



why the ICRT at LeedsMet?

The International Centre for Responsible Tourism (**ICRT**) at [Leeds Metropolitan University](#) is a post-graduate training and research centre. The **ICRT** has played a leading role in the responsible tourism and hospitality movement through research and development work with the industry and government, and our students are themselves playing leading roles in this movement. Our teaching is grounded in industry consultancy and research. For some background to the **ICRT's** work, see the sites on the left.

The MSc in Responsible Tourism Management is taught by [Professor Harold Goodwin](#), [Dr Xavier Font](#) and [Dr Janet Cochrane](#) and visiting faculty, all of whom are active in tourism businesses, government, the media, campaigns, national or international consultancy or research. For details of some of the visiting faculty, visit the [Associates](#) page. Harold Goodwin teaches a significant amount along with Xavier Font and Janet Cochrane - this course is taught by expert practitioners and we provide high quality tutor support via email, Skype and telephone. Face-to-face support is provided through seminars in Leeds and London - and where appropriate elsewhere.

This course tackles the key issue of how to use tourism to create better places for people to live and work, and for people to visit.

The course adopts a 'triple bottom line' approach to sustainable development - economic, social and environmental - and is market orientated, looking at both supply and demand issues. For a definition of Responsible Tourism see the [Cape Town Declaration on Responsible Tourism in Destinations](#) - Harold was co-chair of the conference.

The **ICRT** works with the Federation of Tour Operators on training and curriculum development and has undertaken policy development and training on responsible tourism in destinations in Asia, Africa, the Middle East and Latin America as well in Europe. The course is international and case studies are drawn from five continents - the principles of responsible tourism are as applicable in London as they are in a village in Vietnam. All of the staff are active in research and consultancy, and course participants benefit from this cutting-edge knowledge and faculty contacts.

The course has a highly practical orientation and is designed for people who want to make a difference in improving tourism, whether in the private or public sector. The course mainly attracts young professionals and career change or career development professionals in their thirties and forties. Participants come from the UK, other parts of Europe, Africa, Asia, Australia and the Americas and from a wide range of educational and professional backgrounds - some already have a Masters degree, and some come with a wealth of practical experience.

The course is interdisciplinary and is designed to train and enable experts in responsible tourism management. The individual courses are designed to provide a specific range of knowledge and develop particular skills and they fit together to create a unique post-graduate training offer.

The course is relevant to anyone who wants to achieve responsible tourism objectives from the perspective of economic development, conservation, heritage, business, the environment or communities. It is clear from the [alumni](#) page that graduates go on to a great many different and interesting jobs and activities - many of our graduates are achieving real change.

The [alumni](#) page carries email addresses for former students - email them and ask what the course was like for them.



The course has been structured to enable students to participate intensively whilst following independent programmes of study. We recognise that at Masters level, students generally need to work to maintain themselves while they study and we have therefore designed the course to enable you to work and study part- or full-time. For overseas students studying full-time, the ICRT will endeavour to arrange internships to widen their experience of developing responsible tourism. The course has been designed to meet the learning needs and financial needs of students in the most flexible way possible whilst still delivering a high quality programme.

Some of our modules are available as distance learning. You must enrol on and begin the course in either September or January, starting with the Responsible Tourism Principles and Practice module. The remaining modules can be taken at your convenience throughout the remainder of the course, although each has a specific start and end date. The modules have been planned so that you complete each one within 14 weeks of your start date, optimally studying a full day or three evenings per week. We offer group learning experiences as support for the distance learning modules once or twice per year, although many students complete the distance learning modules with only tutor support, which is available on a flexible basis throughout the year.

Face-to-face modules are taught during intensive courses lasting one week or two weekends, with dates published well in advance so you can plan ahead. It is possible for students living overseas to take all the face-to-face modules in the same year, which means they only have to move to the UK for a concentrated three month period.

In addition to the class contact time, we organise professional learning and networking events such as optional field trips, an annual conference in mid-July, an annual social event in London on the Wednesday night of World Travel Market - World Responsible Tourism Day - and a series of guest lectures in Leeds, which are also available online for students and alumni. Masters students can also attend high-value lectures from visiting academics and tourism practitioners at the Centre for Tourism and Culture Change within Leeds Met.

