

Evaluation and Benchmarking of the Diploma in Tourism Management from Guangxi International Business Vocational College

Context and scope

Guangxi International Business Vocational College commissioned Ecctis for an independent evaluation and benchmarking of its Diploma in Tourism Management, which was completed in December 2024.

The Diploma in Tourism Management is one of 46 programmes currently offered by the College across subjects such as Business, Accounting, Marketing, Financial Management and E-commerce.

The main aims of the benchmarking were to:

- Establish comparability in the context of the UK through reference to the Regulated Qualifications Framework (RQF), and by extension, the European Qualifications Framework (EQF)¹
- Assess the extent to which the College's underpinning quality assurance meets a set of international standards.

Key findings

The Diploma in Tourism Management seeks to develop students' knowledge in tourism policies and regulations, tour guiding, ecotourism, and e-commerce. In line with national requirements, the Diploma also encompasses "public basic courses" which include topics from arts, social sciences and science domains.

The general entry requirement for the programme is the National College Entrance Examination (NCEE, popularly known as the *gaokao* 高考) – comparable to GCE A Level / RQF Level 3 in the UK – or suitable marks in one of the College's own tests.

The Diploma is a three-year full-time programme equating to approximately 3004 hours' guided learning time. Reflecting its vocational focus, the Diploma combines classroom-based study with practical-based simulated learning and a 720 hour internship in which students can develop their practical tourism skills in a real-world environment.

Upon completion, many students enter the workforce²; however, some students will be eligible

¹ To date, a total of 36 countries have now referenced their national education systems to the EQF.

² The employment rate of graduates is typically 96%.

to apply for top-up Benke (本科) / Bachelor degree programmes. These require a minimum of two years of further study, which shows that the Diploma has similar academic progression routes to that of HNDs, Diplomas of Higher Education and other UK Level 5 awards.

The study revealed several strengths of the Diploma in Tourism Management, namely it demonstrated that:

- The inclusion of contemporary content on sustainability and ecotourism ensures that students are aware of current developments in the Tourism Management sector that can be used to complement their future careers.
- The College uses registration photographs and facial recognition applications in order to ensure learner authenticity whilst reducing the likelihood of someone other than the examinee sitting an exam.
- The College admits students based entirely on merit and assists underprivileged students with financial aid packages to ensure equal opportunities for academic success.
- The College integrates contemporary trends within Tourism Management and guidance from industry experts to develop the Diploma whilst ensuring its continued relevance.
- The inclusion of assessments on English language assists with the Diploma's globalisation efforts within the highly internationalised tourism industry and can be seen as good practice.
- The College has links and networks with international enterprises allowing students to have the opportunity to undertake international internships.
- Once a year, teaching staff are required to undertake at least 90 hours of CPD on industry development trends, and other related topics.
- The Diploma benefits from a College-level Quality Assurance handbook that serves to consolidate the College's policies and procedures in line with international best practice.

In terms of international comparability, the Diploma in Tourism Management has been found comparable to Level 5 of the RQF and EQF. It has also met international quality standards in the following five areas:

- **Admission**
There is a pre-defined and published admissions policy ensuring transparency in the admissions policy and supporting consistency in admissions decisions
- **Programme development, approval, monitoring and review**

There is a clear, process in place for the design, approval and monitoring of programmes

- **Teaching and learning**

There is a formalised process for monitoring the quality and effectiveness of delivery, relevant to the modes of study employed

- **Assessment**

Assessment provides a sufficiently fair, valid and reliable evaluation of the intended knowledge, skills and competencies

- **Information**

The information available to prospective students, current students and other interested stakeholders is accurate, transparent and clear for the intended audience.

Engagement

Guangxi International Business Vocational College has committed to further development and engagement encompassing:

- Writing new learning outcomes at programme and module level, ensuring these are specific, measurable, and feasible. Ensuring that learning outcomes explicitly target higher level of knowledge and critical thinking skills, in line with RQF Level 5 descriptors.
- Continuing to develop the programme assessment framework/plan and apply the assessment framework/plan consistently across the programme.
- Adopting assessment and marking approaches that sufficiently test critical thinking skills such as analysis and evaluation.
- Developing a policy for reassessment that details the circumstances when a student is eligible for a re-take, the form that the re-take will take and what the possible outcome could be in terms of recording student performance.
- Expanding the existing cheating policy to include academic misconduct in non-examination assessments, such as written assignments and practical assessments. It should specifically outline what constitutes plagiarism, including the use of AI, and outline steps the College uses to deal with its identification and management.
- Developing a policy for academic appeals and for students to appeal assessment decisions. This should include the stages and the timeframes involved.
- Maintaining and ensuring adoption by all staff of the unified quality assurance handbook.

Ecctis is a gold-standard provider of services in international education, training, and skills, and in the development and recognition of globally portable qualifications. We are an internationally trusted and respected reference point for qualifications and skills standards.

We are UK-based and operate worldwide, with a global network and client base spanning 62 countries and 5 continents. We have a 20-year track record in international consultancy and development.

Ecctis provides official UK national agency services on behalf of the UK Government in qualifications, skills, and migration – including UK ENIC, formerly UK NARIC.

UK ENIC is the UK National Information Centre for global qualifications and skills. Following the UK's leaving the EU, the former UK NARIC recognition agency function changes from a NARIC (which is an EU-only title) to an ENIC (the wider European title for national recognition agencies) in order to meet the UK's continuing treaty obligations under the [Lisbon Recognition Convention](#).

Since 2019, through our China representatives and Beijing office Nalike, we have conducted qualification benchmarking in China and fostered educational links between China and other countries, to support the internationalisation efforts of China's higher vocational colleges.