



LEEDS
BECKETT
UNIVERSITY

Course Specification

**BA (Hons) International
Tourism Management**

Course Code: ITOUR

2026/27

BA (Hons) International Tourism Management (ITOUR)

Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 01/2026

General Information

Award	Bachelor of Arts with Honours International Tourism Management 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.
Contained awards	Bachelor of Arts International Tourism Management (Level 6) Diploma of Higher Education International Tourism Management (Level 5) Certificate of Higher Education International Tourism Management (Level 4)
Awarding body	Leeds Beckett University
Level of qualification and credits	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). 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.
Course lengths and standard timescales	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is: <ul style="list-style-type: none">• 3 years (full time, campus based)• 4 years (full time, campus based, with placement year)
Location(s) of delivery	The majority of teaching will be at Headingley campus but on occasion may be at City campus.
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: https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/ Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk .
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 .

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 also 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

Course Overview

Aims

In this course, we believe that higher education should be a positive experience that helps you grow as a person. We want to inspire you to be curious, motivated, and eager to develop yourself, so our course creates an environment where you can explore your interests and passions in the field of tourism. We want you to question the way things are done and produce innovative and creative ideas that improve tourism for everyone involved. You will learn to evaluate the social and ethical impact of tourism and create strategies for sustainable development. You will have practical experiences in planning and managing sustainable tourism, including measuring its impact.

We want you to understand that the global tourism industry is dynamic and interconnected. It is also complicated and challenging at times. To thrive within such an industry, we will help you develop your ability to collaborate with diverse stakeholders, to generate creative and innovative concepts, and to communicate complex ideas to different audiences.

We will help you develop important skills like creativity, communication, entrepreneurship, critical thinking, and collaboration. You will analyse and evaluate the complexities of tourism and propose innovative and sustainable solutions. When you do this, we want you to find a balance between the needs of the industry, local communities, and the environment. Our course encourages you to think differently and imagine a better world for tourism.

We think it has never been more important to find new ways of thinking and doing in tourism, so we want our graduates to be as resilient, entrepreneurial, and resourceful as possible. In this way, you can play your full part in bringing about positive change to the world of tourism. We value your wellbeing and we devote time in our curriculum to building your resilience and we support you to take charge of your own learning and development. Through a continual journey of self-reflection and evaluation, you will create a personal and professional development plan that will help you grow intellectually, personally, and professionally. A diverse team of leading academics, ex-industry practitioners and educationalists will be on hand to support this journey towards a growth mindset, as we all navigate new territories for tourism together.

By the end of this course, you will be equipped with the knowledge, skills, and mindset to make a positive impact in the world of tourism and to continue growing throughout your life.

Course learning outcomes

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

1	demonstrate a critical understanding of the multi-faceted and interdependent nature of the global tourism industry, its diverse stakeholders, and the socio-economic and environmental impacts of tourism in different contexts
2	demonstrate enhanced cross-cultural competency by their ability to work effectively in diverse teams and communicate complex ideas to a variety of 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 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 planning and management 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 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

Module title	Credits	Semester/ teaching period
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

Module title	Credits	Semester/ teaching period
Destination Development	20	Semester 1
Technology in Tourism	20	Semester 1
The Tourism Design Challenge	20	Semester 2
Managing Risk in an Uncertain Tourism World	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

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

Level 6

Compulsory modules

Module title	Credits	Semester/ teaching period
Tourism Futures	20	Semester 1
Consultancy Project	40	Semester 1 and 2
Number of credits of compulsory modules	60	

Option modules

Module title	Credits	Semester/ teaching period
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
Storytelling For Brand Experiences	20	Semester 2
Number of credits of option modules a student should choose	60	

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)