

Liverpool John Moores University

Title: MANAGING TOURISM AND LEISURE ORGANISATIONS
Status: Definitive
Code: **5562BECTEF** (118903)
Version Start Date: 01-08-2016

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

Team	Leader
Steve Burns	Y

Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 50

Total Learning Hours: 240 **Private Study:** 190

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Seminar	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay	25	
Presentation	AS2	Group Presentation	25	
Exam	AS3	Part seen	50	2

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 Discuss the relationship between the external business environment and tourism and leisure organisations.
- 2 Source and evaluate appropriate information in order to make a management decision.
- 3 Explain the challenges of providing customer satisfaction in the tourism and leisure industry.
- 4 Discuss the relationship between quality management theory and managing tourism and leisure organisations.

Learning Outcomes of Assessments

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

CW	1	
CW	2	
EXAM	3	4

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. Operational contexts such as managing people in the service industry will be explored together with enhancing students' understanding of important concepts such as the competitive nature of the tourism industry, the tourism and leisure organisation's relationship with its customers, the importance of providing a 'quality' service in a competitive marketplace and the development of corporate social responsibility.

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. Evidence from this module may contribute to WoW certification.