



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

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

**Code: BITMM**

**2021/22**

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

# ***BA (Hons) International Tourism Management with Marketing (BITMM)***

## **Applicant Facing Course Specification for 2021/22 Undergraduate Entrants**

Confirmed at 03/06/2021

### **General Information**

<b>Award</b>	Bachelor of Arts (with Honours) International Tourism Management with Marketing
<b>Contained Awards</b>	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
<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).
<b>Course Lengths &amp; Standard</b>	
<b>Timescales</b>	Start dates will be notified to students via their offer letter. The length of the course is confirmed below and modes of delivery will be confirmed prior to the start date in line with Government guidance: <ul style="list-style-type: none"><li>• 3 years (full time)</li><li>• 4 years (full time, with a one year work placement)</li></ul>
<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">www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning</a> .  Admissions enquiries may be directed to: <a href="mailto:AdmissionsEnquiries@leedsbeckett.ac.uk">AdmissionsEnquiries@leedsbeckett.ac.uk</a> .
<b>Course Fees</b>	Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to <a href="mailto:Fees@leedsbeckett.ac.uk">Fees@leedsbeckett.ac.uk</a> .

## 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/academicregulations](http://www.leedsbeckett.ac.uk/academicregulations))

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

## Sandwich or Other 'In Year' Work 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:

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

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

**Location** Students are responsible for obtaining their own placement, with assistance from the University. The locations will vary, dependent on the opportunity.

## Other 'In Year' Work Placement Information

**Summary** Students 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, dependent on the opportunity.

## **Professional Accreditation or Recognition Associated with the Course**

### **Professional Body**

Institute of Travel and Tourism (ITT)

### **Accreditation/ Recognition Summary**

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 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.

### **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 Tourism Marketing 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.

We will support you to achieve the learning outcomes of your course and its constituent modules through any means available to us but recognise the value of face-to-face contact in enabling your learning experience. As such, we will place an emphasis on face to face contact to the extent that public health guidance allows, finding an appropriate balance between on-line, face-to-face and blended teaching and learning activities that both fully supports you and keeps you safe as the current pandemic situation develops.

### 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. Option modules are indicative of a typical year and there may be some variance in the availability of option modules. Details of module delivery will be provided in your timetable.

#### Level 4

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Complexities of Tourism (20 credits)	Y	Management and the Tourism Workforce (20 credits)	Y
Cultures, Ethics and Tourism Encounters (20 credits)	Y	Marketing the Tourism Experience (20 credits)	Y

Industry Insights (20 credits)	Y	Understanding Tourism Experiences (20 credits)	Y
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#### Level 5

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Destination Management (20 credits)	Y	Communicating Consumer Experiences (20 credits)	Y
Tourism Entrepreneurship (20 credits)	Y	International Tour Operations (20 credits)	Y
Trends in Tourism (20 credits)	Y	Tourism Marketing Research (20 credits)	Y

#### Level 6

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Experiential Marketing (20 credits)	Y	Tourism Consultancy Ventures (20 credits)	Y
Individual Project (40 credits)	Y	Individual Project (continued)	Y
One option from: <ul style="list-style-type: none"> <li>Tourism and the Media (20 credits)</li> <li>Tourism in the Global South (20 credits)</li> <li>Developing Professional Practice (20 credits) (non-sandwich route)</li> <li>Professional Solutions for Industry (20 credits) (sandwich route only)</li> </ul>	N	Tourism Marketing Strategy (20 credits)	Y

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

### 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 typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

#### Assessment

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

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

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

### Workload

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	288 hours	288 hours	234 hours
Independent Study	912 hours	912 hours	966 hours
Placement	0 hours	0 hours	0 hours

### 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 Advice Hub on either campus. 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 Advice 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 [studentadvicehub@leedsbeckett.ac.uk](mailto:studentadvicehub@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.