

Module	International Leisure Service Management
Course code	BAIHH-ILSM
Credits	5
Important notes	Available to students who have taken both Marketing and Tourism Modules or similar. Please be advised that this is an Elective Module and will run only according to demand.
Allocation of marks	40% Continuous Assessment 60% Final Examination

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Appraise the current and potential future trends and developments in international leisure services and sport
2. Examine the impact that leisure services and sports have on local and global economies
3. Evaluate evidence and arguments associated with the delivery of a sport and/or leisure service across cultural boundaries
4. Assess the impact of socio-cultural factors in international leisure services management
5. Determine the factors affecting and contributing to the strategic management of international sport and leisure service resources.
6. Recognise the international legal and economic framework within which an international sport and/or leisure industry must operate
7. Combine and apply the concept of customer service and consistent quality to international leisure/sport management
8. Compare and contrast the ways in which public, not-for-profit, and commercial enterprises organise / deliver sport and leisure services
9. Employ effective research skills to review and analyse a sport and/or leisure service provider(s) from an international perspective.

Module Objectives

The aim of this module is to cover the extensive array of different sport and leisure activities available internationally and to develop learner awareness of issues underlying the management of sport and leisure services.

Learners examine the social, cultural and political factors that influence the provision of international sport and leisure services, and evaluate the impact that these services have on local and global economies.

Current and potential future trends and developments in international sport and leisure services are also examined.

Module aims:

- To allow learners to develop an in-depth understanding of the historical and contemporary developments within sport and leisure management
- To allow learners to develop an in-depth understanding of managing international sports and leisure services
- To assess and interpret wider issues such as the impact of globalisation and cultural changes in relation to sports and leisure services.

Module Curriculum

Historical / future perspectives

- History of sport and leisure
- Theory of sport and leisure
- Contemporary concept of sport and leisure

Social & cultural perspectives

- Leisure, lifestyles, gender and age
- Cultural impact on the role of international sports and leisure services
- Socio-cultural trends and developments impacting global demand for sport and leisure services

Economic & political perspectives

- Economic impact of the production and consumption of sport and leisure services
- Public, voluntary and commercial frameworks for the provision of international sport and leisure services

Management of leisure activities

- Health and wellness centres
- Spa's and resort destinations
- Arts, Museums and libraries.

Management of international sport and leisure services

1. Strategic management of the sport and leisure service resources:
 - Managing service quality
 - Managing the sport and leisure life-cycle

- Global management of sport and leisure services.