



LEISURE AND ENTERTAINMENT MANAGEMENT

Credit points:	4 CP
Study course annotation	The course is designed for students specialising in advanced event organisation and management. In this course, students need to understand what the leisure and entertainment industry is about, what its facilities are and how they can be used for tourism development.
Aim of the study course	To demonstrate the role of the leisure and entertainment industry in tourism and to introduce the basics of leisure and entertainment management in tourism product development.
Tasks of the study course	<ul style="list-style-type: none"> - Look at the potential opportunities for culture and entertainment based on these opportunities; - To give future professionals the knowledge and skills to apply their skills in organising different social cultural activities for different target groups (age, educational, professional, ethnic, etc.).
Study results	Knowledge
	<ul style="list-style-type: none"> - The role of the leisure and entertainment industry in tourism business. - Specific features of leisure activities for different age groups. - Working with target audiences in different contexts and with limited resources.
	Abilities
	<ul style="list-style-type: none"> -Ability to work with other businesses, owners and other stakeholder groups to achieve business goals. -Ability to plan and forecast effective business performance in line with objectives, the economic environment and the labour market.
Competences	<ul style="list-style-type: none"> -Analysing your business, identifying problems and developing solutions. -Analyse, systematise, synthesise and integrate the information necessary for the operation of the business. -Manage the work of a team/group. -To work in a team/group, delegate and coordinate responsibilities. -Introduce progressive solutions and methods in the organisation of work, production and management of the enterprise. - Formulate company objectives, draw up a strategic development plan and evaluate its implementation. -Communicate and cooperate with staff, partners, owners, media, governmental and non-governmental institutions.

Study course plan:

No.	Topics
1.	The leisure and entertainment industry as an object of research.
2.	Leisure and entertainment as an indicator of living standards.
3.	The entertainment industry and creativity.
4.	Show business.
5.	Overview of the world leisure and entertainment industry.
6.	Theme parks.
7.	Gaming industry.
8.	Festivals, shows, large-scale events.
9.	Club entertainment.
10.	Museums.
11.	Restaurants.



12.	Tourism.
13.	Accommodation.
14.	Business events.
15.	New opportunities for the leisure and entertainment industry.
Form of final examination: Differentiated assesment	
Mandatory literature of the study course:	
<ol style="list-style-type: none">1. Makkerčers B., Krosa H. Kultūras tūrisms. Tūrisma un kultūras mantojuma pārvaldības partnerība. - Rīga, Neptuns, 2007.2. Moss S. The Entertainment Industry: an Introduction. Leeds Metropolitan University, UK. 2009.3. Rojek Chris, Susan M. Shaw and Anthony J. Veal. A Handbook of Leisure Studies, Palgrave Macmillan, 2008.4. Timothy, D. Shopping Tourism, Retailing, and Leisure / Dallen J. Timothy; series editors Chris Cooper, Michael Hall, Dallen J. Timothy. - Channel View Publications, 2005. – 222p.	
Study course supplementary literature:	
<ol style="list-style-type: none">1. Tūrisms Latvijā cauri gadsimtiem. Vēsture, attīstība un perspektīva / Turība. - Rīga, 2021. - 496 lpp.2. Krieviņš G. Pa Latgales un Augšzemes ceļiem un takām / Gunārs Krieviņš. - Rīga: Avots, 1988. - 109 lpp3. The Tourism and Leisure Experience. Consumer and Managerial Perspectives / ed. by Michael Morgan, Peter Lugosi, J.R. Brent Ritchie. - Channel View Publications, 2010. - 2374. R Buckley. Adventure Tourism. International Centre for Ecotourism Research, Griffith University, Gold Coast, Australia, 2006.5. Anton Clave. The Global Theme Park Industry. Anton Clave, Universitat Rovira I Virgili, Tarragona, Spain, 2007.6. Аванесова Г. А. Культурно-досуговая деятельность. - М.: Аспект-Пресс, 2006.7. Темный Ю.В. Индустрия развлечений: состояние, особенности менеджмента. Монография.8. Набережные Челны, 2005. - 363 с.9. Александрова А.Ю., Сединкина О.Н. Тематические парки мира. - М.:10. КноРус, 2011. - 208 с.Жиленко А. Ф. Праздник в офисе: Корпоративная вечеринка и юбилей фирмы.: М. 2005.11. Корнеева С. Как зажигают звезды: технологии музыкального продюсирования12. Питер 2004.13. Черняк Ю. М. Режиссура праздников и зрелищ. - Мн. ТетраСистемс, 2004.	
Periodicals and other sources of information:	
<ol style="list-style-type: none">1. Leisure Studies2. Матюшенко Н. С. Отдых и развлечения как показатель качества жизни современного человека / Вестник СГУТнКД * 2010 * № 3 (13) // http://vestnik.sutr.ru/journals_n/1316456236.pdf3. Темный Ю. В., Стальная В. А. Менеджмент индустрии развлечений // http://lib.usue.ru/resource/free/12/s59.pdf4. http://mirknig.com/jurnaly/bissnes_jurnaly/1181434372-katalog-industrii-razvlecheniy-2-2011.html (каталоги «Индустрия развлечений русский и англ, язык)5. Журнал "Индустрия Туризма"6. Туристический Бизнес.7. Журнал Events	
During the study process changes and additions to the program and the list of references are possible	