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BECKETT  
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# Course Specification

## Postgraduate Certificate Responsible Tourism Management

Course Code: PCRTM

2024/25

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

# ***PG Certificate Responsible Tourism Management (PCRTM)***

## **Applicant Facing Course Specification for 2024/25 Postgraduate Entrants**

Confirmed at December 2023

### **General Information**

<b>Award</b>	Post Graduate Certificate Responsible Tourism Management
<b>Awarding Body</b>	Leeds Beckett University
<b>Level of Qualification and Credits</b>	Level 7 of the Framework for Higher Education Qualifications, with 60 credit points at Level 7 of the Higher Education Credit Framework for England.
<b>Course Lengths and Standard Timescales</b>	<p>Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below:</p> <ul style="list-style-type: none"><li>• 1 semester (full-time, campus based)</li><li>• 18 months (part-time, campus based)</li><li>• 12 months (part time, distance learning, September start)</li><li>• 12 months (part time, distance learning, January start)</li></ul>
<b>Part Time Study</b>	<p>PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to PT students.</p>
<b>Location(s) of Delivery</b>	The teaching on your course will take place at Headingley campus.
<b>Entry Requirements</b>	<p>Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here:</p> <p><a href="https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/">https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/</a></p> <p>Admissions enquiries may be directed to:</p> <p><a href="mailto:AdmissionsEnquiries@leedsbeckett.ac.uk">AdmissionsEnquiries@leedsbeckett.ac.uk</a>.</p>
<b>Course Fees</b>	<p>Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to</p> <p><a href="mailto:Fees@leedsbeckett.ac.uk">Fees@leedsbeckett.ac.uk</a>.</p>

## Timetable Information

Timetables for Semester 1 will be made available to students during induction week via:

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

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

## Policies, Standards and Regulations (<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>)

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

## Key Contacts

<b>Your Course Director</b>	Dr Milka Ivanova
<b>Your Academic Advisor</b>	An Academic Advisor drawn from the Course Team will be allocated to you at induction.
<b>Your Course Administrator</b>	Julie Nunns <a href="mailto:tourism@leedsbeckett.ac.uk">tourism@leedsbeckett.ac.uk</a>

## Professional Accreditation or Recognition Associated with the Course

### Professional Body

UNWTO (TedQual)

### Accreditation/ Recognition Summary

UNWTO TedQual certification ensures that this course meets international quality standards for tourism education, training and research and is relevant to the needs of the tourism sector.

### 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

The aim of the programme is to develop individuals' knowledge and expertise in the field of responsible tourism management. Graduates of the course have the skills and knowledge required to make positive change in the field of responsible tourism. The course has a strong identity thanks to its links with those working in relevant professional areas, for instance the high profile activities of key people associated with it. Members of the team are active in research and consultancy in the field and advancement of responsible tourism.

The identity and reputation of the course is further strengthened by our active and engaged alumni network many of whom are working directly in the implementation of responsible tourism (for example many have set up their own responsible tourism consultancy companies or now work in roles as sustainability officers for their organisations). Students have access to an impressive professional and social network and access to an extensive range of people through our alumni network who can provide both career advice and other opportunities. Further careers advice and employment opportunities are made available through our Responsible Tourism Management Facebook page which has a members only on-line networking facility where current students, staff and alumni all around the world can seek advice and post current job opportunities, as well as providing links to a range of websites and organisations that recruit people in areas related to responsible tourism. We find that many of our students find employment, consultancy work opportunities and continuing professional support through their involvement in the alumni network.

Graduates of the programme will be equipped to work with and within a diverse range of organisations involved in responsible tourism in both developing and developed countries. Career opportunities will be available with organisations involved with the development and promotion of international tourism in the traditional sense, as well as fulfilling the growing market for senior and middle managers who understand sustainable and responsible development. These include government and inter- governmental agencies, national, regional and local tourist organisations, cultural and natural heritage attractions, international tourism bodies and associations, as well as with private sector employers (inbound and outbound tour operators, transport operators, and travel distribution intermediaries). It is expected that graduates will be able to progress to middle and senior management positions, with the speed of progression being based on their holistic profile.

Through a programme of taught modules, together with the practical application of acquired skills and knowledge to assignments and a professional research project, students are able to focus their learning in an appropriate way to facilitate their future career development. In addition to subject knowledge and understanding, students will also develop management skills appropriate for careers in corporate social responsibility and in community based tourism, tourism in protected areas and heritage attractions.

## Course Learning Outcomes

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

1. Evaluate, apply and synthesise relevant concepts, theories and models of responsible and sustainable tourism and apply them to the management of resources and businesses.
2. Evaluate the management of responsible tourism in an applied way in a range of complex destination and business contexts.
3. Analyse a situation and plan a creative and innovative process of change through engaging with a range of stakeholders in order to achieve sustainable development objectives through tourism.
4. Adopt an autonomous approach to their own learning and continuing professional development.

## Teaching and Learning Activities

### Summary

The following learning and teaching activities will be used across the modules.

Campus-based delivery mode:

- Students will attend interactive lectures where they will be expected to contribute having done some preparatory reading.
- Students will participate in one-to-one tutorials and in group activities where they will work to engage with learning activities.
- Students will engage in and contribute to practical sessions.
- Students will organise and conduct field data collection, analysis and interpretation.
- Students will work independently to research the relevant literature predominantly using electronic databases and search engines as well as the resources of the on-site Library.
- Students will complete directed activities/ formative assessments which will inform the content of scheduled sessions, providing opportunities for feedback.
- Students will participate in practical workshops to experience/develop the skills required in, for example, planning for and managing responsible tourism enterprises.
- Students will engage in practical tasks associated with real-life businesses, for example developing an environmental management system for a tourism enterprise.
- Students will have the opportunity to attend module related fieldtrips

Learning will be in person. Students are expected to attend timetabled face-to-face learning and teaching activities. Live lectures will be recorded.

