



**LEEDS
BECKETT
UNIVERSITY**

Course information for applicants

This information applies to the course as it will be delivered to students starting the course in 2027/28.

Information provided here was confirmed on 07/09/2026

General information

Programme code

BITMM

Target award

If you complete this course successfully you will be eligible for the award of:

BA (Hons) International Tourism Management with Marketing

Delivery mode

- ☒ On campus
☐ Distance learning

Where you will study

The majority of teaching will be at Headingley campus but on occasion may be at City campus.

Professional accreditation or recognition

Professional body

The Institute of Travel and Tourism (ITT)

Summary of the accreditation or recognition

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.

Awarding body

Leeds Beckett University

Regulator

Office for Students

Level of qualification

Level 6 of the Framework for Higher Education Qualifications

Course duration

If you are made an offer of a place on the course, your offer letter will include the start date.

This course can be studied:

3 years full-time

4 years full-time with a placement year

Work placement

The course contains an optional placement year. This is taken between the second and third year of the course.

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.

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

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

Entry requirements

Admissions criteria are available on the online prospectus entry for this course.

If you have previous relevant qualifications or experience, you could be exempt from certain parts of your course.

Recognition of prior learning (RPL) allows you to start your course at a point appropriate to the learning and skills that you may have developed in a professional, vocational or community setting.

Find out more here: <https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning>

If you have questions about entry requirements and admissions, contact AdmissionsEnquiries@leedsbeckett.ac.uk

Course fees

Course fees and a breakdown of any additional costs is included on the online prospectus entry for this course.

If you have questions about fees for this course, contact Fees@leedsbeckett.ac.uk

Timetable

You will receive your full timetable for the year during induction week.

What you will study

Course 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.

Teaching and learning activities

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.

Course structure

This information is correct for students progressing through the course within standard timescales. If you have to repeat study or take time out during your course, you may be taught alternative modules which meet the overall course learning outcomes.

The option modules listed may vary. Those listed here are likely to be offered in a typical year.

Level 4

Compulsory modules

Module title	Credits	Semester/teaching period
Level 4 Tourism 1	60	Semester 1
Level 4 Tourism 2	60	Semester 2
Total number of credits of compulsory modules:	120	

Level 5

Compulsory modules

Module title	Credits	Semester/teaching period
Destination Development	20	Semester 1
Digital Marketing	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
Total number of credits of compulsory modules:	120	

Placement year

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

Level 6

Compulsory modules

Module title	Credits	Semester/teaching period
Storytelling For Brand Experiences	20	Semester 1
Recovery Marketing Communications	20	Semester 2
Consultancy Project	40	Semester 1 and 2
Total number of credits of compulsory modules:	80	

Option modules

Module title	Credits	Semester/teaching period
<i>One option from:</i>		
Food And Drink Tourism	20	Semester 1
Tourism In The Global South	20	Semester 1
Practical Workplace Solutions	20	Semester 1
<i>One option from:</i>		
Future Prospects	20	Semester 2
Individual Project	20	Semester 2
Entrepreneurship	20	Semester 2
Leadership Through Adventure	20	Semester 2
Total number of credits of elective modules a student must enrol on:	40	

Assessment and feedback

The balance of assessment may change depending on which option modules you choose.

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.

Placement year

The placement year is assessed entirely by coursework.

Level 6

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

Workload

You can expect to spend a total of 100 hours learning per 10 credits.

Typically, a student on this course can expect to divide their time like this:

Overall workload	Level 4	Level 5	Placement year (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 study	0 hours	0 hours	1,200 hours	80 hours (optional work based learning module)