



LEEDS
BECKETT
UNIVERSITY

Course

Specification

Course Title:

BAH International

Tourism

Management

Course Code: ITOUR

2019/20

leedsbeckett.ac.uk

BA (Hons) International Tourism Management

Material Information Summary for 2019/20 Entrants

Confirmed at 5th October 2018

General Information

Award	Bachelor of Arts (with Honours) International Tourism Management
Awarding Body	Leeds Beckett University
Level of Qualification & Credits	Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total)

Course Lengths & Standard Timescales

- 3 years (full time, campus based)
Starts 16th September 2019/ Ends June 2022
- 4 years (full time, campus based with a one year work placement)
Starts 16th September 2019/ End June 2023

Location(s) of Delivery	Headingley Campus, Leeds
Entry Requirements	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: http://www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning/
Course Fees	Course fees and additional course costs are confirmed in your offer letter

Timetable Information

Timetables will be made available to students during induction week via:

- i) The Student Outlook Calendar
- ii) The Student Portal
- iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions can be discussed with your Course Administrator.

Policies, Standards and Regulations

<http://www.leedsbeckett.ac.uk/public-information/>

There are no additional or non-standard regulations, which relate to your course

Key Contacts

Your Course Director	Lisa Gorton
Your Academic Advisor	An Academic Advisor drawn from the Course Team will be allocated to you at induction.
Your Course Administrator	Julie Nunns

Placement Information

Summary <http://www.leedsbeckett.ac.uk/studenthub/placement-information/>

Length

Students on sandwich mode will undertake a minimum 46-week placement.

Student on the full-time mode may engage with a minimum of two weeks' work (80 hours) experience in a service organisation. This may occur in blocks of time or accumulated over a longer period; this takes place in the last year of the course and is assessed by the development of a personal learning contract and a critical reflection of achievement.

Location Not Specified

Professional Accreditation or Recognition Associated with the Course

Professional Body 1 **Institute of Travel and Tourism (ITT)**

How is Accreditation/ Recognition Achieved?

The School of Events Tourism and Hospitality Management is recognised as a centre of Excellence by the Institute of Travel and Tourism (ITT). Recognition signifies that the School is a leading provider of tourism education, research, consultancy and publications. To celebrate student achievement, The ITT awards an annual Student of the Year. Students can access student membership of the ITT.

Course Accreditation/ Recognition Period Current to 01/09/2020

Professional Body 2

Tourism Management Institute (TMI)

How is Accreditation/ Recognition Achieved?

The course is recognised by the Tourism Management Institute, the professional association for the destination management sector. This ensures the course is relevant and responds to the needs of the tourism industry. The TMI awards a prize to celebrate student achievement and professional development on placement. Students can access discounted membership of the Tourism Management Institute and on successful completion of the course are eligible for Associate membership of TMI (ATMI).

Course Accreditation/ Recognition Period Current to 01/03/2022

Course Overview

Aims

The aim of the programme is to:

Engage, enable and challenge our students to become highly skilled, critically informed and dynamic graduates who can excel in their chosen field of work or study within international tourism management. Central to the popularity and quality of the BA (Hons) International Tourism Management course are the strong links between theory and practice, with carefully designed authentic assessments and student-tutor interaction at the heart of the student experience.

Course Learning Outcomes

At the end of the course, students will be able to:

- 1 Adopt an analytical and creative approach so that they are able to propose robust, innovative and well-reasoned solutions to the complex challenges of the contemporary, global tourism industry.
- 2 Express themselves confidently as new practitioners who are ready for the rigours of the tourism industry and who are able to challenge the status quo and be innovators.
- 3 Critically reflect on the role of ethics and social responsibility in their personal and professional decision-making in a range of global tourism contexts.
- 4 Demonstrate the ability to interact sympathetically and ethically with a wide variety of culturally diverse stakeholder groups within the international tourism business environment.
- 5 Assume a rigorous and critically informed approach to their learning and work, enabling them to become successful independent learners and tourism industry practitioners.

- 6 Critically examine and evaluate the wider economic, socio-cultural and environmental impacts of tourism and how these impacts can be effectively managed in a dynamic and changing world.

