

FORM 1

Template:04/17

Before completing this form, please read *Important notes for completing proposals: Form 1S Indicative Proposal and Form 1* which is located on the [Proformas for New Proposals web page](#).

(Please retain the small font prompts for submission to the Board of Undergraduate Studies and Board of Graduate Studies.)

UNIVERSITY OF OTAGO	
Proposal for New Qualification or New Major Subject or Endorsement or New Minor Subject	
(where there is no established major in the subject)	
Name of Division/School/Department	Commerce/Tourism Humanities/Languages & Cultures, Te Tumu
Name of New Qualification/Major Subject/ Endorsement/Minor Subject	Major in Tourism and Languages Cultures
Year of Introduction (Year Proposal Takes Effect)	2018

The deadline for Form 1 proposals requiring CUAP approval for introduction in the following year to ensure their inclusion in the Guide to Enrolment is:

- *the March meetings of the Divisional Boards;*
- *April meetings of the Board of Undergraduate Studies and the Board of Graduate Studies;*
- *April Senate.*

Section A

Purpose of Proposal

(A succinct description of the purpose of the proposal, e.g. to introduce Spanish as a new major subject for the degree of Bachelor of Arts, or to introduce a Postgraduate Diploma in Rehabilitation.)

To introduce a new major in Tourism and Languages and Cultures within the Bachelor of Arts (BA) degree.

Justification and Relationship to Strategic Planning Goals

(A statement as to why the new programme is being proposed with reference to the strategic direction of the Department, Division and University. The statement should also include such matters as background, context and evidence of demand. How does the new programme align with the University’s Strategic Direction? In order to attract funding the new programme must also align with the Tertiary Education Strategy (TES). Please see the Tertiary Education Commission website for further information: <http://www.tec.govt.nz/Tertiary-Sector/Tertiary-Education-Strategy/>)

The principal justification for introducing this new major is to cater to the demand from students who wish to incorporate languages and/or cultures papers with a Tourism degree. Currently the Tourism major sits within the Bachelor of Commerce and there is little scope, within the tightly prescribed requirements of that programme, with its substantial ‘core’ of business papers, for students to explore languages and cultures in a substantive way. This proposal will enable tourism students to fully incorporate languages and/or cultures in their programme of study.

Likewise, there is limited scope for languages and culture students to pursue more than a minor in Tourism. The proposal seeks to develop a combined Tourism, languages and cultures major within the BA. It is important to note that languages and cultures is not conceived as solely papers offered within the Department of

Languages and Cultures but instead encompasses that area as well as appropriate offerings from Te Tumu, School of Maori, Pacific and Indigenous Studies. The combination of tourism with languages and cultures is fitting, with the two areas of study being complementary. Importantly, this is likely to lead to good vocational outcomes for graduates, since the proposed major addresses natural synergies.

We believe that there will be demand for graduates who have combined Languages and Cultures and Tourism Management components of their degree. This is supported by industry calls for more graduates with these skills. Research carried out by the New Zealand Institute of Economic Research (NZIER), indicates that by 2025 as many as 36,000 additional full-time equivalent (FTE) workers will need to be directly employed in New Zealand's tourism industry. But importantly, the Tourism Export Council of New Zealand (TECNZ) and the Tourism Industry Association of New Zealand (now Tourism Industry Aotearoa (TIA)) have identified the priority need for recreation tourism and hospitality multilingual speakers, and employees who are "able to communicate appropriately with language, religious and cultural considerations" (TECNZ & TIA 2014). TECNZ conducted a survey of their members in 2013, finding that 81% expected the need to employ more multilingual staff in the immediate, near future to meet the demands of international visitor arrivals and expectations. Both TIA and TECNZ refer to a "chronic shortage of multiple language speakers across tourism and hospitality employers" (TECNZ & TIA 2014).

The proposed major is supported by informal research undertaken by the Department of Tourism in 2013 in which they surveyed and interviewed current Tourism undergraduates, and interviewed recent Tourism graduates regarding the current Tourism degree and potential future offerings. In this sense the proposed major is informed "by the insights provided by our students and recent graduates" (*University of Otago Strategic Imperative One*). The Department of Tourism also undertook a desk top exercise in 2016 in which they assessed the content of tourism programmes in New Zealand, Australia, Canada, the UK, and the USA, identifying that only a small number of our 'benchmark institutions' offer cross-disciplinary tourism degrees with languages and/or cultural studies components.

In New Zealand there are no existing comparable programmes, with just Victoria University noting that their Bachelor of Tourism Management 'combines well' with the Bachelor of Arts in Languages. Similarly for AUT, languages and cultures papers are listed under 'additional majors and minors' for their Bachelor of International Tourism Management.

