



LEISURE AND ENTERTAINMENT INDUSTRY

Credit points:	4 CP
Study course annotation	This course enables graduate students to understand the operating principles of the leisure and entertainment industry in today's world. The task of the course is to provide students with knowledge of the leisure and entertainment industry as a whole, the interaction of its activities in the field of tourism and hospitality, as an academic discipline and provides the ability to apply theoretical knowledge in practice.
Aim of the study course	Based on such a concept as "civilized way of spending free time", to create awareness and opportunities for action on the issues of the leisure and entertainment industry in today's socio-political, economic and cultural conditions.
Tasks of the study course	<ul style="list-style-type: none"> • Create an understanding of the implementation of activities within the framework of the creative economy. • Demonstrate working principles in the constantly changing economic, political and cultural situations. • Show the diversity of activity opportunities in the leisure and entertainment industry. • To introduce modern operational approaches in the leisure and entertainment industry. • Build readiness to implement technology management in the leisure and entertainment industry.
Study course plan:	
No.	Topics
1.	Definitions, concepts and their types in the leisure and entertainment industry.
2.	Theoretical aspects in the leisure and entertainment sector.
3.	Historical aspects of the leisure and entertainment industry.
4.	Community and cultural potential in the leisure and entertainment sector.
5.	Leisure and entertainment industry as a part of the economy.
6.	Development trends of leisure and entertainment industry in the context of globalization.
7.	Global Leisure and Entertainment Industry Overview: Gaming industry; Club entertainment;
8.	Global Leisure and Entertainment Industry Overview: Festivals, shows, large-scale events;
9.	Global Leisure and Entertainment Industry Overview: Theme parks; Museums; Business measures.
10.	Global Leisure and Entertainment Industry Overview: Tourism; Night lodgings; Restaurants.
Study results	Knowledge
	<ul style="list-style-type: none"> • On new operational approaches in the recreation and entertainment industry within the framework of the creative economy. • About the interaction relations of the leisure and entertainment industry with other socio-economic and cultural activities, knowledge of modern terminology in this field. • About social, economic and other factors that lead the leisure and entertainment industry market processes.
	Abilities
	<ul style="list-style-type: none"> • Use the conceptual apparatus of modern cultural theory and sociology. • Critically analyze the theoretical literature in order to independently find a solution to the



	<p>problem.</p> <ul style="list-style-type: none">• Argumentatively discuss current problems in the field of recreation and entertainment.• Analyze the modes of activity of the leisure and entertainment industry and their effectiveness in the Latvian and European markets.• Apply analytical research methods when studying the processes and opportunities of the modern leisure and entertainment industry.
	<p>Competences</p> <ul style="list-style-type: none">• Ability to analyze modern leisure market trends, correctly formulate your opinion, analyze the current market situation in the leisure and entertainment industry.• The ability to interpret new ways of operating in the leisure and entertainment industry market.• Ability to generate ideas and develop programs to promote the development of activities in the leisure and entertainment industry.
Form of final examination:	Exam (examination paper)
Mandatory literature of the study course:	
<ol style="list-style-type: none">1. Tūrisms Latvijā cauri gadsimtiem. Vēsture, attīstība un perspektīva / Turība. - Rīga, 2021. - 496 lpp.2. Hesmondhagh D. The Cultural Industries. - SAGE Publications of London, 20143. Hall C. M. Contemporary Tourism, Goodfellow Publishers Limited, 2016	
Study course supplementary literature:	
<ol style="list-style-type: none">1. Brencis, A. Aktīvais tūrisms: mācību līdzekļi / Ainārs Brencis. - Rīga: Turība, 2003. - 224 lpp.2. 2050 - Tomorrow's Tourism / Ian Yeoman, with Rebecca Li Yu ... [et al.]. - Channel View Publications, 2012. - 258.3. Guillet De Monthoux P. The Art Firm/ Aesthetic Management and Metaphysical Marketing. Stanford Business Book, Stanford University Press, 2010.4. Ilgtspējīga tūrisma attīstība: tendences, pieredze, iespējas. Raksu krājums / red. kol. A. Kiščenko, J. Brencis, A. Sproģis un cit. - Rīga: Biznesa augstskola Turība, 2003. - 360 lpp.5. Heeley John. Inside City Tourism. A European Perspective / John Heeley. - Channel View Publications, 2011. - 167, [22] p. - (Aspects of Tourism).6. Tourism Development and the Environment: Beyond Sustainability? (Tourism Environment and Development) by Richard Sharpley, 2014.7. V. Freijers. Tūrisma mārketingi. Uz tirgu orientēta tūrisma mikroekonomikas un makroekonomikas pārvaldība / no vācu val. tulk. Ilze Salna, Sandra Skuja. - Rīga: Turība, 2011. - 621 lpp.8. Siliņēviča I. Tūrisma analīze. Mācību līdzeklis tūrisma uzņēmējdarbībā. Rēzekne: Rēzeknes Augstskola, 1999. 83 lpp9. The Tourism and Leisure Experience. Consumer and Managerial Perspectives / ed. by Michael Morgan, Peter Lugosi, J.R. Brent Ritchie. - Channel View Publications, 2010. - 237 p.10. Hayes D.K. Revenue Management for the Hospitality Industry. Hoboken, N.J.: Wiley, 2011. 512 lpp.	
Periodicals and other sources of information:	
<ol style="list-style-type: none">1. Latvijas Ekonomists. Rīga: Mamuts, 2005. ISSN 1025-8922.2. Kapitāls : žurnāls lietišķiem cilvēkiem: krāsains biznesa un ekonomikas žurnāls. Rīga: Lietišķās informācijas dienests, 1998-. ISSN 1407-2505.3. Tūrisms Latvijā.[tiešsaiste] Pieejams: https://www.csb.gov.lv/lv/statistika/statistikas-temas/transportu-turisms/turisms4. Pasaules tūrisma organizācija.[tiešsaiste] Pieejams: https://www.unwto.org/5. Galvenie statistikas rādītāji. [tiešsaiste] Pieejams: https://www.csb.gov.lv/lv/statistika/statistikas-temas/transportu-turisms/turisms	
During the study process changes and additions to the program and the list of references are possible	