Teaching and Learning Activities

Summary

Teaching methods used within the course are diverse and provide variety to the student learning experience; these include lectures, seminars, workshops, tutorials, practicals, problem-based learning events, flipped learning and field-study programmes.

The vertical and horizontal integration of the course modules has been specifically designed to enhance the student experience and foster engagement with many opportunities for students to spend time on relevant and active tasks and to develop sought-after skills and increase key knowledge areas.

The development and assessment of field and research skills at Level 4 and Level 5 in modules such as Complexities of Tourism, International Tour Operations and Applied Tourism Research at Level 5 empower students when undertaking Level 6 Individual projects and problem solving consultancy work. Equally, a problem based learning approach embedded throughout the course enables the students to develop both their analytical and creative skills and cross-level mentoring allows learning through others real life experiences.

Immersion activities, team-building trips, timetabled personal tutor feedback and development sessions and scaffolding activities have all been designed as key elements of the course, providing the student with the wherewithal to succeed at each higher level.

Group work theory will be introduced from the start of the course and students will be introduced to the benefits and potential challenges of it. A strong, industry-based rationale will be developed to ensure the students fully appreciate the importance of group work for their respective futures.

Group working skills will be introduced and developed throughout all modules but will play a particularly large role in the first semester as students are invited to collaborate during induction week and the field trip week in a variety of team-based challenges and activities.

Your Modules

(Correct for students progressing through the programme within standard timescales. Students who are required to undertake repeat study may be taught alternate modules, which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable).

Level 4 Core Modules (2019/20 for FT students and 2019/20 and 2020/21 for standard PT students)

Complexities of Tourism

Cultures, Ethics and Tourism Encounters

Industry Insights

Understanding Tourism Experiences

Management and the Tourism Workforce

Marketing the Tourism Experience

Level 5 Core Modules (2020/21 for FT students and 2021/22 and 2022/23 for standard PT students)

Destination Management

Trends in Tourism

Tourism Entrepreneurship

Critical Issues in Tourism

Applied Tourism Research

International Tour Operations

Level 6 Core Modules (2021/22 for FT students, 2022/23 for sandwich placement students and 2023/24 and 2024/25 for standard PT students)

Individual Project

Tourism Consultancy Ventures

Strategic Decision Making

Level 6 Option Modules (delivery years as per Level 6 core modules above)

The following option modules are indicative of a typical year. There may be some variance in the availability of option modules

Professional Solutions for Industry

Developing Professional Practice

Tourism and the Media

Tourism in the Global South

Tourism Technology Strategy

Tourism Employment Strategy

Tourism Marketing Strategy

Assessment Balance and Scheduled Learning and Teaching Activities by Level

Assessment Balance	Level 4	Level 5	Level 6
Examination	0 %	0 %	0%
Coursework	70 %	80 %	TBC%
Practical	30 %	20 %	TBC%
Overall Workload			
Teaching, Learning and Assessment	288 hours	288 hours	234 hours
Independent Study	912 hours	912 hours	966 hours
Placement	-	-	-

Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Hub on either campus to speak to our Student Experience Team. This team, consisting of recent graduates and permanent staff, are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. There is a Student Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find the team in the Gateway in the Leslie Silver Building at City Campus. The telephone number is 0113 812 3000, and the e-mail address is StudentHub@leedsbeckett.ac.uk.

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The **Support** tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The **Opportunities** tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.

Record of Enhancement

No.	Detail of modification (Provide a brief description of the modification and where the Course Specification has been updated)	Date Effective (Indicate the academic year of entry and course level(s) to which the modification will apply)
1	Revised Course Specification	2018-19
2	Level 6 Course Structure amended	2019-20

Version Control

Version Control	
Version number and date effective	Version 2 - 010618
For completion by Quality Assurance Services only:	
Next Re-validation date	

School of Events, Tourism and Hospitality Management

Target award, course title and programme code:

BA (Hons) International Tourism Management (ITOUR)

Level of qualification: Level 6

Overview and Aims

Informed by ongoing industry collaboration and academic research, the aim of our programme is to engage, enable and challenge our students to become highly skilled, critically informed and dynamic graduates who can excel in their chosen field of work or study within international tourism management. Central to the popularity and quality of the BA (Hons) International Tourism Management course are the strong links between theory and practice, with carefully designed authentic assessments and student-tutor interaction at the heart of the student experience.

