



COURSE SYLLABUS

Course title:

Sport tourism

Study programme and level:

Management of tourism enterprises,
Undergraduate professional study programme
1st level

Content (Syllabus outline):

Introduction to Sport Tourism:

- Basic principle of tourism and sport
- Definition of tourism and sport
- Type of sports tourism
- Sport tourists
- Hard and Soft sport tourism
- Sport tourism industry (domestic & international)
- Connection between sport and tourism
- Economic, social and environmental impacts of sport tourism

Sport tourism at destination

- Sport active tourist (golf, cycling, skiing...)
- Adrenaline types of sport tourism
- Sport events and tourism
- Mega and major sporting events
- Traditional sport events
- Sport in the development of tourism (destination)
- Nostalgia sport tourism (museum, hall, stadiums)
- Professional and amateur sport training and tourism
- Sport, fitness and wellbeing
- Active ageing
- Quality of life and sport tourism
- Sport tourism Management issues (research, planning, leadership, organization, human resources, marketing, control)
- Development of sport tourism destination
- Shaping sport tourism products

SAFETY AND SECURITY IN SPORT TOURISM

- Impact factors of security in sport tourism
- The elements of security within the planning phase of sport tourism products
- Business model sport tourism events
- The elements of security for organizers of sport events
- Implementation of tourism offer connected to extreme sports security