

**MODULE: INTERNATIONAL LEISURE SERVICES MANAGEMENT**

Semester: II (Spring)  
Stage 3  
Theme: Managing Hospitality Operations  
Number of Credits: 4 semester credits/6 quarter units

**INTRODUCTION:**

This module is designed to develop student awareness of the key and common elements of the management process that are of specific relevance to the professional management of sport and leisure services. Students will develop a keen understanding of the underlying social, cultural and political factors that influence the diverse nature of participation and provision of international sport and leisure services.

The module is intended to prepare students who wish to specialise in the management of international sport and leisure services, and covers sport and leisure theory, policy and practice from an international perspective.

**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 address wider issues such as the impact of globalisation and cultural changes in relation to sports and leisure services

On completion of this module students will be able to:

- Develop an understanding of the different pursuits on offer through sport and leisure, and their relevance to professional sport and leisure management
- Successfully demonstrate how sport and leisure services impact on global economies
- Recognise and apply practical and theoretical principles and practices involved in the delivery of international sport and leisure services
- Demonstrate a clear understanding of contemporary and classical theories of management as they relate to the sport and leisure services
- Recognise the role of sport and leisure services in modern society
- Understand fully how public, not-for-profit, and commercial enterprises organise and deliver sport and leisure services

**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

### **Workload**

Contact:	40 hours
Directed Learning:	40 hours
Independent Learning:	30 hours
Assessment Time:	10 hours
<b>Total</b>	<b>120 hours</b>

### **Teaching and Learning Methods**

This module will be delivered by means of formal and participative style lectures, and tutorial sessions. Guest speakers will be invited to give an industry perspective. The tutorials will serve as a means of reviewing, discussing and analyzing the various topics presented in the lectures, and as a forum for presenting and assessing student research.

### **Integration and Linkage**

Material in this module is integrated closely with several modules such as An Introduction to International Hospitality Management, Organisational Behaviour and Principles of Marketing in Stage I and Human Resource Management and International Economic Structures in Stage II, this module then develops these themes further in relation to specific hospitality services and from an international perspective.

### Assessment of Learning Outcomes

Learning Outcomes	Assessment Method
Have a clear understanding of the essential concepts and theories of sport and leisure management	Examination Question, commentary / analysis essay
Be able to analyse and evaluate the impact of socio-cultural influences on international sport and leisure services	Assignment – Case study, commentary / analysis – essay
Be able to evaluate the political / economic impact of the provision and consumption of international sport and leisure services	Examination Question, commentary / analysis essay
Have a clear understanding of the complexities of managing international sport and leisure services	Examination Question, commentary / analysis essay
Have a clear understanding of the management of international service resources associated with sport and leisure services	Examination question- hypothetical / fact situation “problem style”
Have a clear understanding of the various providers of sport and leisure services from a global perspective	Examination Question, commentary / analysis essay

### Assessment

30% of the marks will be allocated to course work, with the remaining 70% of the marks being reserved for the written examination on module completion.

### Reading List

Title	Author	Publisher	Year
<b>Essential</b>			
Managing Leisure	Byron Grainger Jones	Butterworth & Heinemann	1999
Creative Management in Recreation, Parks and Leisure Services	Kraus, R, & Curtis J	Times Mirror/Mosby	2000
<b>Recommended</b>			
Service Quality Management in the	Kandampully, C,M & Sparks, B	Hawthorn Hospitality Press, New York	2000

Hospitality, Tourism & Leisure			
Leisure & Recreation Management	Torkildsen, G	Routledge	1998
International Marketing, 9 <sup>th</sup> Edition	Cateora, PR	Irwin, Boston	2000
Leisure Resources, its comprehensive planning	McLean, D.D., Bannon, J.J. & Gray, H.R	Champaign, IL: Sagamore	1999
Recreation programming: Designing Leisure Experiences	Rossmann, JR & Schlatter, B. Elwood	Champaign, IL: Sagamore	2000
The Management of Sport Its Foundation and Application	Parkhouse, BL	Mosby Publishers	2001
The Politics of Leisure Policy	Henry, IP	Palgrave Global Publishing	2001
The Development & Management of Visitor Attractions	Swarbrooke, J	Butterworth & Heinemann	1999
Sociology of Sport	Jones, R & Armour K	Pearson Education	2000
Global Sociology	Cohen, R & Kennedy P	Macmillan	2000
International Business	Hughes MD & Taggart, J	Palgrave	2001
Economics & Sports Recreation	Gratton, C & Taylor P	Routledge	2000