



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:

Higher Diploma in Arts in Tourism Destination Development
(Revised Title) **Higher Diploma in Arts in Tourism Destination Marketing**

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'hAnnracháin – Head of Department Hospitality, Tourism and Culinary Arts
- Moragh Canney
- Rosemary Dewhirst
- Deirdre McNamara
- Helena Quinn
- 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)

General Comments

The Panel of Assessors 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 following recommendations:

- Consider addition of a module on Entrepreneurship and Strategic Management following the review of the programme content and focus.

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

- The Programme Team has considered the panel's recommendation and have reviewed the Financial Management module. The module has now been rewritten and is titled 'Financial Management and Entrepreneurship in Tourism' reflecting the Entrepreneurship elements recommended by the panel.

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:

1. Retitle the programme to Higher Diploma in Arts in Tourism Destination Marketing
2. Revise the Programme Learning Outcomes and programme content to reflect the new focus of the programme (Marketing).
3. Work placement must be mandatory (Relevant work experience can be reviewed for exemption purposes).

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

1. The programme has been re-titled to 'Higher Diploma in Arts in Tourism Destination Marketing'.
2. The programme learning outcomes have been revised to reflect the above point.
3. Work placement has now been made a mandatory module. We have reduced the credit weighting of two 10 credit modules from 10 to 5 ECTS to accommodate the 'Work Placement' module. The revised modules are now titled 'Tourism E-Business' and 'Tourism Consumer Behaviour'

PART 4 PROPOSED PROGRAMME SCHEDULE(S)

Programme Code:

Proposed Award Title: Tourism Destination Marketing

Area of Specialisation: Tourism Destination Marketing

Award Level (NFQ): 8

Stage: 1

Semester: 1

Proposed Modules	Status	No of Credits	Contact hours (per week)	Allocation of Marks				
				CA	Assign	Pract	Final	Max
Tourism E-Business	M	5	3	40	40	20		100
Tourism Consumer Behaviour	M	5	3		40		60	100
Financial Management and Entrepreneurship in Tourism	M	10	5		40		60	100
Tourism Management and Destination Development	M	10	5		100			100
TOTAL		30	16					

Programme Code:

Proposed Award Title:

Tourism Destination Marketing

Area of Specialisation:

Tourism Destination Marketing

Award Level (NFQ):

8

Stage:

1

Semester:

2

Proposed Modules	Status	No of Credits	Contact hours (per week)	Allocation of Marks				
				CA	Assign	Pract	Final	Max
European and International Tourism Policy	M	10	5		40		60	100
Strategic Marketing Management	M	10	5		40		60	100
Work Placement	M	10	7					
TOTAL		30	17					



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Letterkenny Institute of Technology

Programme Evaluation Report Approved by:

Dr Patricia Moriarty

Chair to Panel

(Registrar, Dundalk IT)

Date 8/6/16

Billy Bennett

(Registrar, Letterkenny IT)

Date 11/7/16