Key considerations during the design process have included (but have not been limited to) an analysis of course fundamentals, a reconsideration of teaching and assessment strategies, an identification of learner characteristics and a close harmonisation between desirable learning outcomes and graduate attributes.

The new course design acknowledges a variety of different stakeholder perspectives as diverse as the teaching team itself, our students and alumni, senior industry executives, the university and the wider governing bodies involved with the delivery of undergraduate courses such as the QAA.

Many driving forces that have changed the context of educating under-graduates of an international tourism management degree have been considered. The course development team has examined the dynamic and evolving quality of the global industry itself, the developing nature of higher education in the UK, the changing characteristics of the student body and number of the students wishing to study such a course.

The new course philosophy is one that fosters engagement and collaboration amongst the students both across and between levels of study. It further promotes the development of the student-tutor relationship. We hope to develop a greater sense of belonging and develop the social element of learning as outlined in Garrison's (2007) Community of Inquiry framework. Students will be encouraged to work together, gather shared resources together and learn from each other in each semester.

An integrated approach to module delivery and assessment will be introduced as key themes are introduced, developed and assessed each semester. Deeper learning will be encouraged through this approach which relies on the close integration of topics and ideas and the establishment of clear relationships between modular content. Larger scale assessment tasks

will be utilised each semester in Levels 4 and 5 that require students to demonstrate a coherent, integrated learning approach rather than be able to display isolated areas of fragmented learning.

Informed by the contemporary demands of the industry, skills such as creative thinking, teamwork, problem-solving and clear communication will be tested and assessed in assessments that are themselves contextualised by and designed to reflect the demands of the industry. Declarative knowledge will be reserved for key concepts and knowledge identified as threshold. We will seek to prepare graduates for industry by developing and assessing applied knowledge and learning in the guise of those skills, knowledge areas and competencies identified as the ones most sought after by industry.

Assessments and learning outcomes are carefully aligned and together promote a virtuous circle of achievement whereby each student enjoys the opportunity to fulfil their potential within the course and ultimately in their chosen field upon graduation.

Course Learning Outcomes

Course Learning Outcomes	
On successful completion of this course, students will be able to:	
1	Adopt an analytical and creative approach so that they are able to propose robust, innovative and well-reasoned solutions to the complex challenges of the contemporary, global tourism industry.
2	Express themselves confidently as new practitioners who are ready for the rigours of the tourism industry and who are able to challenge the status quo and be innovators.
3	Critically reflect on the role of ethics and social responsibility in their personal and professional decision-making in a range of global tourism contexts.
4	Demonstrate the ability to interact sympathetically and ethically with a wide variety of culturally diverse stakeholder groups within the international tourism business environment.
5	Assume a rigorous and critically informed approach to their learning and work, enabling them to become successful independent learners and tourism industry practitioners.
6	Critically examine and evaluate the wider economic, socio-cultural and environmental impacts of tourism and how these impacts can be effectively managed in a dynamic and changing world.

Course Structure

Level 4

Level 4 introduces the student to some of the key principles of both tourism and management.

In each semester, the module content from the three modules will be carefully planned and closely integrated to allow the student to appreciate the inter-relationships between the areas of study.

Assessments will occur in two stages throughout Level 4; in each semester, students will be assessed individually in each module in the early/mid part of the delivery schedule to allow time for individual feedback. At the end of each semester, students will be assessed in groups via a larger, more integrated assessment that requires students to demonstrate a coherent, integrated learning approach. Students will enjoy an element of choice and negotiation with regard to assessment mediums (for example, which digital form of presentation they select) for the larger scale end assessments. This conforms to the best practice within Nicol's (2010) REAP framework. Students will be prepared for this larger scale assessment by formative group work which includes several, smaller problem-based learning activities which will also test knowledge and skills from each of the three modules.

Level 4 appropriate skills development will support the student and is embedded throughout each of the six modules. An initial team-building field trip is included as well as an immersion block teaching period during which key concepts and skills can be introduced, thus aiding the transition between FE/relevant route and HE.

Graduate attributes are developed and assessed throughout the level through a combination of academic content, teaching delivery styles and assessment tasks.

