

Leisure and Tourism Management Programme Outline

Certificate

- Unit 1 Introduction to Economics
- Unit 2 Leisure and Tourism
- Unit 3 Introduction to Management
- Unit 4 Business Communication
- Unit 5 Synopsis

Diploma

- Unit 1 Effective Customer Service
- Unit 2 Advertising
- Unit 3 Introduction to Marketing
- Unit 4 Public Relations in Business
- Unit 5 Synopsis

Advanced Diploma

- Unit 1 Legal Concepts in Leisure and Tourism
- Unit 2 Sales Management
- Unit 3 Strategic Planning and Analysis
- Unit 4 Information Technology Management
- Unit 5 Dissertation

The leisure and tourism industry continues to grow through diversification and international investment despite recent economic decline in other industry sectors. Growth in leisure and tourism promotes the development of emerging economies and developing nations all over the world as well as creating demand within other industry sectors such as construction and telecommunications.

Leisure and tourism has even inspired and developed new social movements that are at the forefront of modern thinking such as sustainable development, environmentalism and conservation.

An ABMA Certificate, Diploma and Advanced Diploma qualification in Leisure and Tourism Management will develop your understanding of what is required at managerial level within the leisure and tourism industry. The qualifications apply a wide range of learning relevant to this advancing industry including marketing, economics, public relations, law and information and communication technology.

Tourism plays a significant role in international commerce, creating economic change and employment all over the world. As an ABMA Leisure and Tourism Management qualification holder, you will benefit from the professional expertise and skills you have acquired and you will be helping to further stimulate an already thriving industry.

