

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Master Certificate in Event Tourism Strategy

Leadership Level



LAPT — London Academy of Professional Training

Address 85 Great Portland Street, W1W 7LT, London, United Kingdom

Email info@lapt.org

Telephone +44 7513 283044

Web lapt.org

Reference TT-MET-L • Travel and Tourism Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	TT-MET-L
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1	Evaluation and Impact Assessment 0 chapters65 marks
2	Financial Management 0 chapters65 marks
3	Leadership in Event Tourism 5 chapters · 18 classes85 marks • 1 Understanding Leadership Dynamics in Event Tourism — 6 classes › 1.1 Exploring Leadership Theories in Event Tourism › 1.2 Identifying Key Leadership Skills for Event Tourism › 1.3 Analyzing Leadership Styles and Their Impact on Event Success › 1.4 Understanding Cultural Impacts on Leadership in Global Events › 1.5 Navigating Ethical Leadership Challenges in Event Tourism › 1.6 Applying Leadership Strategies to Enhance Event Outcomes • 2 Strategic Planning and Vision Casting in Event Tourism — 6 classes › 2.1 Understanding Strategic Planning in Event Tourism › 2.2 Analyzing Key Components of Vision Casting › 2.3 Identifying Stakeholders in Event Tourism › 2.4 Crafting a Vision Statement for Successful Events › 2.5 Implementing Effective Strategic Goals › 2.6 Evaluating the Impact of Strategic Planning in Event Tourism • 3 Building Effective Teams and Collaborative Networks — 6 classes › 3.1 Understanding Team Dynamics in Event Tourism › 3.2 Identifying Key Roles and Responsibilities in Teams › 3.3 Facilitating Effective Communication in Collaborative Networks › 3.4 Strategies for Building Trust and Cohesion › 3.5 Navigating Conflict Resolution within Teams › 3.6 Applying Collaborative Techniques for Event Success • 4 Crisis Management and Conflict Resolution Strategies • 5 Innovative Leadership and Future Trends in Event Tourism

• 1 Understanding Event Tourism Markets — 6 classes

- › 1.1 Introduction to Event Tourism Markets
- › 1.2 Identifying Key Players in Event Tourism
- › 1.3 Analyzing Consumer Behavior in Event Tourism
- › 1.4 Evaluating Economic Impacts on Event Tourism
- › 1.5 Exploring Technological Influences on Event Tourism
- › 1.6 Applying Market Trend Analysis to Event Strategies

• 2 Analyzing Market Trends in MICE Tourism — 6 classes

- › 2.1 Understanding MICE Tourism: Definitions and Scope
- › 2.2 Identifying Key Drivers in MICE Market Trends
- › 2.3 Exploring Tools and Techniques for Market Trend Analysis
- › 2.4 Interpreting Data: Recognizing Patterns and Implications
- › 2.5 Comparing Global and Regional MICE Market Trends
- › 2.6 Applying Trend Analysis to Strategy Development in MICE Tourism

• 3 Consumer Behavior and Preferences in Event Tourism — 6 classes

- › 3.1 Understanding Consumer Motivations in Event Tourism
- › 3.2 Analyzing Demographic Influences on Event Preference
- › 3.3 Examining the Role of Cultural Factors in Event Selection
- › 3.4 Identifying Technological Impacts on Consumer Behavior
- › 3.5 Assessing Trends in Event Tourism Participation
- › 3.6 Applying Consumer Insights to Improve Event Offerings

• 4 Utilizing Data and Analytics for Market Insights — 6 classes

- › 4.1 Understanding the Role of Data in Market Trend Analysis
- › 4.2 Identifying Key Data Sources for Event Tourism
- › 4.3 Analyzing Consumer Behavior Through Data
- › 4.4 Interpreting Data to Forecast Tourism Trends
- › 4.5 Leveraging Analytics Tools for Market Insights
- › 4.6 Applying Data Insights to Strategic Planning

• 5 Strategic Implications of Market Trends on Event Tourism — 6 classes

- › 5.1 Identifying Key Market Trends in Event Tourism
- › 5.2 Assessing the Impact of Emerging Technologies on Event Tourism
- › 5.3 Analyzing Consumer Behavior Shifts in the Event Tourism Sector
- › 5.4 Evaluating Economic Factors Influencing Event Tourism Trends
- › 5.5 Predicting Future Market Trends and Their Implications
- › 5.6 Strategizing to Leverage Market Trends for Event Success

• 1 Understanding the Event Tourism Ecosystem — 6 classes

- › 1.1 Exploring the Fundamentals of Event Tourism
- › 1.2 Mapping the Key Stakeholders in Event Tourism
- › 1.3 Analyzing the Economic Impacts of Events on Tourism
- › 1.4 Evaluating the Role of Culture and Heritage in Event Tourism
- › 1.5 Identifying Sustainability Practices in Event Tourism
- › 1.6 Integrating Technology to Enhance the Event Tourism Experience

• 2 Strategic Planning and Design in Event Tourism — 6 classes

- › 2.1 Understanding the Fundamentals of Event Tourism
- › 2.2 Analyzing Key Components of Strategic Event Planning
- › 2.3 Examining Market Trends in Event Tourism
- › 2.4 Developing a Strategic Event Design Framework
- › 2.5 Implementing Stakeholder Engagement Techniques
- › 2.6 Evaluating Event Success Through Strategic Metrics

• 3 Market Analysis and Audience Engagement Strategies — 6 classes

- › 3.1 Understanding Market Analysis: Foundations and Scope
- › 3.2 Identifying Target Audiences: Demographics and Psychographics
- › 3.3 Analyzing Market Trends: Tools and Techniques
- › 3.4 Engaging Audiences: Strategies and Best Practices
- › 3.5 Designing Audience-Centric Event Experiences
- › 3.6 Evaluating Engagement Strategies: Metrics and Improvement

• 4 Risk Management and Sustainability in Events — 6 classes

- › 4.1 Understanding Risk in Event Management
- › 4.2 Identifying Potential Risks in Event Planning
- › 4.3 Assessing Risk Levels for Events
- › 4.4 Implementing Risk Mitigation Strategies
- › 4.5 Integrating Sustainability into Event Planning
- › 4.6 Evaluating Sustainable Practices in Events

• 5 Measurement and Evaluation of Event Impact — 6 classes

- › 5.1 Understanding Event Impact Metrics
- › 5.2 Identifying Key Performance Indicators for Events
- › 5.3 Collecting and Analyzing Event Data
- › 5.4 Assessing Economic Impact of Events
- › 5.5 Evaluating Social and Environmental Impacts
- › 5.6 Applying Evaluation Insights to Event Strategy