Where appropriate, flipped learning and/or technology enhanced learning will be used to create more time on task in workshops that can be devoted to skills development and coaching/feedback.

Each semester will follow the following framework:

skills development => assessment => feedback => coaching => assessment

Semester 1	Core	Semester 2	Core
Complexities of Tourism	Y	Understanding Tourism Experiences	Y
Cultures, Ethics and Tourism Encounters	Y	Management and the Tourism Workforce	Y
Insights into Industry	Y	Marketing The Tourism Experience	Y

Level 5

This level builds on the learning and skills acquisition in Level 4 and introduces the student to some of the more complex and challenging issues within the field of tourism management. The emphasis at Level 5 is to develop the knowledge required to understand the operation of tourism organisations and their management, combined with knowledge of how tourism can be planned in a sustainable way. Students will be encouraged to engage with preparations for the industrial placement and to use their current learning to enhance their success as potential tourism practitioners.

The structure of each module, the delivery, formative and summative assessments is the same as Level 4.

Level 5 appropriate skills development will support the student and is embedded throughout each of the six modules. A field trip is included to ensure students see tourism in action and can apply their learning to authentic, real-life assessments. If required, a further block of Level 5 immersion teaching can be introduced, thus aiding the transition and development between Levels 4 and 5.

Graduate attributes are further developed and assessed throughout the level through a combination of academic content, teaching delivery styles and assessment tasks.

Where appropriate, flipped learning and/or technology enhanced learning will be used to create more time on task in workshops that can be devoted to skills development and coaching/feedback.

Each semester will follow the following framework:
 skills development => assessment => feedback => coaching => assessment

Semester 1	Core	Semester 2	Core
Destination Management	Y	Critical Issues in Tourism	Y
Trends in Tourism	Y	Applied Tourism Research	Y
Entrepreneurship, Innovation and Practice for Tourism	Y	International Tour Operations	Y

Level 6

The teaching focus at Level 6 is to further develop the student into a confident, open-minded and innovative tourism practitioner, who can demonstrate the ability to initiate, develop and implement strategic decisions.

Level 6 allows flexibility to enable the student to develop in an area of particular interest and gain further expertise to enhance their own particular career aspirations with option choices to specialise in management functions such as Technology, Marketing or Human Resources. To facilitate this opportunity, the student can select one option module from these three.

Further options offered enable the students to deepen their knowledge of developing areas of international tourism, to broaden their studies into the world of media or to enhance their ability to develop professional and viable solutions for industry.

Graduate attributes are further developed and assessed throughout the level through a combination of academic content, teaching delivery styles and assessment tasks.

Where appropriate, flipped learning and/or technology enhanced learning will be used to create more time on task in workshops that can be devoted to skills development and coaching/feedback.

Although there is still some group assessment, Level 6 is delivered in a more traditional style with an emphasis on individual outputs.

Each semester will follow the following framework:

skills development => assessment => feedback => coaching => assessment

For direct entrants to Level 6 the induction programme will include adjustment to University life, University procedures, facilities and staff, study skills and team building.

Semester 1	Core (Y)	Semester 2	Core (Y)
Strategic Decision-Making	Y	Tourism Consultancy Ventures	Y
Professional Solutions for Industry	N	Tourism Technology Strategy	N
Developing Professional Practice	N	Tourism Employment Strategy	N
Tourism and the Media	N	Tourism Marketing Strategy	N
Tourism in the Global South	N		
The Individual Project	Y	The Individual Project	Y

Interim awards available:

BA	International Tourism Management	Level 6
Dip HE	International Tourism Management	Level 5
Cert HE	International Tourism Management	Level 4

Length of programme, FT/PT and mode of study:

Programme	Length	FT/PT	Mode
BA (Hons) International Tourism Management	3 years	FT	Headingley campus
BA (Hons) International Tourism Management	4 years	FT (sandwich)	Headingley campus

Learning and Teaching

Details relating to contact hours and other key information sets (KIS) are available on the course page of our Online Prospectus on our website.

