

Leisure Management exchange program

The objective of the Leisure Management study program is to give the students a broad and comprehensive knowledge of theories, methods and practical tools that can contribute to identification, analysis and the solving of challenges and tasks **within** economics, marketing, organisation, and management in the leisure industries and more generally in organisations involved in activities within the leisure industries.

The programme aims at employment within the leisure industries, i.e., industries that provide service particularly for the consumers' leisure and event-oriented activities. The Leisure Management program is therefore mainly directed at the following industries: tourism, event, hotel and catering, art and culture as well as sport. Leisure and event-oriented activities may however also include activities in other industries that use the competencies that graduates from the Leisure Management study program will possess.

The Leisure Management study programme is characterised by an analysing, experimenting, and developing approach to the working processes within the leisure industries in close collaboration with the actors of the industry. Overall, the program is organised in order to create progression in the complexity of theory and method throughout the programme.

Availability

Spring semester 2024

Course overview

Course title	Level	ECTS
Tourism Management	3 rd year/Short Cycle/EQF level 6	10
Sport Management	3 rd year/Short Cycle/EQF level 6	10
TransMedia Events and Video Production	3 rd year/Short Cycle/EQF level 6	10
Social Media Marketing	2 nd year/Short Cycle/EQF level 6	5
Outdoor and Nature Experiences	2 nd year/Short Cycle/EQF level 6	5

Semester / Course Prerequisites

For courses in the second year, you must have a minimum of 2 semesters studies at higher education level within a relevant program major and a fundamental knowledge of relevant subject areas related to leisure, service, tourism industry.

For courses in the third year, you must have a minimum of 4 semesters studies at higher education level within a relevant program major and a fundamental knowledge of relevant subject areas related to leisure, service, tourism industry.

COURSE DESCRIPTION

COURSE: Tourism Management

10 ECTS

On paper, tourism is seductive and appealing, sparking associations to romantic beach scenes, azure waves, and quality time with our loved ones. As a global industry it plays an important role for both wealthy nations and developing economies. However, tourism also has a darker side as a driver of increased crime rates, poverty, wear and tear. Without responsible tourism management, we risk eroding the destinations that tourists come to see. Thus, we need to develop an understanding of the concept of sustainability and of responsible approaches to tourism development, for example in relation to the environment and the local population. Tourism offers significant economic benefits, such as increased economic activity, currency exchange and job creation, but ideally, it needs to be practiced responsibly.

The Tourism Management course takes its point of departure in the present situation with historical connections. The course provides thematic student assignments with current relevance. You can expect student course work to revolve around destinations, companies, attractions, and tourist behaviour. You will be expected to do independent work activities in the classroom.

Course Content

Throughout the course, the goal will be to address the tourism industry from both a consumer and a production perspective. After completing the course, you will have acquired strong knowledge of sustainability practices and consumer behaviour in the tourism industry as well as an in-depth understanding of its underlying characteristics.

Examination form / Assessment

Oral individual or group examination (max. three students) based on a written assignment.

External examiner.

Learning Outcome

Knowledge

- Possesses basic knowledge about tourism concepts and the contemporary tourism industry.
- Possesses knowledge about key aspects of tourism from both a consumption and a production perspective.
- Possesses knowledge about the concept of sustainability.
- Possesses knowledge about relevant consumer behaviour in the tourism industry.

Skills

- Is able to apply and assess practices with the purpose of promoting sustainability.
- Is able to analyse and assess consumer behaviour within tourism.
- Is able to identify and handle self-elected challenges independently and competently within different types of tourism.

Competencies	<ul style="list-style-type: none"> • Is able to critically integrate knowledge about sustainability in strategic decisions in the tourism industry. • Is able to integrate knowledge about consumer behaviour into the design and making of tourism products. • Is able to assess knowledge about the tourism industry critically. • Is able to assess and apply relevant theoretical schools of thought, perspectives and models in connection with the above.
---------------------	---

