

EMT407 Leisure and Attractions Management

Level: 4

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

EMT407 Leisure and Attractions Management will enable students to study the nature of leisure and visitor attractions, and the various forms attractions may take. It provides an opportunity to assess economic, environmental, social and technical issues, key trends and challenges faced by leisure and visitor attractions operators, and the contribution of the various management disciplines of marketing, human resource and operational management to meeting these challenges.

Topics:

- Types of Leisure and Attractions
- Role and Nature of Leisure and Attractions
- Key Stakeholders in the Leisure and Attractions Industry
- Development of Leisure and Attractions
- Management of Leisure and Attractions
- Leisure and Attractions Sales and Marketing
- Policy and Strategies to Develop the Leisure and Attractions Industry
- Case study: Singapore Tourism Board and Places of Interests in Singapore
- Case study: World Heritage Sites (Natural)
- Case study: World Heritage Sites (Cultural)
- Economic, Environmental, Social and Technical Issues
- Trends and Challenges

Textbooks:

John Swarbrooke: The Development and Management of Visitor Attractions Butterworth-Heinemann
ISBN-13: 9780750651691-AA

John Swarbrooke: The Development and Management of Visitor Attractions Butterworth-Heinemann
ISBN-13: 9780750651691

Learning Outcome:

- Compare places of leisure and attractions
- Recommend policies and strategies to develop the leisure and attractions industry
- Appraise the economic, environmental, social and technical issues of leisure attractions
- Analyze attraction needs
- Organize and manage leisure and visitor attractions, leisure sales and marketing
- Formulate strategies to effectively manage places of leisure and attraction

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
TUTOR-MARKED ASSIGNMENT	10
TUTOR-MARKED ASSIGNMENT	20
Sub-Total	30

Examinable Component	Weightage (%)
Written Exam	70
Sub-Total	70

Weightage Total **100**