



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

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

**Course Code: BITMM**

**2026/27**

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

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

## Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 01/2026

### General Information

<b>Award</b>	<p>Bachelor of Arts with Honours International Tourism Management with Marketing</p> <p>If you opt to undertake a full year placement and this is completed successfully you will have the words 'with placement year' added to the award title including for any contained awards that you are eligible for.</p>
<b>Contained awards</b>	<p>Bachelor of Arts International Tourism Management with Marketing (Level 6)</p> <p>Diploma of Higher Education International Tourism Management with Marketing (Level 5)</p> <p>Certificate of Higher Education International Tourism Management with Marketing (Level 4)</p>
<b>Awarding body</b>	<p>Leeds Beckett University</p>
<b>Level of qualification and credits</b>	<p>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).</p> <p>If you have opted to undertake a full year placement and complete this successfully you will achieve an additional 120 credit points at level 5. This will be included in your transcript.</p>
<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:</p> <ul style="list-style-type: none"><li>• 3 years (full time, campus based)</li><li>• 4 years (full time, campus based, with placement year)</li></ul>
<b>Location(s) of delivery</b>	<p>The majority of teaching will be at Headingley campus but on occasion may be at City campus.</p>
<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: <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: <a href="mailto:AdmissionsEnquiries@leedsbeckett.ac.uk">AdmissionsEnquiries@leedsbeckett.ac.uk</a>.</p>

**Course fees**

Course fees are confirmed in your offer letter. A breakdown of any additional costs is included on the online prospectus entry for this course.

Fees enquiries may be directed to [Fees@leedsbeckett.ac.uk](mailto:Fees@leedsbeckett.ac.uk).

**Policies, Standards and Regulations**

<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>

At Level 4, the curriculum does not follow usual university regulations by following a modular structure. Instead, students will be assessed against the Level Learning Outcomes through six pre-mapped projects. Learning and teaching in these projects will be based around looking at tourism in an unfiltered way and from the perspectives of the many groups involved in the industry. Building a solid foundation for your degree will be paramount and will include understanding the contexts of tourism, acquiring, and developing skills to support your studies and the fostering of a creative and critical mindset.

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

The Institute of Travel and Tourism (ITT)

**Accreditation/recognition summary**

The Carnegie School of Sport 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 prize. Students can access student membership of the ITT and benefit from access to guest speakers, industry expertise and can apply to become a Student Ambassador of the ITT.

**'In Year' Work Placement Information****Summary**

The course contains an optional placement year. This is taken between the second and third year of your degree, typically making your course four years in total.

Students will undertake a minimum 40-week placement in between their second and final year of study. Students can also complete a credit-bearing module attached to the placement year where learning is assessed by producing an analytical report about the host organisation's operations.

Students may engage with up to 80 hours of experiential and/or work-based learning which may include working or volunteering in an appropriate 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 a critical reflection of achievement within an optional module entitled “Future Prospects.”

Students who choose the placement year find it helps with both their studies and securing graduate-level employment after completing their degree. It can build your confidence, network of contacts, and of course your CV.

### **Placement Delivery**

The central employability team and the course team work together to develop and advertise lots of placement opportunities for you and provide support in helping you find the right placement. Typical placements on offer include working at attractions, hotels, tour operators, destination management organisations and airlines.

### **Location**

Students may be placed with various local, regional, national, or international organisations.

### **Approval**

Whilst students source their own placements, they will need to meet requirements which will be outlined before module enrolment.

### **Timetable**

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.

### **Key Contacts**

**Your course director**

Dr Lisa Gorton

**Your course administrator**

Your Course Administrator can be contacted on  
[ETHMUGadmin@leedsbeckett.ac.uk](mailto:ETHMUGadmin@leedsbeckett.ac.uk)

## 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 course aim is to foster responsible marketing in the field of tourism and to provide you with a positive and transformative higher education experience that encourages your personal growth and development. We aim to inspire curiosity, motivation, and a passion for exploring the diverse aspects of tourism and marketing. Our goal is to nurture critical thinking and innovation, empowering you to question existing marketing and management practices and generate creative ideas that enhance tourism for all stakeholders.

Throughout the course, you will gain a comprehensive understanding of the social and ethical impact of tourism, enabling you to devise strategies for its responsible marketing. Recognizing the dynamic and interconnected nature of the global tourism industry, we will support your ability to collaborate effectively with diverse stakeholders, generate innovative concepts, and communicate complex ideas to various audiences. The development of key skills such as creativity, communication, entrepreneurship, critical thinking, and collaboration will be emphasized.

