



LEEDS
BECKETT
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Course Specification PG Certificate International Tourism Management

Course Code: PITMC

2026/27

leedsbeckett.ac.uk

PG Certificate International Tourism Management (PITMC)

Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 11/2025

General Information

Award	Postgraduate Certificate International Tourism Management
Awarding body	Leeds Beckett University
Level of qualification and credits	Level 7 of the Framework for Higher Education Qualifications, with 60 credit points at Level 7 of the Higher Education Credit Framework for England.
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: • 6 months (full time, campus based) • 18 months (part time, campus based)
Part time study	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.
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/>

Standard regulations apply to this course.

Professional Accreditation or Recognition Associated with the Course

Professional body

None

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

Course Overview

The PG Certificate in International Tourism Management programme offers students an opportunity to gain the skills and knowledge required to develop careers at a senior level in the tourism industry, building on their undergraduate degree and/or professional experience. The course will prepare students to be effective tourism leaders and decision-makers by providing them the opportunity to evaluate and apply concepts, theories, models, and global trends that influence the tourism industry and international developments, drawing from academic disciplines such as strategic management, marketing, human resource management, destination, planning and resilience, as well as sustainability and socio-cultural insights.

This course will appeal to students with a first degree in tourism management, as well as those whose first degree is not in tourism management but who now aspire to a career in tourism. It is also suitable for individuals who do not have an undergraduate degree but have experience in the tourism industry or are currently working in it.

The PG Certificate in International Tourism Management course will provide opportunities for students to develop a portfolio of work that exemplifies their transferable critical and evaluative skills. Additionally, through real-world case studies, research, and interactions with the tourism industry, students will become aware of the global and local challenges that affect the tourism industry at a strategic level. Students will enhance their ability to research complex situations, think strategically, propose solutions for the tourism industry, and/or prepare the groundwork to undertake further study at the doctoral level.

Aims

The aims of the PG Certificate in International Tourism Management course are to enable students:

- To research and apply a range of management concepts including strategy, marketing, human resources, destination planning, and resilience within an international tourism context.
- To develop an in-depth critical awareness of the current and future international and local political, social, cultural, environmental, economic, and ethical forces that inform tourism leaders and enable them to advance tourism businesses and/or the industry.
- To equip students with the skills to develop and critically evaluate valid and reliable methods of enquiry and/or instruments to collect and analyse data relevant to the tourism sector.
- To critically examine and evaluate advances in current theories, strategies, and methodologies for an extended piece of research and for the purposes of making informed recommendations for the tourism industry.

Course learning outcomes

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

1	Critically explain, challenge, and apply management concepts to international tourism organizations and tourism destinations.
2	Demonstrate a critical awareness of current issues in the tourism industry which is informed by research and practice.
3	Critically examine and evaluate the impact current and future forces have on tourism at both international and destination levels.
4	Critically, explain, challenge, and apply key academic concepts to a range of complex situations and investigate contemporary issues facing tourism destinations.
5	Evaluate complex strategic issues facing international tourism organisations as well as destinations and develop appropriate responses to these issues.

Teaching and Learning Activities

Summary

Teaching methods used within the course are diverse and provide variety to the student learning experience; students will attend lectures and participate in small-group seminars, workshops and tutorials.

Each module will normally involve a total of 36 hours of contact. In support of their studies, students will also conduct their own research on the topics in question, consult digital and other information resources and complete directed readings and other tasks. Teaching activities have been selected to represent a challenging and stimulating diet of activities for the student. The following learning and teaching activities will be used across the modules:

- Students will attend interactive lectures where they will be expected to contribute having done some preparatory reading in advance;
- Students will participate in tutorials where they will work in small groups to engage with learning activities;

- Students will work independently to research the relevant literature predominantly using electronic databases and search engines;
- Students will complete directed activities and formative assessments which will inform the content of scheduled sessions, providing opportunities for feedback;
- Examples of classroom activities include: seminar discussions around contemporary issues and group activity evaluating global, national and local issues that hospitality businesses are immersed in, driven by and can transform;
- External visits to hospitality businesses and guest industry speakers to provide 'real world' context that will support understanding of key issues, concepts and theories.

These activities are shown in Module Handbooks which are uploaded to the Virtual Learning Environment (VLE) known as MyBeckett. Individual and group learning contracts may be used within the course, where appropriate, as a method of planning student work.

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.

Level 7 – Full Time

Compulsory modules

Module title	Credits	Semester/ teaching period
Developing Strategy	20	Semester 1
Tourism and Society	20	Semester 1
Tourism Marketing Management	20	Semester 1
Number of credits of compulsory modules	60	

Option modules

None

Level 7 – Part Time

Compulsory modules

Module title	Credits	Semester/ teaching period
Tourism and Society	20	Semester 1
Number of credits of compulsory modules	20	

Option modules

Module title	Credits	Semester/ teaching period
Tourism Marketing Management	20	Semester 1 – Year 1
Crisis Management and Building Resilience	20	Semester 2 – Year 1
Destinations: Impacts and Policy	20	Semester 2 – Year 1
Developing Strategy	20	Trimester 1 – Year 2
Human Resource Management	20	Trimester 2 – Year 2
Number of credits of compulsory modules	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 7

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

Workload

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