	Assign	Pract	Final
Revenue Management	E2	10	6	60	40		100
Business Environment	E2	5	3	40	40	20	100
Applied Economics	E2	5	3	40		60	100
Business Law and Ethics	E2	5	3	40		60	100
Services Marketing	E2	5	3	60	40		100
<b>TOTAL</b>		<b>30</b>	<b>18</b>				
<i>Alternatively, a learner may opt to take a Semester of Study Abroad under the Erasmus programme</i>							
Semester Abroad (Erasmus, US) (Must cover mandatory subjects from this semester)*	E1	30		100			100

\* Learners must attend LYTT School of Tourism for at least one semester in stage 3.

<b>Programme Code:</b>						
<b>Proposed Award Title:</b>	<b>Bachelor of Arts in Hospitality and Tourism (Common Entry)</b>					
<b>Area of Specialisation:</b>	<b>Destination Marketing</b>					
<b>Award Level (NFQ):</b>	7					
<b>Stage:</b>	2					
<b>Semester:</b>	3					

<b>Proposed Modules</b>	<b>Status</b>	<b>No of Credits</b>	<b>Contact Hours (per week)</b>	<b>Allocation of Marks</b>				
				<b>CA</b>	<b>Assign</b>	<b>Pract</b>	<b>Final</b>	<b>Max</b>
Irish History, Culture & Heritage	M	10	6		40		60	100
Tourism Management Accounting	M	5	3	40			60	100
Front Office Operations	E1	10	7	20			20	60
Conference and Banqueting Operations	E1	10	6	60	40			100
Events Planning and Promotion	E2	5	3		40		60	100
French Language and Culture 1	E2	5	3	100				100
Spanish Language and Culture 1	E2	5	3	100				100
<b>TOTAL</b>		<b>30</b>	<b>18/19</b>					

**Programme Code:****Proposed Award Title:** Bachelor of Arts in Hospitality and Tourism (Common Entry)**Area of Specialisation:**

Destination Marketing

**Award Level (NFQ):**

7

**Stage:**

2

**Semester:**

4

Proposed Modules	Status	No of Credits	Contact Hours (per week)	Allocation of Marks				
				CA	Assign	Pract	Final	Max
Tourism Resort Concepts	M	10	6		100			100
Management and Organisational Behaviour*	M	5	3	60	40			100
Accounting Practice	M	5	3	40			60	100
Principles of Marketing	M	5	3		40		60	100
French Language and Culture 2	E1	5	3	100				100
Spanish Language and Culture 2	E1	5	3	100				100
Gastronomy	E1	5	3	40			60	100
<b>TOTAL</b>		<b>30</b>	<b>18</b>					

\*Includes 12-week summer work placement.

\*\*CA is portfolio based on 12week summer work placement.

<b>Programme Code:</b>	<b>Bachelor of Arts in Hospitality and Tourism (Common Entry)</b>
<b>Proposed Award Title:</b>	<b>Bachelor of Arts in Hospitality and Tourism (Common Entry)</b>
<b>Area of Specialisation:</b>	<b>Destination Marketing</b>
<b>Award Level (NFQ):</b>	<b>7</b>
<b>Stage:</b>	<b>3</b>
<b>Semester:</b>	<b>5</b>

<b>Proposed Modules</b>	<b>Status</b>	<b>No of Credits</b>	<b>Contact Hours (per week)</b>	<b>Allocation of Marks</b>				
				<b>CA</b>	<b>Assign</b>	<b>Pract</b>	<b>Final</b>	<b>Max</b>
Semester Abroad (Erasmus, US)*	E1	30		100				100
Internship*	E2	30		100				100
<i>Where learners are unable to undertake a Semester out, or plan to undertake a Semester of study under Erasmus in Semester 6, then the following 30 credits are undertaken in-house.</i>								
Staff Training and Development	E3	10	5	40			60	100
Local and Regional Guiding	E3	10	6	60		40		100
Hospitality Management Information Systems	E3	5	3		100			100
Rural Tourism	E3	5	3		40		60	100
<b>TOTAL</b>		<b>30</b>	<b>17</b>					

\* Learners must attend LYTT School of Tourism for at least one semester in Stage 3.

**Programme Code:****Proposed Award Title:** Bachelor of Arts in Hospitality and Tourism (Common Entry)**Area of Specialisation:**

Destination Marketing

**Award Level (NFQ):** 7**Stage:** 3**Semester:** 6

						Allocation of Marks				
Proposed Modules			Status	No of Credits	Contact Hours (per week)	CA	Assign	Pract	Final	Max
Destination Development	E2	10	5			100				100
Business Environment	E2	5	3	40	40	20				100
Applied Economics	E2	5	3	40				60		100
Business Law and Ethics	E2	5	3	40				60		100
Services Marketing	E2	5	3	60	40					100
<b>TOTAL</b>			<b>30</b>	<b>17</b>						
<i>Alternatively, a learner may opt to take a Semester of Study Abroad under the Erasmus programme</i>										
Semester Abroad (Erasmus, US) (Must cover mandatory subjects from this semester)*	E1	30			100					100

\* Learners must attend LYIT School of Tourism for at least one semester in stage 3.

**Programme Code:**

**Proposed Award Title:** Certificate in Food and Beverage Operations

**Area of Specialisation:** Food and Beverage Operations

**Award Level (NFQ):**

**Stage:** 1

**Semester:** 1

Proposed Modules	Status	No of Credits	Contact Hours (per week)	Allocation of Marks			
				CA	Assign	Pract	Final
Hospitality Food and Beverage Operations	M	10	9			40	60
Bar Operations	M	10	9	20	40	40	100
<b>TOTAL</b>		<b>20</b>	<b>18</b>				

**Programme Code:**

**Proposed Award Title:** Certificate in Food and Beverage Operations

**Area of Specialisation:** Food and Beverage Operations

**Award Level (NFQ):**

**Stage:** 1

**Semester:** 2

Proposed Modules	Status	No of Credits	Contact Hours (per week)	Allocation of Marks			
				CA	Assign	Pract	Final
Mixology and Product Development	M	10	8	20	40	40	100
Specialised Restaurant Service	M	10	8	20	40	40	100
Work Placement	M	20					100
<b>TOTAL</b>		<b>16</b>	<b>40</b>				