Overseas, particularly in the United Kingdom, universities offer cross-disciplinary tourism degrees in which languages and/or cultural studies components are combined. These include:

- Sheffield Hallam University: BA (Hons) Languages with Tourism (Spanish or French)
- University of Greenwich: BA (Hons) Tourism Management with Language
- University of Hertfordshire: BA (Hons) Tourism Management (combined with one of six language options)
- Middlesex University: BA (Hons) International Tourism Management
- Edinburgh Napier University: BA (Hons) Language with Tourism Management

Although listed as Honours degrees, the programmes outlined above are variously three or four years in duration.

It is expected that the new major will fill an identified gap and appeal to a different cohort of students than those taking the current BCom Tourism major. The difference between the two qualifications lies in the BCom's emphasis on business management skills, whereas the BA Tourism, Languages and Cultures major will focus on the acquisition of language and cultural skills to a high level while being set clearly within a tourism context. There is also capacity with the proposed major for students to complement their chosen language/culture specialty with other appropriate humanities or business papers.

The proposed major aligns with a number of core values and strategic imperatives articulated in the University's *Strategic Direction to 2020*. In particular, this being a collaborative venture between the Divisions of Commerce and Humanities, the core value of collegiality and collaboration, with and between staff and students across the University is underscored in this new major. The proposed new major also addresses the University's Strategic Imperatives: One ("*Excellence in Teaching*") through the ongoing incorporation of international perspectives in the curriculum; Three ("*Outstanding Student Experiences*") with its emphasis on the international (student exchange) component aimed to enhance language skills and cultural understanding; and Five ("*Commitment as a Local, National and Global Citizen*") through its aim of creating graduates who are able to "interact with the international realities of greater global connectivity, the transformative rise of Asia and the Pacific Rim in the world".

The new major also aligns with the goals of the *Otago Business School Strategy 2011-2016* Guiding Principle Two "Our culture will be one of co-operation and collaboration... within the University" and Guiding Principle Four in which "We help our students... building a broad based outlook". The major supports Objective One from that strategy through "enrich[ing] [students'] understanding of society in general"; Objective Two "develop cross-cultural and cross-disciplinary knowledge"; and Objective Seven "Opportunities and Support for international exchanges".

Further, the new major also aligns with the fourth goal of the *Strategic Plan 2011-2016* of the Division of Humanities, namely Internationalisation, in its potential to contribute to several of the strategies identified on p.5 of that document such as "foster[ing] knowledge and understanding of the international environment" as well as increasing both "the number of Humanities students studying abroad as exchange students" and "student awareness of the relevance and importance of a second language to their academic and career aspirations".

Qualification

(A statement confirming that the programme meets the relevant CUAP definitions. Definitions are outlined in the CUAP Handbook at Section 5 (p.25) or view the [Handbook](#) on the CUAP website, scroll down to Section 5.1 Qualifications. Please review the Chart of Levels within the NZ Qualifications Framework at Section 1.2 (p.9) of the CUAP Handbook or view the [Handbook](#) on the website).

As a major within the existing Bachelor of Arts at the University of Otago, the major's structure complies with CUAP's definitions of a Bachelor's degree, as contained in the Committee on University Academic Programmes Handbook 2015. It has a total value of not less than 360 credits (3 EFTS) and contains a minimum of 72 credits (0.6 EFTS) at NZQF level 7 (300-level). The major is sequential, with second

and third-year components in both Tourism and Languages and Cultures permitted only after completion of relevant prerequisite components. The structure of the major has sufficient components from a variety of subject areas to provide the broad academic foundation needed to pursue a career, and/or postgraduate qualifications. The completion of the major will provide a foundation for further studies.

Acceptability

(A statement as to why the new programme is being proposed with reference to its relevance to the academic discipline or profession nationally and internationally. Evidence of consultation in the preparation of the proposal and acceptability to relevant academic, industrial, professional and other communities **external** to the university should be provided. Include information about any agreement required if this is a jointly taught or jointly awarded programme. *Attach formal letters of support from external organisations for the Board, and in preparation for CUAP.* If appropriate the proposal should include evidence of consultation within the University. Attach the Consultation Record, updated to reflect additional consultation occurring since the Indicative Proposal stage.)

As noted above, there are no comparable majors offered in New Zealand, and few internationally, that combine Tourism with Languages and Cultures. There is a clear gap in the provision of such a major and a clear need, as identified by relevant industry stakeholders (see below).

Internal Consultation

Consultation between the Department of Tourism, the Department of Languages and Cultures and Te Tumu, School of Māori, Pacific and Indigenous Studies has taken place. An indicative proposal has been discussed between the Division of Humanities Associate Dean Academic and the Head of Departments of Tourism and Languages and Cultures. A letter (email) of support from the Dean of the School of Māori, Pacific and Indigenous Studies has been received.

An indicative proposal (Form 1S) for the major in Tourism and Languages and Cultures was presented to the following fora where it was endorsed, with feedback incorporated into this proposal.

- Division of Commerce Head of Departments 8/12/16
- Division of Humanities Academic Committee 2/2/17
- Commerce Divisional Board 15/2/17
- Humanities Divisional Board 15/2/17