



LEEDS
BECKETT
UNIVERSITY

Course Specification

**BA (Hons) International
Tourism Management
with Marketing with
Foundation Year**

Course Code: BIMMF

2020/21

BA (Hons) International Tourism Management with Marketing with Foundation Year

Material Information Summary for 2020/21 Undergraduate Entrants

Confirmed at 18.10.19

General Information

Award	Bachelor of Arts (Hons) International Tourism Management with Marketing
Contained Awards	Bachelor of Arts International Tourism Management with Marketing Diploma of Higher Education International Tourism Management with Marketing Certificate of Higher Education International Tourism Management with Marketing Foundation Certificate
Awarding Body	Leeds Beckett University
Level of Qualification & Credits	Level 6, 480 Credits
Course Lengths & Standard Timescales	4 years, full time, campus based 5 years, full time, campus based with sandwich placement
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: www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning/ Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk
Course Fees	Course fees and additional course costs are confirmed in your offer letter. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk

Timetable Information

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

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

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

Policies, Standards and Regulations 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 at induction.
Your Course Administrator	Julie Nunns tourism@leedsbeckett.ac.uk

Sandwich Placement Information

Summary Leeds Beckett is dedicated to improving the employability of our students. One of the ways in which we do this is to help organise valuable work experience through work based placements. Our placement teams have developed strong links with companies, many of whom repeatedly recruit our students into excellent placement roles. Our teams are dedicated to supporting students through every stage of the placement process. Details of how to contact our placement teams may be found here:

www.leedsbeckett.ac.uk/studenthub/placement-information

Length	46 weeks, undertaken between year 3 and year 4 (Level 5 and Level 6)
Location	Students are responsible for obtaining their own placement, with assistance from the University. The locations will vary, dependant on the opportunity.

Other 'In Year' Work Placement Information

Summary Student on the full-time mode may engage with 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.

Length	80 hours (minimum 2 weeks)
Location	Students are responsible for obtaining their own placement, with assistance from the University. The locations will vary, dependant on the opportunity.

Professional Accreditation or Recognition Associated with the Course

None

Course Overview

Aims

Informed by ongoing industry collaboration and academic research, with a particular focus on marketing, the aim of this 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 marketing and management.

The aims of the foundation year are to:

- Increase opportunities for accessing HE to different groups
- Prepare students to make informed choices regarding the study of and success in subsequent careers in the events, tourism and hospitality industries
- Increase understanding of the multi-disciplinary cognate areas
- Increase students' awareness of support systems and structures to assist with success in HE

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 marketing and management in the context of the complex challenges within the contemporary, global tourism industry.
2. Express themselves confidently as marketing focussed practitioners who are ready for the rigours of the tourism industry, able to innovate and able to communicate ideas and products with confidence and creativity. Critically reflect on the role of ethics and social responsibility in their personal and professional decision-making in a range of tourism and marketing contexts.
3. Critically reflect on the role of ethics and social responsibility in their personal and professional decision-making in a range of tourism and marketing contexts.
4. Demonstrate the ability to interact sympathetically and ethically with a wide variety of culturally diverse stakeholder groups within the international tourism marketing environment.
5. Assume a rigorous and critically informed approach to their learning and work, enabling them to become successful independent learners and tourism marketing practitioners.
6. Critically examine and evaluate the wider economic, socio-cultural and environmental impacts of tourism to assess how these impacts can be effectively managed, promoted and communicated 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

This information is 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 0 Core Modules

Introduction to Study Skills

Introduction to Careers in Events, Tourism and Hospitality

Tourism Principles and Practice

Events Principles and Practice

Hospitality Principles and Practice

Customer Service Experiences

Level 4 Core Modules

Complexities of Tourism

Cultures, Ethics and Tourism Encounters

Industry Insights

Management and the Tourism Workforce

Marketing The Tourism Experience

Understanding Tourism Experiences

Level 5 Core Modules

Communicating Consumer Experiences

Destination Management

Tourism Entrepreneurship

International Tour Operations

Tourism Marketing Research

Trends in Tourism

Level 6 Core Modules

Experiential Marketing

Individual Project

Tourism Consultancy Ventures

Tourism Marketing Strategy

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.

Developing Professional Practice (Non-Sandwich)

Professional Solutions for Industry (Sandwich Only)

Tourism in the Global South

Tourism and the Media

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 0 is assessed by coursework predominantly with some practical assessments and an examination.

Level 4 is assessed by coursework predominantly with some practical assessment.

Level 5 is assessed by coursework predominantly with some practical assessment.

Level 6 is assessed by coursework predominantly with some practical assessment.

Overall Workload	Level 0	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	288 hours	288 hours	288 hours	288 hours
Independent Study	912 hours	912 hours	912 hours	912 hours
Placement	N/A	Optional	Optional	Optional

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. Email enquiries may be directed to studentexperience@leedsbeckett.ac.uk.

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources. The Support tab gives you access to details of services that can provide you with 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 options 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.