Learning and Teaching Approaches

The course has been designed using Rust's (2011) principles of course design as well as the Carpe Diem framework (Salmon, 2006). Key considerations during the design process have included (but have not been limited to) such areas as:

- The further enhancement of the course identify.
- An identification of current key concepts for inclusion.
- A reconsideration of teaching and assessment strategies.
- An identification of learner characteristics.
- A development of personalised and inclusive support for students.
- An agreement surrounding desirable learning outcomes and graduate attributes.

An integrated approach to module delivery and assessment will be introduced as key themes are introduced, developed and assessed each semester.

Assessment and learning strategies will be developed using the Re-engineering Assessment Practices (REAP) framework to ensure that students have the opportunity to become responsible partners in their learning (Nicol, 2010). Deeper learning will be encouraged through this integrated approach, which relies on the close interrelation of topics and ideas and the establishment of clear relationships between modular content. Larger scale assessment tasks will be utilised each semester in Levels 4 and 5 that require students to demonstrate a coherent, integrated learning approach rather than isolated areas of fragmented learning.

The new course design is one that fosters engagement and collaboration amongst the students both across and between levels of study. It further promotes the development of the student-tutor relationship. We will seek to develop a greater sense of belonging and develop the social element of learning as outlined in Garrison's (2008) Community of Inquiry framework. Students will be encouraged to work together, gather shared resources together and learn from each other in each semester.

Learning and Teaching Activities

Teaching methods used within the course are diverse and provide variety to the student learning experience; these include lectures, seminars, workshops, tutorials, practicals, problem-based learning events, flipped learning and field-study programmes.

The vertical and horizontal integration of the course modules has been specifically designed to enhance the student experience and foster engagement with many opportunities for students to spend time on relevant and active tasks and to develop sought-after skills and increase key knowledge areas.

The development and assessment of field and research skills at Level 4 and Level 5 in modules such as Complexities of Tourism, International Tour Operations and Applied Tourism Research at Level 5 empower students when undertaking Level 6 Individual projects and problem solving consultancy work. Equally, a problem based learning approach embedded throughout the course enables the students to develop both their analytical and creative skills and cross-level mentoring allows learning through others real life experiences.

Immersion activities, team-building trips, timetabled personal tutor feedback and development sessions and scaffolding activities have all been designed as key elements of the course, providing the student with the wherewithal to succeed at each higher level.

Group work theory will be introduced from the start of the course and students will be introduced to the benefits and potential challenges of it. A strong, industry-based rationale will be developed to ensure the students fully appreciate the importance of group work for their respective futures.

Group working skills will be introduced and developed throughout all modules but will play a particularly large role in the first semester as students are invited to collaborate during induction week and the field trip week in a variety of team-based challenges and activities.

Graduate Attributes

The underlying ethos of the International Tourism Management degree is to be an award that is relevant, challenging, engaging, contemporary and flexible.

Graduates of this award will display the University core graduate attributes of Enterprise, Digital Literacy and a Global Outlook.

Enterprise

This graduate attribute is embedded across many modules in all levels of the course. An example of this the three modules delivered in Semester 2 at Level 4 where students are required to resolve industry challenges from all stakeholder perspectives (such as tour operator, destination manager, distribution providers and local community).

Creative thinking, problem-solving and team-working are all developed and assessed during this period. As the students progress through the course, creative concept assessments are introduced to enhance further their investigatory and problem-solving skills such as in the Level 5 modules Entrepreneurship, Innovation and Practice for Tourism, and International Tour Operations where students work in teams to research the market and develop new and innovative tourism products. At Level 6 students are required to act as external consultants for tourism industry partners and resolve authentic, complex and challenging issues in the Tourism Consultancy Ventures module.

In addition to classroom-based learning, all International Tourism Management sandwich students will undertake a 46-week placement. Full-time students will be able to undertake a minimum of 2 weeks, tourism-related work experience.

Key industry partners such as ABTA, The Institute of Travel and Tourism and the Tourism Management Institute provide further exposure and links to employers through a variety of events hosted at the university. These include guest presentations, networking events, graduate career fairs and collaboration to develop teaching materials.

Digital Literacy

In International Tourism Management, all students study the importance of emerging technologies and their impacts both now and in the future, on the tourism industry.

