

MODULE: INTERNATIONAL LEISURE SERVICE MANAGEMENT (course code BAIHH-ILM)

Griffith College Dublin – International Hospitality Management

Fall Semester

PRE-REQUISITE: 1 semester Marketing and 1 semester Tourism (or similar)

Overview and Aims

The aim of this module is to cover the extensive array of different sport and leisure activities available internationally and is designed 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.

- 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 Content

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.