Course: Sport Management	10 ECTS
<p>In recent decades, sport has come to play an increasingly central role in society. Sport has an amazing capacity to unify people and create national and international points of reference in people's minds; it is also among the areas that engage the largest number of volunteers.</p> <p>Especially during the time of COVID-19 restrictions, we have seen that sport is a high-priority area, as demonstrated by the realization of big and small events, such as the Danish Superliga football tournament and the Olympics. Professional sport in particular revolves around big and small international events, whose broad appeal cements the role of sport in society.</p> <p>However, sport is about much more than what happens on the field or on the track. With the entry of big money and professionalization many sports clubs face the challenge of striking the right balance in the transition from being associations to being professionally run companies. In this course, you can combine your interest in sport with skills that enable you to handle sporting events and take part in the management of a sporting organization. With an emphasis on the practical aspects of sport management, the course includes the active involvement of commercial sport organizations and offers you unique insights into the world of sports and an overview of future job opportunities.</p>	
Course Content	
<p>The purpose of the course is to offer an introduction to and understanding of sport management, the particular characteristics of sporting organizations and the tasks involved in the management and development of sporting organizations.</p> <p>The course covers the following topics: Sports history, strategic sport management, the sport industry, sport marketing, sport economics, media and sports, fundraising, trends and developments in modern sport management, HR and talent management, the structure of the sport industry, ethics and doping, legislation related to sport, sport and consumers/fans and internationalization and globalization in sport.</p>	
Examination form / Assessment	
<p>Oral individual or group examination (max. two students) based on a paper about a specific case from an organization or company. External examiner.</p>	
Learning Outcome	
Knowledge	<ul style="list-style-type: none"> • Possesses knowledge of particular characteristics of sport industry and sporting organizations.

	<ul style="list-style-type: none"> • Possesses knowledge and understanding of sporting organizations in practice.
Skills	<ul style="list-style-type: none"> • Has acquired specific insights into and is able to reflect on strategic sport management, organizational structures and culture in sport businesses. • Is capable of critical reflection and of advising on the practical pros and cons of applying a particular form of management or governance, recruitment, budgeting and sales methods (strategy) in a particular situation.
Competencies	<ul style="list-style-type: none"> • Is able to demonstrate theoretical knowledge of sport management and to account for the key theories and concepts of the field. • Is able to demonstrate how theories and concepts are applied in practice and offer specific examples of this.

Course: Transmedia Event and Video Production	10 ECTS
--	----------------

Since the Live Aid concerts back in 1985, events and experiences have increasingly come to span wide geographic distances and are carried by mass media across a growing number of platforms. Today, we not only see events taking place simultaneously in several locations at once; we are also seeing the emergence of a mix of live and on-demand events, a trend that requires increasingly sophisticated transmedia management, planning and production.

Think of Tour de France in 2022 that attracted more than 41.5 million broadcast viewers and a unknow number of fans along the roads and attending affiliated events. Think of Elon Musk’s TEDtalk from 2017 on Building the Future with more than 30 million online viewers, and think of Travis Scott x Fortnite Astronomical Concert in 2020 that attracted more than 12 million viewers online. To date, the concert has had more than 190 million showings on Travis Scott’s own YouTube channel alone. In a time when the Covid-19 pandemic hit the traditional event and leisure industry hard, this concert was an exemplary demonstration of the use of transmedia and its commercial possibilities. Possibilities that lie ahead and a potential that is probably not yet fully explored.

Transmedia and Event Video Production not only requires interdisciplinary planning, collaboration and careful coordination across time and space. It also requires insight into adjacent business areas that may previously have seemed more clearly separate. The Travis Scott x Fortnite concert was a textbook example of the growing integration of media, events, music and gaming.

Course Content

In the Transmedia Event and Video Production course, you will be working on a specific event case, where transmedia management plays a crucial role, for example within comedy, e-sports, music, the culinary scene, or art.

This elective further aims to prepare the student to work with the production of real-life and/or on-demand events across media. The course provides theoretical knowledge of and practical experience with media-based event production, promotion/PR and

execution across media and platforms. Among other elements, it builds on the third-semester course in Event Management but with a particular focus on the before-and-afterlife of the event in media, which may include advertising revenue, sponsorships, ticket sales and traffic.

Examination form / Assessment

Written examination based on an interdisciplinary group project involving a specific case from an organization or company and a pitch presentation. Both the pitch presentation and the written product are included in the final assessment.
External examiner.

Learning Outcome

Knowledge

- Possesses basic knowledge of transmedia production and management.
- Possesses knowledge of the logic and characteristics of the media and event industry and of related synergies.
- Possesses knowledge of different forms of media and event consumption and demand patterns.

Skills

- Is able to identify and undertake project development in relation to different needs, trends and possibilities within the two industries (media and event).
- Is able to plan, produce and present transmedia solution in connection with a media-based event.
- Is able to assess and apply relevant theoretical schools of thought, perspectives and models in relation to the above.

Competencies

- Is able to understand and describe the basic competitive conditions and demand patterns that characterize the industries (media and event).
- Is able to integrate knowledge about competitors and consumers in strategic decisions and practical transmedia solutions.
- Is able to assess and evaluate media and transmedia solutions commercially and critically.

