

Level: PhD				
Course title: LEISURE AND EVENT ORGANIZATION IN TOURISM				
Status: elective				
ECTS: 11				
Requirements: None				
Learning objectives To introduce students to the theory and organization, and the most significant elements and factors of leisure. To develop the ability of creative approach and the ability of understanding the most important types of events in tourism. Point out to the specificities of the market, organization and management and marketing segment of the modern tourism sector.				
Learning outcomes Application of the previously acquired theoretical knowledge and creative approach to the organization of leisure and events in tourism. Understanding the concrete aspects of animation will create tourist products which satisfy cultural, entertainment, sport and recreation needs, desires and motives, as well as the aimed market segment motives. Mastering the basic methods of monitoring the effect of organization and planned animation programs should lead to a higher quality of tourist product in practice, and the adequate consumers' satisfaction. Appreciating the specificities of tourism, especially planning, organization and implementation of certain measures, is highly dependent on the success and effects of animation as one of the main content of tourists' leisure time.				
Syllabus <i>Theoretical Instruction</i> Leisure through history. Concept of leisure. Relationship between work and leisure. Leisure functions (psychological, economical, social, cultural). Leisure practice (physical, practical, cultural and social activities). Leisure policy (role of the state, local communities and associations). Social and cultural significance of games and recreation. Leisure, personality and family. Leisure and social classes. Leisure and subcultures. Leisure and religion. Games, sport and recreation as leisure activities. Art as leisure. Immobile types of leisure use. Mobile leisure time use. Leisure time structure. Estimation and effects of filling leisure time. Leisure in the future (possible evolution, hypothesis for future development). Tourism as a type of filling leisure time. Animation types as a factor of marketing segmentation in tourism. Tourist product forming according to tourists' need for animation. Active and passive animation. Sport and recreation aspects of animation. Cultural and entertainment aspects of animation. Communicative aspects of animation. Designing specialized animation programs. Planning, organizing and monitoring the effects of animation. Content and manner of animator training conduction. Event organization as a factor of success of the destination tourist product. Multi-stakeholder approach of effectiveness of organizing different events. Best practical examples of events. Leisure event management and tourist animation. Effect of the events on tourism. <i>Practical instruction</i> Development of the project based on survey results.				
Weekly teaching load				Other:
Lectures: 4	Exercises:	Other forms of teaching:	Student research:	