You will analyse the intricate complexities of tourism and propose innovative and sustainable marketing solutions that strike a balance between industry needs, local communities, and environmental considerations. Our course encourages you to think differently, envisioning a better world for tourism.

In the current context, it is crucial to embrace new perspectives and approaches in tourism. Therefore, we aim to cultivate graduates who are resilient, entrepreneurial, and resourceful, capable of driving positive change within the industry. We prioritize your wellbeing and dedicate curriculum time to building resilience while supporting your self-directed learning and development.

Through continual self-reflection and evaluation, you will create a personal and professional development plan, fostering intellectual, personal, and professional growth. Our diverse team of esteemed academics, industry practitioners, and educationalists will provide guidance and support as we collectively navigate new frontiers in tourism.

Upon completion of this course, you will possess the knowledge, skills, and mindset necessary to make a positive impact in the field of tourism and continue your lifelong journey of growth and contribution.

## Course learning outcomes

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

1	adopt an analytical and creative approach so that they can propose robust, innovative, and well-reasoned marketing and management solutions in the context of the complex challenges within the contemporary, global tourism industry.
2	demonstrate enhanced cross-cultural competency by their ability to work effectively in diverse teams and communicate complex ideas to a variety of target audiences, drawing on a nuanced understanding of cultural contexts
3	demonstrate a range of interdisciplinary skills including creative idea generation, communication, entrepreneurship, critical thinking, and collaboration to identify, propose and implement appropriate processes, solutions or innovations that contribute towards positive change within the tourism industry
4	demonstrate a commitment to ongoing personal and professional development that regularly incorporates self-reflection and evaluation. A long-term growth mindset will be displayed with evidence that students have developed resilience, agility, and flexibility as new life-long learners
5	identify, design, and use appropriate and innovative research methods, technology, and digital tools effectively to analyse and evaluate a wide range of tourism marketing data, drawing appropriate conclusions, reaching informed decisions, and enhancing existing knowledge and practice
6	demonstrate a nuanced and in-depth understanding of the complex ethical and social responsibilities of tourism marketing practitioners, including the ability to appreciate and respect diverse ethical stances of all involved in tourism.

## Teaching and Learning Activities

### Summary

In this course, we believe that learning should be a transformative experience that changes how you see the world of tourism. We will encourage you to question your assumptions and beliefs about the global tourism industry and consider new knowledge that you will construct through discussions and exchanges with others who have diverse backgrounds and views. You will gradually extend and deepen your understanding of the industry as you face different challenges and opportunities.

Transformative learning means not just gaining knowledge, but also taking action based on what you have learned. You will have the chance to apply your new perspectives and knowledge to real-life situations. In addition, we will use Problem-based learning (PBL). PBL is a way of learning that focuses on real-life problems. We will use it to help you develop skills in solving problems, learning on your own, and working with others. At times, you will work in small groups to investigate and propose solutions to problems that are relevant to you. PBL can also help you adopt a more open-minded and flexible perspective that can be applied to different disciplines and methods.

The course also values interdisciplinary learning. We will bring together different subjects like geography, economics, management, psychology, and more to understand tourism from various angles. Guest speakers from different industry sectors will share their insights too, giving you a broader view. You will also learn about research methods and how to conduct interdisciplinary research in tourism. We will introduce you to

innovative tools and techniques for analysing tourism data so that your decisions are well-justified and ethically sound. Throughout the course, you will have lots of opportunities for feedback and guidance to help you improve your skills.

We want you to reflect on your own growth and development throughout the course. You will engage in self-directed activities, such as study groups and online courses, to expand your knowledge. Field trips, internships, volunteering opportunities and community engagement will expose you to different tourism contexts. You will also develop your reflective practice skills through feedback and journaling. In your final year, you will work on a team-based capstone project that highlights your problem-solving abilities across multiple areas of tourism.

We have made the assignments real and fair for everyone. They won't favour any specific culture or gender, and we'll explain them clearly. You'll be able to use your own experiences and what you know to do well in them.

Overall, this course is designed to help you learn, grow, and have influence in the world of tourism.