Course: Social Media Marketing

5 ECTS

Social media, streaming services and search engines have rapidly changed the media behaviour, social life and product demand of companies' target groups and thus created a need for new product development and new forms of external communication.

Just think of the development of online experiences during the Covid-19 pandemic. Driven by necessity, this phenomenon inevitably also served as a positive eye-opener to the potential of social media in the leisure industries.

There are hardly any companies today that do not have some sort of presence in one or more social media. Social media are used for a wide range of purposes, including company communication, branding, press relations, recruitment, customer service and marketing. From our personal lives, most people are familiar with the various social media

platforms, but in a marketing context, the different social media each offer their own set of possibilities and challenges, which a Leisure Manager needs to know.

The Netflix documentary 'The Social Dilemma' caused a stir in 2020, as authentic individuals shared their own personal stories about what goes on behind the scenes at the tech giants (Google, Pinterest, Twitter and Facebook) in Silicon Valley. The documentary provided insight into the possibilities as well as the challenges that social media raise. Data protection laws, consumer protection and the impact of hidden algorithms on public opinion are also topics in this course.

Course Content

Introduction to the most recent theories and concepts in social media marketing with an emphasis on business cases. We work with the most significant and popular social media platforms. Topics also include the value chain of social media, the different characteristics and dynamics of the individual platforms and strategies for the use of social media.

Examination form / Assessment

Oral individual or group examination (max. three students) based on a specific case from an organization or company. External examiner.

Learning Outcome

Knowledge

- Possesses knowledge of the key concepts and techniques used in social media strategies and how they can be used to optimize and evaluate campaigns.
- Possesses knowledge of the marketing opportunities that social media hold for leisure companies.
- Possesses knowledge of the interaction between social media, platforms and consumer behaviour.

Skills

- Is able to generate relevant content for social media at an elementary level.
- Is able, as part of a broader marketing strategy, to reflect on the role of social media to organizations and companies in the leisure industries and on the potential of social media as a supplement to traditional marketing activities.
- Is able to assess and critically consider the use and limitations of social media in relation to marketing.

Competencies

- Is able independently to analyse the need for, plan and maintain activities on social media on behalf of an organization or a company in the leisure industries.
- Is able to set goals for social media campaigns and relate these to the company's general goals.
- Is able to develop a content strategy.
- Is able to develop a social media persona on behalf of a company.
- Is able to incorporate and present strategies for the use of social media in the overall strategies of organizations in the leisure industries, including articulating policies and

	guidelines for employee’s online behaviour and use of social media.
--	---

Course: Outdoor and Nature Experiences	5 ECTS
---	---------------

Outdoor activities are increasingly part of our daily lives and an important source of experiences for both locals and tourists.

Planned nature and outdoor experiences in the overlap between nature, tourism and sport are in demand, and as a Leisure Manager, you are an ideal link between different fields and professions. In order to develop satisfactory outdoor experiences, you need to understand the special requirements that apply when planning something in a nature setting, be able to collaborate with actors in and around nature and know how best to accommodate the participants’ wishes and motives.

The course draws on knowledge from nature and outdoor life, local tourism, citizen involvement and green volunteers. The course will include presentations and case-based collaborations with representatives from the field.

Course Content

The main focus of the course is to provide insights into the perspectives you need to consider when working with nature and outdoor experiences. This includes people’s motives for engaging in these experiences, our relationship to nature and the difference between nature as a setting of experiences and as a goal in itself.

During the course, you will be introduced you to the different actors within the field from the public, private and third sectors, including collaboration with local citizens and volunteers.

Examination form / Assessment

Oral individual or group examination (max. three students) based on a specific case from an organization or company.
External examiner.

Learning Outcome

Knowledge	<ul style="list-style-type: none"> • Possesses basic knowledge of the extent and form of outdoor life and nature activities in Denmark and the other Nordic countries. • Possesses knowledge of how to plan nature and outdoor experiences that accommodate individual motives. • Possesses knowledge of which considerations and accommodations to include when planning nature experiences.
Skills	<ul style="list-style-type: none"> • Is able to apply knowledge of inclusion and motivation when planning nature experiences. • Is able to base planning on knowledge of relevant trends and target groups. • Is able to collaborate with citizens and volunteers to create nature and outdoor experiences.

Competencies

- Is able to navigate in the field with knowledge of the many different actors (public, private and third sectors) and professions operating within this area and their approaches to working with nature experiences and outdoor life.
- Is able to assess the value of nature and outdoor experiences in relation to nature as the end and/or means in the experience design.
- Is able to draw on specific experiences from cases and personal experiences in the development of new initiatives.