



SUSTAINABLE DEVELOPMENT IN TOURISM AND LEISURE

Credit Points	3 CP
Study course annotation	<p>Stable/sustainable tourism is a direction of development that allows realizing the current needs of tourism, recreation and entertainment, taking into account the interests of the region, and maintaining the realization of these opportunities in the future.</p> <p>Since the mid-90s of the 20th century, the sustainable development of tourism has become a priority of the EU institutions. The European Commission in its communication "Working together for the future of European tourism" further proposed to "promote the sustainable development of tourism activities in Europe."</p>
Aim of the study course	To explain to students the basic directions for the sustainable development of tourism, to create students' understanding of the social responsibility of the tourism and entertainment industry company to service recipients/consumers.
Tasks of the study course	<ul style="list-style-type: none"> • To introduce the basic directions of sustainable development in the tourism, leisure and entertainment industry. • To show the main directions and indicators of sustainable development. • To outline the basic problems of the world that hinder/slow down development in the tourism, leisure and entertainment industry. • To consider stable mutual connections/relationships in the tourism, leisure and entertainment industry. • To explain the role of the tourism industry in the leisure and entertainment industry in the sustainable development of regions.
Study results:	<p>Knowledge</p> <p>As a result of mastering the discipline, the master's student must know: the principles and planning stages of scientific research work; basic and specialized methods of creating a tourism and cultural product; service market conditions in the leisure and entertainment industry, tourism and hospitality; micro and macro development dynamics of the main tourism regions; priorities of consumers' psychological desires; tourism industry laws, regulations, legal acts, etc.</p>
	<p>Abilities</p> <p>As a result of mastering the discipline, the master's student must be able to: plan, implement and evaluate the results of the project's research work; formulate tasks taking into account dynamically changing social, cultural and economic aspects and situations; to create and use, on the basis of prospective management theories and methods in the field of tourism, the necessary social tools and technologies to perform practical activities in the leisure and entertainment sector under economic constraints; integrate various experimental research methods and methodologies to solve specific tasks; to modernize the methodologies of receiving and processing statistical data; choose and use modern methods in the analysis of tourism activities; critically evaluate data obtained from the media, determine their prospects and reliability; find and use current information in the field of study using a variety of resources, including in English.</p>
	<p>Competences</p>
	The master's student is competent in the sustainable and stable dynamic processes of the development of the tourism field within the leisure and entertainment industry; tourism-recreation projects in modern technologies; the purpose of theory learning - promotion of



	sustainable, stable development; knowledge of the territorial differentiation of tourism demand and supply; knowledge of innovative ways for the sustainable development of the activity of the leisure and entertainment industry; knowledge of the regulatory provisions of the base of sustainable development of the recreation and tourism field.
Study course plan:	
No.	Topics
1.	Trends in the development of tourism, leisure and entertainment in the world.
2.	The problems of modern society as a factor for the rest of the concept of sustainable development.
3.	Sustainable development - indicators and directions.
4.	Nature and ecotourism opportunities.
5.	Problems of rational use of nature, preservation of health and cultural heritage.
6.	Interaction of tourism, leisure and entertainment industries.
7.	Marketing and PR plans in the leisure and entertainment industry.
8.	Mastering the tourism resource complex.
9.	EU policies and legislation governing the sustainable tourism, leisure and entertainment industry.
10.	Strategic environmental assessment. Directions of sustainable development of European tourism.
Form of final examination:	Exam
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. Hall C. M. Contemporary Tourism, Goodfellow Publishers Limited, 2016 3. 2050 - Tomorrow s Tourism / Ian Yeoman, with Rebecca Li Yu ... [et al.]. - Channel View Publications, 2012. - 258. 	
Study course supplementary literature:	
<ol style="list-style-type: none"> 1. Ilgtspējīga tūrisma attīstība: tendences, pieredze, iespējas. Raksu krājums / red. kol. A. Kiščenko, J. Brenčis, A. Sproģis un cit. - Rīga: Biznesa augstskola Turība, 2003. - 360 lpp. 2. Heeley John. Inside City Tourism. A European Perspective / John Heeley. - Channel View Publications, 2011. - 167, [22] p. - (Aspects of Tourism). 3. Tourism Development and the Environment: Beyond Sustainability? (Tourism Environment and Development) by Richard Sharpley, 2014. 4. V. Freijers. Tūrisma mārketinga. Uz tirgu orientēta tūrisma mikroekonomikas un makroekonomikas pārvaldība / no vācu val. tulk. Ilze Salna, Sandra Skuja. - Rīga: Turība, 2011. - 621 lpp. 5. Siliņēviča I. Tūrisma analīze. Mācību līdzeklis tūrisma uzņēmējdarbībā. Rēzekne: Rēzeknes Augstskola, 1999. 83 lpp 6. 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. 7. Hayes D.K. Revenue Management for the Hospitality Industry. Hoboken, N.J.: Wiley, 2011. 512 lpp. 8. D. Stokes, N.Wilson, M.Mador. Entrepreneurship. – Australia : South-Western Cengage Learning, 2010. 9. Parkin M., King D. Economics. – England: Addison.- Wesley, 1995. 	
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/transports-turisms/turisms>
4. Pasaules tūrisma organizācija.[tiešsaiste] Pieejams: <https://www.unwto.org/>
5. Galvenie statistikas rādītāji. [tiešsaiste] Pieejams: <https://www.csb.gov.lv/lv/statistika/statistikas-temas/transports-turisms/turisms>

During the study process changes and additions to the program and the list of references are possible