

INTERNATIONAL LEISURE SERVICE MANAGEMENT

INTRODUCTION:

This module covers the extensive array of different sport and leisure activities available internationally and is designed to develop student awareness of issues underlying the management of sport and leisure services. Students will examine the social, cultural and political factors that influence the provision of international sport and leisure services, and will 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 will also be examined. As part of their management training on this module all students will conduct an extensive review of service development focusing on the management of resources and service quality with reference to a particular international leisure/sport service provider.

AIMS

- To examine the diverse nature of sport and leisure services
- To allow students to develop an in-depth understanding of the historical and contemporary developments within sport and leisure management
- To allow students 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

LEARNING OUTCOMES

On completion of this module successful students will be able to:

- Possess an extensive and comparative knowledge of the different sport and leisure activities available internationally
- Analyse the role of sport and leisure services historically and in modern society
- Critically review current and potential future trends and developments in international sport and leisure services
- Examine the impact that sport and leisure services have on local and global economies
- Evaluate evidence and arguments associated with the delivery of a sport and/or leisure service across cultural boundaries
- Understand the impact of socio-cultural factors in international leisure services management
- Appreciate the international legal and economic framework within which an international sport and/or leisure industry must operate
- Critically examine factors affecting and contributing to the strategic management of international sport and leisure service resources
- Apply the concept of customer service and consistent quality to international sport/leisure management
- Critically evaluate and contrast the ways in which public, not-for-profit, and commercial enterprises organise / deliver sport and leisure services
- Apply research skills to review and analyse a sport and/or leisure service provider(s) from an international perspective
- Communicate effectively and knowledgeably contribute to class discussion
- Conduct work autonomously and take responsibility when working in teams

SYLLABUS

Historical / Future Perspectives

- History of sport and leisure
- Theory of sport and leisure
- Contemporary concept of sport and leisure
- Global provision of sport and leisure services

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 International Sport and Leisure Services

- Strategic management of the sport and leisure service resources:
 - i) location
 - ii) people
 - iii) information
 - iv) finance
 - v) marketing
 - vi) materials
- Managing the service quality
- Managing the sport and leisure life-cycle
- Global management of sport and leisure services