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

## 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.

Our BA (Hons) International Tourism Management with Marketing degree has a unique structure that is different from traditional courses. We designed it this way with a few important reasons in mind:

- 1. Thriving at university:** We want to support our students' mental health and wellbeing. Research shows that many students struggle with mental health issues, so we have created a structure that prioritizes wellbeing and helps you feel connected and supported.
- 2. Breaking down barriers:** We aim to move away from learning in separate modules where it can be hard to see how things connect. Our new structure encourages a more integrated approach, where you can see how different topics and skills relate to each other.
- 3. Developing skills:** We believe that developing skills is crucial for your future success. We have carefully designed the curriculum to focus on skill-building. You will have opportunities to practice collaboration, problem-solving, and creativity, amongst many others. Plus, we have removed high-stakes assessments in the first year, so you can feel comfortable trying new things and learning from mistakes.
- 4. Employability focus:** We want to prepare you for the working world. Throughout the course, you will have chances to network, meet industry experts, and work with industry partners. We also offer credit-bearing opportunities like work experience and volunteering, as well as critical action weeks where you can work on

meaningful projects with charities and community partners. If taken, all these opportunities will make you a stand-out graduate when you take your first steps onto the career ladder.

Our learning approach in the first two years revolves around four projects each year, lasting six weeks each. There are also two supporting strands of skills development which are threaded throughout the entire year. The four projects are based on real-world challenges in the tourism industry, like climate change and social media. You will receive a detailed scheme for each project, outlining what you need to know and do. Each project will have a dedicated session to explain the requirements and provide criteria for success.

We see assessment as a way to improve your learning journey. You will receive extensive feedback tailored to each project, and there will be debriefing sessions where you can share your experiences and reflect on what you have learned. By organizing learning in this way, we aim to give you practical opportunities to build knowledge and apply your skills. You will receive clear guidance, timely feedback, and reflective sessions to enhance your learning experience and help you succeed in your studies.

In your final year of study, you get to choose which areas you would like to specialise in from a wide-ranging choice that encompasses niche areas of tourism like gastronomy tourism or leadership skills within adventure tourism. Alternatively, you can further build your entrepreneurial talents or examine more closely the ethics of tourism. Every student gets the chance to work alongside industry on a real-life project, helping you bridge the gap between studies and the world of work, exactly when you need it most.

#### Level 4

##### ***Compulsory modules***

<b>Module title</b>	<b>Credits</b>	<b>Semester/ teaching period</b>
Level 4 Tourism 1	60	Semester 1
Level 4 Tourism 2	60	Semester 2
Number of credits of compulsory modules	120	

##### ***Option modules***

None

#### Level 5

##### ***Compulsory modules***

<b>Module title</b>	<b>Credits</b>	<b>Semester/ teaching period</b>
Destination Development	20	Semester 1
Technology in Tourism	20	Semester 1
The Tourism Design Challenge	20	Semester 2
Digital Marketing	20	Semester 2
Well Connected	20	Semester 1 and 2
The Research Skills Lab	20	Semester 1 and 2
Number of credits of compulsory modules	120	

### **Option modules**

None

### **Level 5 Placement Year**

#### **Compulsory modules**

<b>Module title</b>	<b>Credits</b>	<b>Semester/ teaching period</b>
CSS Placement Year	120	Semester 1 and 2
Number of credits of compulsory modules	120	

### **Level 6**

#### **Compulsory modules**

<b>Module title</b>	<b>Credits</b>	<b>Semester/ teaching period</b>
Recovery Marketing Communications	20	Semester 1
Storytelling For Brand Experiences	20	Semester 2
Consultancy Project	40	Semester 1 and 2
Number of credits of compulsory modules	80	

#### **Option modules**

<b>Module title</b>	<b>Credits</b>	<b>Semester/ teaching period</b>
Food And Drink Tourism	20	Semester 1
Tourism In The Global South	20	Semester 1
Practical Workplace Solutions	20	Semester 1
Future Prospects	20	Semester 2
Individual Project	20	Semester 2
Entrepreneurship	20	Semester 2
Leadership Through Adventure	20	Semester 2
Number of credits of option modules a student should choose	40	

### **Assessment 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

### **Level 4**

Level 4 is assessed by practical assessments.

### **Level 5**

Level 5 is assessed by a broadly even split of coursework and practical assessments.

The Level 5 placement year is assessed by coursework.

### **Level 6**

Level 6 is assessed by a broadly even split of coursework and practical assessments.

## Workload

Overall Workload	Level 4	Level 5	Level 5 placement (if chosen)	Level 6
Teaching, learning and assessment	288 hours	288 hours	0 hours	234 hours
Independent study	912 hours	912 hours	0 hours	878 hours
Placement	0 hours	0 hours	1,400 hours	80 hours (optional work based learning module)