Technology is an important driving force on the industry, and a provider of new opportunities. Students learn to appreciate new technologies and work with them through a variety of modules throughout the course. At Level 4, students are assessed using a variety of technologies where they can develop their skills in the development of bespoke social media content (Marketing the Tourism Experience module). At Level 5 their implementation of technology will be developed and tested across many modules such as Applied Tourism Research and International Tour Operations. Whilst preparing for placement these skills are further developed by the creation of their own digital profile. At Level 6 students may choose to study Technology for Tourism as an elective module. If not, the core Strategy module uses a digital simulation to enhance the student experience with an industry based assessment.

In addition, the course includes regular time in computer labs, undertaking work that develops the students' skills to understand, evaluate and analyse information, which in turn produce outputs for online assessment. The course uses a variety of online technology such as Google Blogger as a repository for students' personal development, self-assessment and reflection. Technology enhanced learning (such as voting buttons in lectures, online collaboration tools to develop new concepts and flipped classrooms) is, where appropriate, utilised to enhance the students opportunity to interact with technology.

All modules are based within the VLE and students interact with content, discussions and assessments on a daily basis.

Global Outlook

The International Tourism Management course has been designed to enable students to adopt truly global perspectives of the Industry. The diverse nature of the teaching team reflects cultural and international dimensions, in terms of academic and practitioner experience. The future development of the tourism industry is a core theme throughout the course, which explores changing global trends and paradigm shifts (see modules Cultures, Ethics and Tourism Encounters and Critical Issues in Tourism at Levels 4 and 5 respectively).

The BA (Hons) International Tourism Management degree is a multi-disciplinary course that has been developed to reflect the fact that all nations of the world are now engaged in domestic and/or international tourism. It further recognises the requirement for a new kind of sustainable tourism to become the norm. Key narratives of ethics and sustainability are threaded throughout the course from the first semester. The course is designed to provide a multi-stakeholder perspective for the student and constantly develops and assesses the ability within the student to think critically and to appreciate different perspectives, cultures, ideas, opinions, needs and wants.

The International Tourism Management graduate will have the opportunity to develop into a self-confident manager of the future, who respects diversity and understands cultural differences and is able to take a holistic view of any situation with which they are faced. These graduates will be sought after, as they will have the attributes required by the expanding tourism industry of the 21st century.

By careful module design utilising relevant assessments and level worthiness, the core graduate attributes are developed along with other supporting ones.

After completion of the award, it is anticipated that graduates will be able to make judgements with regards to both the operational and strategic issues confronting the management of tourism organisations and will have the ability to solve problems and implement strategies to resolve them.

The International Tourism Management degree aims to produce graduates who are skilled managers capable of undertaking careers in the fast growing tourism industry. The modules will instil awareness and sensitivity of both the positive and negative impacts of tourism and how tourism needs to be managed sustainably for all stakeholders.

Use of the Virtual Learning Environment

All modules use the University's VLE and all modules have been designed using a standardised template (which was developed following student and staff feedback).

Modules tutors ensure all support materials are available on the VLE such as

- Lectures and workshop materials.
- Library links to key reading.
- Supporting literature, learning and preparation materials e.g. presentations website links or reading materials.
- Forums will be made available on certain modules to encourage networking, collaboration and sharing of knowledge.
- Google apps such as Blogger, Conceptboard and Google Drive are linked where appropriate and supporting materials included in the VLE.

Other uses of the VLE will include –

- Discussion areas.
- Assignment submission (Turnitin).
- Feedback.
- Staff contact information.
- Module evaluation.
- Self-directed study activities.
- Induction/training/support of students.
- Student Rep forums.

Use of Blended-Learning

It is not planned to use blended learning within the award.

Assessment Strategy

A coherent and integrated learning experience is supported by an assessment strategy that strikes a balance between variety, innovation and opportunity for progression and development between levels of study. Authentic and rigorous assessments will be developed where competencies, knowledge areas and skills that are highly sought after in the field of International Tourism Management will be tested. Significantly, group work will be embraced at Levels 4 and 5.

A significant part of the assessment in Levels 4 and 5 will require group work. This group work will be thoughtfully planned and will anticipate the complex factors that need to be addressed in implementing such an assessment strategy (Gibbs, 2009). For example, students will be assessed on the production of outputs as well as the process leading to such outputs. As part of the assessment, students will be encouraged to reflect upon their own performance and that of their peers, thus developing key management skills required for a people based industry such as tourism. The opportunity to award differential marks between student members of the same group will be incorporated appropriately across all levels and all group work.