Assessment at ICRT is practical and industry-oriented. Although an understanding of the theoretical underpinning to responsible tourism is essential, you can apply the assessment to your current work needs, helping you advance the responsible tourism agenda and application in your company, or if you study full time we will do our best to help you find real life situations where you can make a difference through your work. For your final assignment you can choose to write a Dissertation or a Professional Report. We recognise that it is this piece of work which often determines your next career move.

This course has been designed to be as flexible as possible and to meet the needs of a wide variety of students, offering a high quality learning experience while allowing students to complete an MSc while working. The modules are accompanied by on-line learning material, and we recommend a few core texts to buy to supplement these. However, studying full-time or part-time while working in Leeds means you can make the most of our facilities:

- You will have access to the Library with its extensive learning resources, and to a range of study skills courses.
- You can attend the introductory Responsible Tourism Management Principles and Practice module face-to-face in both first and second semesters.
- You can join a weekly study/reading group
- You will be part of an academic community which includes around 10 Responsible Tourism PhD students, and be invited to relevant activities organised for them including guest lectures and research methods training
- You can access the World Tourism Organization depository library (distance learning access is also available)



Why choose Leeds Met?

Leeds Met has over 52,000 students, making us one of the largest and most popular universities in the UK. Our sheer size and wealth of experience offers a broad range of opportunities. We have excellent links with employers and industry professionals and pride ourselves in providing our students with a high-quality experience and teaching of the highest order. In recent reviews we have received glowing reports from the Quality Assurance Agency, an independent body which monitors standards in all universities and colleges.

The library service has been awarded the Charter Mark for Excellence in customer service and each campus houses a resource-packed library to support your studies. You have 24 hour access to books, journals, internet-based resources, computing facilities, audio-visual equipment and services and much more. Our student portal provides access to university information and our facilities whilst at work or home, at any time of the day. You can find lecture notes, course material, on-line help and support through our X-stream intranet service.

The University also has superb social and course-related facilities. As well as excellent recreational spaces, Leeds Met Carnegie sports facilities are among the best in the country. As a student here, you can access all these facilities by purchasing a Sports Pass.

Leeds Met is an ethical and engaged university and works in partnership with local firms, as well as other universities and big businesses across the globe. Through our work in Africa, Asia and other parts of Europe we also work on a range of projects with NGOs, and all our students have the opportunity to participate in our Global Volunteering programme. With 3,500 international students from over 120 different countries the university is focused on broadening horizons through encouraging both UK and international students to learn more about other cultures and countries.

Leeds: Live it, Love it

Leeds is a city for everyone, catering for all life styles, tastes and cultures. Centrally located in the UK and just over 2 hours by train from London, Leeds is a favourite city with students because of its exciting economic and cultural life. The city of Leeds is beautiful. If you are not admiring the architecture or enjoying one of the many grassy parks, you can busy yourself with a vast selection of galleries, museums, theatres and exhibitions.

Leeds is a multi-cultural city, evident in its population, its shops and its overall friendly feel. Like the University, the city does everything to make you feel welcome - this includes places of worship for all faiths and denominations. If you fancy a night out you can choose from over 250 bars, pubs and restaurants - there is something to meet everyone's taste! Shopaholics will also love the hustle and bustle of the city centre, just brimming with shops, arcades, stalls and markets. And with easy access to the natural and cultural heritage of Yorkshire, it's a great place to be - whether for a weekend or a year.

For further information:

Email: x.font@leedsmet.ac.uk AND xfont_24@hotmail.com Skype I.C.R.T. Tel: +44 7738297057

Please note that this leaflet is provided for information purposes only. It is intended to give a broad overview of the course and it is not intended to be, and should not be treated as, a definitive statement of the course or facilities to be provided by the University. The University reserves the right to make variations to the contents or methods of delivery, or to vary location from which a particular module may be provided, if such action is reasonably considered necessary by the University.