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BECKETT  
UNIVERSITY

# Course Specification PG Certificate Responsible Tourism Management

Course Code: PCRTM

2026/27

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# PG Certificate Responsible Tourism Management (PCRTM)

## Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 11/2025

### General Information

<b>Award</b>	Postgraduate 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>	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"><li>• 12 months (part time, distance learning)</li></ul>
<b>Part time study</b>	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 from that defined within this information set but the modules offered within each level are consistent. Please note that a work placement option is not generally available to PT students.
<b>Location(s) of delivery</b>	Distance Learning
<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="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>  Admissions enquiries may be directed to: <a href="mailto:AdmissionsEnquiries@leedsbeckett.ac.uk">AdmissionsEnquiries@leedsbeckett.ac.uk</a> .
<b>Course fees</b>	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 <a href="mailto:Fees@leedsbeckett.ac.uk">Fees@leedsbeckett.ac.uk</a> .

### Policies, Standards and Regulations

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

Standard regulations apply to this course.

## **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**

Events, Tourism and Hospitality Management is recognised as a centre of Excellence by the Institute of Travel and Tourism (ITT). Recognition signifies that the University 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.

## **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**

[ETHMPGadmin@leedsbeckett.ac.uk](mailto:ETHMPGadmin@leedsbeckett.ac.uk)

## 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.

- Students have the opportunity to attend face-to-face networking events and guest lectures organised by the course team on an ad hoc basis.
- 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.

## Level 7

### **Compulsory modules**

<b>Module title</b>	<b>Credits</b>	<b>Semester/ teaching period</b>
Responsible Tourism Theory & Practice	20	Trimester 1 – Year 1
Destination Management: Roles and Responsibilities	20	Trimester 2 – Year 1
Local Economic Development and Poverty Reduction	20	Trimester 3 – Year 1
Number of credits of compulsory modules	60	

### **Option modules**

None

## **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 7**

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

### **Workload**

<b>Overall Workload</b>	<b>Level 7</b>
Teaching, learning and assessment	108 hours
Independent study	492 hours
Placement	0 hours