A broad range of assessments will be used including coursework such as presentations, essays, reports, e-portfolios, time constrained activities and consultancy projects. The timing and exact nature of these assessments will be agreed by the course team annually in advance of teaching commencing.

Feedback on Assessed Coursework

Formative feedback will be provided as soon as possible but no later than four weeks after the assessment deadline. Details will be included in the Module Handbook.

A variety of feedback methods are used depending on the type of assessment:

Feedback methods for formative assessment include typically:

- Allocated time with personal tutor to receive individualised feedback.
- On line audio or written via VLE.
- Generic feedback to group in class or via VLE.
- Peer feedback through seminars, particularly where presentations have been undertaken.
- Immediate verbal feedback where appropriate.
- Feed forward into organised extra tutorials for summative assessments.

Feedback methods for summative assessment include all the above plus:

- Written feedback using marking criteria and individual additional comments.
- Immediate verbal comment or Q&A in the case of presentations.
- On-line per individual e.g. via My Beckett or group feedback for general comments on assessment.
- Separate feedback workshops

In many cases, more than one method of feedback is provided to students; for instance, verbal feedback is provided weekly and at the end of some practical assessed modules. This may then be followed up with written feedback.

Module Assessment Methods

Module Titles	<i>Core (Y)</i>	<i>WA (Essay)</i>	<i>Practical (Group work)</i>	<i>WA (Portfolio)</i>	<i>WA (Report)</i>	<i>Portfolio (Group & individual)</i>	<i>Synoptic Report</i>	<i>Time constrained Assessment</i>	<i>Group Presentation</i>	<i>Project Proposal</i>	<i>Individual Presentation</i>
Complexities of Tourism, L4	Y	40	60								
Cultures, Ethics and Tourism Encounters, L4	Y		60		40						
Insights into Industry, L4	Y		60	40							
Understanding Tourism Experiences, L4	Y				35	65					
Management and the Tourism Workforce, L4	Y	70				30					
Marketing The Tourism Experience , L4	Y			40		60					
Destination Management, L5	Y	50					50				
Trends in Tourism, L5	Y				60		40				
Entrepreneurship, Innovation and Practice for Tourism, L5	Y						70		30		
Critical Issues in Tourism, L5	Y						50	50			
Applied Tourism Research, L5	Y				40		60				
International Tour Operations, L5	Y						60				40
Industrial Placement	Y			100							
The Individual Project, L6	Y				100						
Tourism Consultancy Ventures, L6	Y		30		70						

Professional Solutions For Industry (option), L6					75					25	
Developing Professional Practice (option), L6				75						25	
Tourism and the Media (option), L6		50		50							
Tourism in the Global South (option), L6		40			60						
Strategic Decision-Making, L6	Y			25	75						
Tourism Technology Strategy, (option), L6					75						25
Tourism Employment Strategy (option), L6		50							50		
Tourism Marketing Strategy (option), L6					20					80	

Employability and Professional Context

As the tourism industry continues to develop, highly skilled, effective and forward thinking managers will be required to ensure that tourism everywhere is planned and developed in a sustainable manner. This course has been designed to develop managers who can excel in tourism management in both domestic and international contexts. Recent alumni have found success across the globe and across all sectors of the industry.

Graduates of this course will also be able to progress to study at Masters and Doctorate levels within the discipline. Should they wish to continue their post-graduate studies at Leeds Beckett University, they will have a comprehensive grounding from their under-graduate course to pursue any of our related p/g courses. In particular, they will be very well placed to enjoy success on the MSc Responsible Tourism Management, given the greater integration of themes such as ethics, personal and corporate responsibility and sustainability that are now widespread throughout the course.

Students' employability will be enhanced by course activities such as field visits, industry placements, industry guest lectures, collaborative consultancy projects designed by industry, careers forums and networking events throughout their course with industry.

