



LEEDS  
BECKETT  
UNIVERSITY

# Course

# Specification

# Course Title

# BAH International

# Tourism

# Management

# Course Code: ITOUR

# 2020/21

[leedsbeckett.ac.uk](http://leedsbeckett.ac.uk)



# BA (Hons) International Tourism Management

## Material Information Summary for 2020/21 Entrants

Confirmed at March 2019

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### General Information

<b>Award</b>	Bachelor of Arts (with Honours) International Tourism Management
<b>Contained Awards</b>	Bachelor of Arts International Tourism Management Diploma of Higher Education International Tourism Management Certificate of Higher Education International Tourism Management
<b>Awarding Body</b>	Leeds Beckett University
<b>Level of Qualification &amp; Credits</b>	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

The standard start date for Leeds Beckett University induction week is reproduced below and relates to the majority of students starting a course in September 2020. A proportion of courses have alternate start dates which are displayed on the online prospectus and additionally will be notified to the students concerned via the offer letter. Non-September starters will also have their start dates confirmed in their offer letters.

- 3 years (full time, campus based)  
Starts 21<sup>st</sup> September 2020/ Ends June 2023
- 4 years (full time, campus based with a one year work placement)  
Starts 21<sup>st</sup> September 2020/ Ends June 2024

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

<b>Your Course Director</b>	Lisa Gorton
<b>Your Academic Advisor</b>	An Academic Advisor drawn from the Course Team will be allocated at induction.
<b>Your Course Administrator</b>	Julie Nunns <a href="mailto:tourism@leedsbeckett.ac.uk">tourism@leedsbeckett.ac.uk</a> 0113 812 9289

## Placement Information

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

<b>Length</b>	Students on sandwich mode will undertake a minimum 46-week placement.  Students 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.
<b>Location</b>	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 (2020/21 for FT 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 (2021/22 for FT students)**

Destination Management

Trends in Tourism

Tourism Entrepreneurship

Critical Issues in Tourism

Applied Tourism Research

International Tour Operations

### **Level 6 Core Modules (2022/23 for FT students and 2023/24 for sandwich placement 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**

The assessment balance and overall workload associated with this course are calculated from core modules and a sample of option module choices undertaken by a typical student. They have been reviewed and confirmed as representative by the Course Director.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, placement activities and independent study. Sandwich placement years spent out of the University are not be included in the calculation unless they are credit bearing and attributed to a level of the course. Modules may have more than one component of assessment.

Level 4 is assessed predominantly by coursework with some practical assessments

Level 5 is assessed predominantly by coursework with some practical assessments

Level 6 is assessed predominantly by coursework with some practical assessments

<b>Overall Workload</b>			
Teaching, Learning and Assessment	288 hours	288 hours	315 hours
Independent Study	912 hours	912 hours	885 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 [studentexperience@leedsbeckett.ac.uk](mailto:studentexperience@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.

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