

15 LEISURE & RECREATION MANAGEMENT

Prerequisite: None **Credits:** 3

Overview

This course provides students with the foundation knowledge required for understanding the mechanics of the leisure service industry. Participants in this course are expected to develop an appreciation for the growing importance of sport, leisure and recreation management in the Caribbean Tourism Environment.

General Objectives

This course is designed to assist students to:

- 1 identify sectors in the Tourism and Sports arena that have a need for qualified individuals with the skills to manage leisure, recreation and sporting services.
- 2 examine the motivations, expectations and satisfaction of participants in leisure.
- 3 become involved in the Leisure and Recreation Industry by undertaking a local project designed to create a Leisure/Recreation/Sport Programme or enhance an existing activity/programme.

Learning Outcomes

Upon completion of this course, the learner will:

- 1 describe management techniques used in the delivery of leisure, recreation and sport services.
- 2 describe how facilities, programmes and ancillary services for leisure and recreation are developed and managed.
- 3 identify challenges faced in the development and delivery of Leisure and Recreation Programmes.

Topics

1.0 Introduction

Objectives

Upon completion of the topic the student will be able to:

- 1.1 explain stimulants and outcomes of involvement in leisure, recreation and sport activities from a social psychological standpoint
- 1.2 describe, define and identify Leisure and Recreation Services

Content

- Basic Leisure Theory – a social-psychological perspective
- Introduction to Recreation and Leisure Services

2.0 Programming for Leisure, Recreation and Sport Services Organizations

Objectives

Upon completion of the topic the student will be able to:

- 2.1 design and develop a Leisure, Recreation or Sport Service Programme adhering to the legal principles governing leisure service activities
- 2.2 develop a marketing strategy to promote a Recreational Service/Facility/Programme
- 2.3 evaluate recreation and leisure programmes and services including design, data collection, analysis, and interpretation and reporting of findings.

Content

- Programme development theories, programme design concepts
- Marketing, promotion and legislation
- Programme evaluation

3.0 Administration of Recreation and Leisure Services

Objectives

Upon completion of the topic the student will be able to:

- 3.1 supervise a small-scale leisure, recreation or sport service activity
- 3.2 analyze and identify financial resources needed to implement marketing strategy and achieve Programme goals
- 3.3 assess the performance of Leisure service compared to programme goals and implement changes for improvement

Content

- Management theory applicable to sport and leisure service organizations
- Financial resources needed to operate leisure service facilities and programmes
- Leadership in Recreation and Leisure Services

4.0 Leisure and Sport Services in the Caribbean

Objectives

Upon completion of the topic the student will be able to:

- 4.1 explain challenges faced in Leisure and Sports. Specifically illustrate problems faced in the Caribbean arena
- 4.2 examine how Leisure and Recreation Service Providers operate within the framework of Caribbean Environmental and Land Use Policies
- 4.3 recommend and design programmes for the development and management of sporting and leisure activities in the Caribbean.

Content

- Special problems in leisure and sport
- Public policy, environmental resources and land use management
- Commercial recreation, eg, focus on cricket, golf, etc

5.0 Independent Study

Objectives

Upon completion of the topic the student will be able to:

- 5.1 identify a potential career path in Leisure and Recreation Management
- 5.2 distinguish between opportunities in the Private and Public Sector
- 5.3 identify Specialist Functions in Leisure, Recreation and Sport Services

Content

- Select a programme/facility/service in leisure, recreation or sport service management
- Research to develop in-depth understanding of a current problem in recreation in the country/region

6.0 Career Opportunities and Specialist Functions

Objective

Upon completion of the topic the student will be able to:

- 6.1 discuss the opportunities and career paths within the tourism/hospitality sector for leisure and recreation

Content

- Public Sector Electives: marine and terrestrial, park planning and management, sport services management, youth services
- Private sector: therapeutic recreation, fitness services, pool/spa operation, sport club recreation, outdoor recreation

Instruction Format

The course will take the form of lectures, case studies and field trips to leisure, recreation and sporting facilities. Guest speakers from the public and private sectors will be invited to share their experiences with students.

Assessment and Evaluation

Students will be assessed on class participation, and course work. In addition students will undertake a major project aimed at developing a new Leisure/Recreation/Sport Programme or improving an existing one.

Recommended Text and Resources

Recreation and Leisure in Modern Society, Richard Kraus (1997)

The Recreation Management Handbook, edited by the Institute of Recreation M., London: Spon, 1981.

Leisure and Recreation Management, 5th Edition 2005, G Torkildsen; published by Routledge.

Leisure Management: Issues and Applications', CAB International: UK Collins, M.F. and Cooper, I.S.

'Economics of Leisure and Sport' Cooke, A.

The Texts listed were extracted from:

- The Association of Tourism Teachers and Trainers
- Tourism and Hospitality Bibliography

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.