

DEMOCRITUS UNIVERSITY OF THRACE
DEPARTMENT OF PHYSICAL EDUCATION & SPORT SCIENCE

UNDERGRADUATE PROGRAM OF STUDY

COURSE TITLE:

Tourism and sport recreation

COURSE CODE:

N501

E.C.T.S. CREDITS

6

RESPONSIBLE FOR THE COURSE:

| | | |
|----------------|--|-----------------|
| NAME | George Costa | |
| POSITION | Associate Professor | |
| SECTOR | Sport Management, School Physical Education & Recreation | |
| OFFICE | B2 - 1 | |
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| CO-INSTRUCTORS | | |

SEMESTER:

1st 2nd 3rd 4th
5th 6th 7th 8th

COURSE TYPE:

Obligatory
Direction
Specialization
Prerequisite for specialization
Elective (*open*)

HOURS (per week):

6

DIRECTION (only for 3rd & 4th year courses):

Sport Recreation & Dance

SPECIALIZATION (only for 3rd & 4th year courses):

Sport Tourism & Recreation

LANGUAGE OF TEACHING:

GREEK

ENGLISH

AIM OF THE COURSE (*content and acquired skills*):

The aim of the course is to: a) introduce students to the science of sports tourism (ST) and recreation, b) educate them on theoretical and practical issues regarding ST (development of business plan, development of sport tourism destinations, administration of target groups / participants of ST activities and its related forms), c) create appropriate conditions for research on ST and animation in Greece, d) create appropriate conditions for professional activity in businesses and organizations involved in ST at national and international level, e) encourage / develop entrepreneurship in ST and f) make students who are specialized in “Sport Tourism and Recreation” able to organize sport and cultural events.

COURSE CONTENTS (*outline – titles of lectures*):

1. Forms of ST – Profile of ST.
2. Motives and socio-psychological needs in sport.
3. Tourism marketing – Advertisement – Leaflet – Internet.
4. New technology and attraction of domestic and foreign markets.
5. Tourism image.
6. Responsibilities of prefecture of tourism and culture.
7. Economic and social impacts of sport tourism.
8. Tourism nationalities.
9. Tourism seasonality.
10. Organization of sport events / festivals.
11. Marathons and city’s sport tourism.
12. Organization of sports camps in Greece.
13. Entrepreneurship in tourism – ST.
14. Development of business ideas.
15. Development agencies and financial programs.
16. Cruise tourism.
17. Sports tourists’ operators.
18. Design tourist period.
19. ST and recreation in Greece.
20. The future of ST.
21. The future of sports animation.
22. Creation of portfolio of activities.
23. The meaning and the development of sports animation.
24. How to program animation.
25. “Brands” of sports tourism destinations.
26. Olympic Games.
27. Golf Tourism.
28. Alpine Tourism.
29. World Football Cup.
30. College Sports.
31. Adventure Tourism.
32. Marines.
33. Caves.
34. Tourist’s experience – Satisfaction.
35. Transportation – Accessibility.
36. Special taxes – Tax system.
37. Social rank and gender of ST.
38. Nostalgia in ST.

39. Cultural tourism.

TEACHING METHOD (*lectures – labs – practice etc.*):

Lectures.
Visits to tourism organizations.

ASSESSMENT METHOD(S):

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| 1. Participation in class | 20% |
| 2. Participation in activity | 10% |
| 3. Participation in the organization of blood donation | 10% |
| 4. Participation in meetings / visits | 10% |
| 5. Final exams | 50% |

LEARNING OUTCOMES:

- Upon the completion of this course the students will be able to:
1. Understand the meaning and forms of ST.
 2. Understand the motives that drive tourists to ST.
 3. Perform at a satisfactory level outdoor sports and animation activities.
 4. Define sport tourism forms.
 5. Develop a portfolio of activities for sports tourism businesses, organizations and cruisers.
 6. Design the image of a sports tourism destination by creating a “brand name”.
 7. Organize camps, sports events and cultural festivals for children.
 8. Evaluate the national and global conditions for the development of sports tourism.
 9. Create tourists’ networks between private and public sectors companies.

LEARNING OUTCOMES – CONTINUED:

| <i>Learning Outcomes</i> | <i>Educational Activities</i> | <i>Assessment</i> | <i>Students Work Load (hours)</i> |
|---|---|--|-----------------------------------|
| Il understand and recognize the mean of sport tourism “ST”, its forms and the motives that drive tourists to ST. | Lectures, demonstration & observation of digital material, study. | Intermediate controls by cognitive work papers through eclass. | 40 |
| They will perform at satisfying level outdoor sports activities and distinguish for their special abilities in animation. | Practice, exercise & study. | Intermediate controls by appropriate motor tests. | 30 |
| They will define sport tourism forms and will generate a portfolio of activities for sports tourism businesses, organizations and cruisers. | Lectures, study, team work. | Intermediate controls with evaluations of a) intermediate practice lectures, b) designs of activity plans. | 40 |
| They will design tourist | Lectures, study, team | Intermediate | 30 |

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| period and the image of sports tourism destinations by putting on the map a “brand name” for each destination. | work. | controls with evaluations of activity plans. | |
| They will organize children camps as well as sports events and cultural festivals. | Meetings with tourism organizations, lectures, study. | Intermediate controls by cognitive work papers through eclass. | 10 |
| They will evaluate the global and national conditions for the development of sports tourism and will support cooperation and creations of tourists’ nets between private and public sectors and companies with other ones. | Lectures, practice, individual work, study. | Intermediate work papers and final exams* | 30 |
| | | TOTAL | 180 |

OBLIGATORY & SUGGESTED BIBLIOGRAPHY:

1. Igoumenakis, N., Kravaritis, K. & Lytras, P. (1999). Introduction to tourism. Athens: Intebooks publications.
2. Lazana, F. (2003). Introduction to professional tourism. Athens: Intebooks publications.
3. Sotiriadis, M. & Farsali, I. (2009). Alternatives and special forms of tourism. Athens: Intebooks publications.
4. Kravaritis, K. & Papageorgiou, A. (2007). Professional tourism: congress organization. Athens: Intebooks publications.
5. Venetsanopoulou, M. (2006). The state’s contribution to tourism: alternatives forms of tourism. Athens: Intebooks publications.
6. Lytras, P. (2002). The recreation society. Athens: Intebooks publications.