Distance learning delivery mode:

- Students have the opportunity to attend a live synchronous induction or to attend the face to face induction in Leeds.
- Students have the opportunity to attend face-to-face networking events and guest lectures organised by the course team on an ad hoc basis.
- Weekly online content is supported by 1 hour of synchronous contact time.
- Students will be expected to contribute to online discussions and to have done some preparatory reading.
- Students will organise and conduct field data collection, analysis and interpretation.
- Students will work independently to research the relevant literature using electronic databases and search engines.
- Students will complete directed activities/formative assessments, providing opportunities for feedback.
- Students will engage in practical tasks associated with real-life businesses, for example developing an environmental management system for a tourism enterprise.

The content of the online modules is written by Leeds Beckett staff and is tailor-made for the course in an accessible writing style, providing self-directed tasks, recorded presentations and sign-posting students to a range of websites and readings that are all provided via the VLE. The online modules are supported with clear instructions outlining learning outcomes and assessment requirements. The readings are a mix of academic journals, book chapters and government and industry reports and all the recommended and optional readings are available to students via the VLE. Where relevant, the recorded lecture presentations will be supported by video content, such as TED talks, films, documentaries and YouTube clips. This supplementary material is provided by the course team with interpretation which explains the purpose and usefulness of the content.

## Your Modules

This information is correct for students progressing through the programme within standard timescales. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. 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.

### Full Time, Campus Based:

#### A total of 60 credits

Level 7	
Semester 1	Core (Y/N)
Options from: <ul style="list-style-type: none"><li>• Communities, Culture and Heritage (20 credits)</li><li>• Marketing Responsible Tourism (20 credits)</li><li>• Natural Resources and Environmental Management (20 credits)</li><li>• Local Economic Development and Poverty Reduction (20 credits)</li></ul>	N

**Part Time, Campus Based:**

**A total of 60 credits across three semesters**

<b>Level 7</b>			
<b>Year 1</b>			
<b>Semester 1</b>	<b>Core (Y/N)</b>	<b>Semester 2</b>	<b>Core (Y/N)</b>
Two options from: <ul style="list-style-type: none"><li>• Communities, Culture and Heritage (20 credits)</li><li>• Marketing Responsible Tourism (20 credits)</li><li>• Natural Resources and Environmental Management (20 credits)</li><li>• Local Economic Development and Poverty Reduction (20 credits)</li></ul>	N	Options from: <ul style="list-style-type: none"><li>• Destination Management: Roles and Responsibilities (20 credits)</li><li>• Ethical Tourism Business Management (20 credits)</li></ul>	N
<b>Year 2</b>			
<b>Semester 1</b>	<b>Core (Y/N)</b>	<b>Semester 2</b>	<b>Core (Y/N)</b>
Two options from: <ul style="list-style-type: none"><li>• Communities, Culture and Heritage (20 credits)</li><li>• Marketing Responsible Tourism (20 credits)</li><li>• Natural Resources and Environmental Management (20 credits)</li><li>• Local Economic Development and Poverty Reduction (20 credits)</li></ul>	N		



### Part Time Distance Learning, September Start:

Level 7	
Trimester 1	Core (Y/N)
Responsible Tourism Theory & Practice (20 credits)*	Y
Trimester 2	Core (Y/N)
One option from: <ul style="list-style-type: none"><li>Natural Resources and Environmental Management (20 credits)</li><li>Local Economic Development and Poverty Reduction (20 credits)</li></ul>	N
Trimester 3	Core (Y/N)
One option from: <ul style="list-style-type: none"><li>Communities, Culture and Heritage (20 credits)</li><li>Destination Management: Roles and Responsibilities (20 credits)</li></ul>	N

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

\* Part time students will take the modules as listed above unless transferring from the full time mode of delivery, in which case Responsible Tourism Theory & Practice will not be required as a core module.

### Part Time Distance Learning, January Start:

Level 7	
Trimester 2	Core (Y/N)
Responsible Tourism Theory & Practice (20 credits)*	Y
Trimester 3	Core (Y/N)
One option from: <ul style="list-style-type: none"><li>Communities, Culture and Heritage (20 credits)</li><li>Destination Management: Roles and Responsibilities (20 credits)</li></ul>	N
Trimester 1	Core (Y/N)
One option from: <ul style="list-style-type: none"><li>Marketing Responsible Tourism (20 credits)</li><li>Ethical Tourism Business Management (20 credits)</li></ul>	N
Trimester 1	Core (Y/N)
Research Methods (20 credits)	Y

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

\* Part time students will take the modules as listed above unless transferring from the full time mode of delivery, in which case Responsible Tourism Theory & Practice will not be required as a core module.

## Assessment Balance and Scheduled Learning and Teaching Activities

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

On this course students will be assessed by coursework predominantly with some practical assessments.

### Workload

Overall Workload	
Teaching, Learning and Assessment	108 hours
Independent Study	492 hours
Placement	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.

## **Student Services**

If you have any questions about life at University, call into our Student Services Centre at either campus or contact Student Advice directly. This team, consisting of trained officers and advisers 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. They also work on a wide range of projects throughout the year all designed to enhance your student experience and ensure you make the most of your time with us. Student Advice are located in the Student Services Centre in the Leslie Silver Building at City Campus and on the ground floor of the Priestley Building at Headingley Campus. The team can also be contacted via email at [studentadvice@leedsbeckett.ac.uk](mailto:studentadvice@leedsbeckett.ac.uk), telephone on 0113 812 3000, or by accessing our online chat link, available on the student homepage.

## **Support and opportunities**

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.