The industrial placement opportunity is available to all students who can opt to pursue this part of the course for either a full year or for a short-term placement of 80 hours. Students will benefit from quality opportunities as part of a carefully structured industrial placement offered by well-respected providers such as Disney, Kuoni Travel and Hilton Hotels.

The opportunity for study abroad and volunteering will further enhance the employability of the student. Our inclusive approach to course design means that all students can enjoy volunteering opportunities without necessarily travelling far.

Finally, students on the course are eligible to become student members of the Institute for Travel and Tourism, a key industry organisation.

Work-Related Activities

Students will have the opportunity to undertake a 46 week supervised work placement after successful completion of L5 on the sandwich route and are assisted through the process by our placement team, The Placement Co-ordinator and their own personal tutor.

This placement will enhance students' future career prospects by allowing them to experience work within tourism. An important feature of the work placement year is a structured work-placement portfolio that the student will develop to demonstrate a range of learning outcomes, based upon their own negotiated skills audit and learning and training agreement. The personal tutor will become the work-placement tutor for this period and will facilitate this learning and act as a point of contact with the University.

No credit will be given for the sandwich mode of study, but it will result in a sandwich degree being awarded for the successful completion of this component. If however, a student wishes to gain credit for academic work related to this year in industry, they can elect to choose Professional Solutions for Industry module as their Level 6 option choice. This module will assess the students via an industry-based project, negotiated and completed before the commencement of their Level 6 studies.

Students who do not wish to spend a year in industry can opt to undertake a short-term work-based learning module as a Level 6 option.

An 80 hours passport type scheme (this will take the form of a record booklet that students may accumulate time stamps to record and evidence the work experience) will be in place for the monitoring of work experience, be it paid or voluntary, amongst the students who do not undertake a placement year or the work based learning option module. This will be monitored along with the WBL module by the individual student's personal tutor and will form part of the skills log book. This ensures that all students undertake the minimum level of work related activities.

Placement or Work-Related Activity Level:

The formal work placement for the sandwich award is situated between Level 5 and Level 6. The Developing Professional Practice module is situated at Level 6. Many informal possibilities to undertake volunteer work, internships and short-term work opportunities exist and are promoted through the VLE system and the Student Hub.

Placement or Work-Related Activity Length in Weeks:

Placement or Work Related Activity Length in Weeks:

- Students on sandwich mode will undertake a minimum 46-week placement.
- Student on the full-time mode will engage with a minimum of two weeks' work (80 hours) experience in a service organisation. This may occur in blocks of time or

accumulated over a longer period; this can take place across the course and is monitored by a passport type scheme by the personal tutor.

- Students on the full-time mode can select the Professional Solutions For Industry module at Level 6 to receive academic credit for their work experience and related activities.

Type of Placement or Work-Related Activity:

- Sandwich students will undertake work with one or more employers.
- Full-time students can work for one or more employers or voluntary agencies to accumulate their work experience. This 80 hour work experience period may be paid or unpaid and within the tourism sector or an equivalent service industry OR be completed within the voluntary sector.
- The Professional Solutions for Industry module at Level 6 also allows for students to gain extra work experience.
- Work related activity is embedded into Level 6 via an assessed simulation exercise within the Strategic Decision-Making module and via assessed consultancy project work in the Tourism Consultancy Ventures module.

Assessment will be through the Placement Module and the Professional Solutions for Industry module or passport scheme.

Reference Points used in course design and delivery

All our courses leading to Leeds Beckett University awards have been designed and approved in accordance with UK and European quality standards. Our courses utilise the Frameworks for Higher Education Qualifications (FHEQ) and relevant subject benchmarks (where these are available) and professional, statutory and regulatory body requirements (for professionally accredited courses).

We review our courses annually and periodically, responding to student feedback and a range of information to enhance our courses. Our University is also subject to external review by the Quality Assurance Agency. Our latest report can be found on the QAA website at <http://www.qaa.ac.uk/reviews-and-reports>

We appoint External Examiners to verify that our University sets and maintains standards for awards which adhere to relevant national subject benchmark statements and the FHEQ (UK), ensure standards and student achievements are comparable with other Higher Education Institutions in the UK, with which they are familiar, and ensure that assessments measure achievement of course and module learning outcomes and reach the required standard. External Examiners may also provide feedback on areas of good practice or potential enhancement.