

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Adv Diploma in Strategic Tourism Leadership

Executive 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-TAT-E • Travel and Tourism Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

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

CURRICULUM

1	Innovation in Tourism	0 chapters	65 marks
2	Leadership in Tourism Organisations	0 chapters	65 marks
3	Operational Excellence in Tour Operations	0 chapters	65 marks
4	Strategic Management in Tourism	5 chapters · 6 classes	85 marks
1 Understanding the Tourism Ecosystem — 6 classes 1.1 Define the Tourism Ecosystem 1.2 Explore Key Stakeholders and Their Roles 1.3 Analyze the Interconnectedness of Tourism Components 1.4 Examine Environmental and Cultural Impacts 1.5 Identify Emerging Trends and Market Shifts 1.6 Apply Ecosystem Understanding to Strategic Planning 2 Strategic Market Analysis in Tourism 3 Designing Strategic Tourism Products		4 Leadership and Decision-Making in Tourism 5 Evaluating and Sustaining Strategic Initiatives	
5	Sustainable Tourism Practices	0 chapters	85 marks
6	Tourism Market Analysis	0 chapters	65 marks