

Liverpool John Moores University

Title: MANAGING LEISURE AND TOURISM ORGANISATIONS
Status: Definitive
Code: **5025TEF** (103802)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Steve Burns	Y

Academic Level: FHEQ5
Credit Value: 12
Total Delivered Hours: 22
Total Learning Hours: 120
Private Study: 98

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	10
Seminar	10

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Part Seen Examination	75	2
Presentation	AS2	Group Presentation	25	

Aims

The aim of this module is to develop student knowledge and understanding of key aspects of managing a tourism and leisure organisation.

Learning Outcomes

After completing the module the student should be able to:

- 1 Appraise the importance of the tourism and leisure sector to the UK economy
- 2 Recognise the importance of performance management in the tourism and leisure industry
- 3 Evaluate the significance of a customer-focused strategy in the tourism and leisure environment
- 4 Discuss why notions of quality are of critical consideration in a tourism and leisure organisation

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

EXAM	3	4
Group Presentation	1	2

Outline Syllabus

The dynamic environment of the tourism and leisure industry is examined through incorporation of theoretical knowledge and tasks designed to develop student's understanding of management working in the tourism and leisure industry. This will be provided by developing student understanding of important concepts such as the competitive nature of the tourism industry, the tourism and leisure organisation's relationship with its customers, health & safety. and the importance of providing a 'quality' service in a competitive marketplace.

Learning Activities

Formal lectures, seminar presentations, group presentations, guest lectures

Notes

The primary aim of this module is to develop student knowledge of key aspects of managing a leisure and tourism operation. The foundation will be provided by developing student understanding of important concepts such as the competitive tourism environment, the relationship with customers, and the importance of providing a 'quality' service in a competitive marketplace.