

B-THEM-SP-1.3 Psychology and sociology of leisure

Identification	Workload	Duration	Workload
B-THEM-SP 1.3	75 h	1 semester	28 h synchronous contact time Presence
Level	Credit Points	Frequency of the offer	0 h synchronous contact time online
Bachelor	3	Every winter/summer semester	6 h guided self-study
Module responsibility	SWS	Teaching language	41 h self-study
Dr. Michael Roslon	2	English	

Learning Outcomes/Competences

After successful completion of the module the students are able to

- explain leisure behaviour from a sociological perspective and from a psychological perspective
- identify specifics of leisure time behaviour along the customer journey from a sociological and psychological perspective, to examine and critically scrutinise them and
- to evaluate leisure behaviour from a sociological and psychological perspective and to apply this knowledge to business decisions

Teaching Content

1. Introduction

- Subject of leisure psychology and sociology
- Tasks and goals of leisure psychology and sociology
- Introduction to psychology
- Introduction to sociology
- Central concepts and theories
- Leisure history and development
- Leisure research

2. Leisure sociology

- Leisure and culture
- Leisure and social networks
- Leisure and health
- Leisure and work
- Leisure and values
- Leisure and media
- Leisure and consumption
- Leisure and identity

3. Leisure psychology

- Activating processes
- Cognitive processes
- Decision behaviour of consumers
- Psychological issues along the Customer Journey
- Emergence of travel desires
- Design of tourist advertising
- Travel advice
- Travel decision process
- Travel Preparation
- Travel and holiday anxieties
- Experience at your holiday destination
- Leadership of teams and travel groups

Teaching and learning methods

Synchronous contact time presence:

Lectures, exercises, presentations of the students

Synchronous contact time online:

None.

Guided self-study:

Processing of case studies and exercises as individual or group tasks, compulsory reading of specialist literature.

Self-study:

Self-directed preparation and follow-up of courses, study of literature, preparation of the presentation.

Conditions of Participation

It is recommended to have successfully completed the following module:

- Marketing and Market Research in Tourism.

Requirements for the allocation of credit points

Presentation

The students conclude this module with a presentation. The presentation will take place during the lecture period at a date set by the lecturer. The duration of the presentation and the subsequent discussion is at least 10 and at most 15 minutes.

Group work is permitted. The group size should not exceed 5 students. In the case of group work, the individual performance of each group member must be clearly identifiable and assessable. The length of the presentation must be at least 5 and at most 10 minutes per group member.

Prerequisite for the award of credit points is the passing of the presentation with a module grade of at least 4.0.

Usability of the module

This module is part of the focus "Tourism Management". The main focus "Tourism Management" can be selected in various Bachelor's degree programmes of the integrated system of the Department of Business & Media according to § 1 (2) PO BT.

Information about the connection of the module with other modules of the study programme can be found in the Goal-Module-Matrix of the study programme.

Value of the module grade for the final grade

3/180 credit points in Bachelor's degree programmes of the integrated system of the Department of Business & Media according to § 1 (2) PO BT.

3/180 credit points in Bachelor's programmes with an internship semester in the integrated system of the Business & Media faculty according to § 1 (2) PO BT.

Nebenfächer: Data Science & Data Analytics, International & Intercultural Management, siehe Verbund/IBM 4. Fachsemester