

Course Title	ORGANIZATION OF RECREATION AND SPORT TOURISM PROGRAMS				
Course Code	SSTOU202-1				
Course Type	MANDATORY				
Level	BSc (Level 1)				
Year / Semester	2nd / Spring				
Teacher's Name	Dr. Apostolia Dovoli				
ECTS	6	Lectures / week	3	Laboratories / week	-
Course Purpose	<p>The aim of the course is to provide students with the basic tools for understanding the concepts of leisure, leisure, physical activity, and sports recreation. In addition, they are expected to gain an understanding of the sports tourism market and recognize the positive effects of program development in this area. In addition, they are expected to use consumer behavior elements for market segmentation, design sports tourism synergies at a strategic level, and apply marketing principles, service quality models, and quality assessment models in the development of sports tourism programs.</p>				
Learning Outcomes	<p>Upon completion of the course, students will be able to:</p> <ul style="list-style-type: none"> • Understand the concepts of leisure, recreation, physical activity, as well as sports recreation • Understand the sports tourism market • Understand the positive effects of the development of sports tourism programs • Use consumer behavior data to segment the sports tourism market • Design sports tourism synergies at a strategic level • Apply marketing principles to develop sports tourism programs • Apply service quality models to sports tourism programs • Apply quality assessment models for sports services. 				
Prerequisites	Sports Organization and Management	Corequisites	No		

<p>Course Content</p>	<ol style="list-style-type: none"> 1. Introduction to the subjects of Leisure, Recreation and Sports Tourism 2. Special Forms of Tourism - Sports Tourism 3. Segmentation of the Sports Tourism Market 4. Impact of Sports Tourism 5. Promotion and Communication – Rural Tourism – Adventure 6. Forms of Sports Tourism - Sports Events 7. Analysis of sports events 8. Strategic Sports Tourism Management 9. Sports Tourism Marketing 10. Branded Sports Tourism – Destinations 11. Development of Branded Destinations – Environment (urban – outdoor) 12. Trends in the development of sports tourism 13. Paper presentations – Curriculum repetition
<p>Teaching Methodology</p>	<p>Theory</p> <p>The teaching of the course includes lectures to provide the theoretical background. Detailed notes with PowerPoint and material rich in images and videos are used in teaching. Methods such as case studies, real scenarios, discussion, questions/answers are used in the teaching methodology depending on the nature of the course. In addition, workshops and site visits with hands-on experiences are provided to deliver the practical background of course content. Relevant material published in international scientific journals is also used to follow the latest developments related to the subject of the course.</p>
<p>Bibliography</p>	<p>Manuals:</p> <ul style="list-style-type: none"> • Αλεξανδρή, Κ. (2016). Διοίκηση Αθλητικού Τουρισμού. Θεσσαλονίκη: Εκδόσεις Κυριακίδη. <p>Book chapters:</p> <ul style="list-style-type: none"> • Αλεξανδρης, Κ., Καραγιώργος, Θ., Ντοβόλη, Α. (2021). Τουρισμός Δρομικών Διοργανώσεων, Χατζηγεωργίου Χ, Παπαγεωργίου Μ., (εκδ.). Τουρισμός Ειδικού Ενδιαφέροντος, Λευκωσία: Broken Hill Publishers LTD.

- Karagiorgos, Th., Ntovoli, A., Balaska, P., Alexandris, K. (2023). Athens Marathon: The authentic IN Alexandris, K., Girginov, V., and Scherder, J., Running Events: Policies, Marketing and Impacts. London: Routledge.
- Ανωυρκάτη, Ε., Αλεξανδρης, Κ., (2021). Ποδηλατικός Τουρισμός, Χατζηγεωργίου Χ, Παπαγεωργίου Μ., (εκδ.). Τουρισμός Ειδικού Ενδιαφέροντος, Λευκωσία: Broken Hill Publishers LTD

Bibliographic references – Articles:

Karagiorgos, Th., Ntovoli, A., Alexandris, K. (2023). Developing a brand personality framework in the context of outdoor small-scale sport events. lockdown in Greece. *Journal of Convention & Event Tourism*. VOL. 24, NO. 3, 246–268. DOI: 10.1080/15470148.2022.2158153

Alexandris, K., Karagiorgos, Th., Ntovoli, A. and Zourladani, S., (2022). Using The Theories of Planned Behavior and Leisure Constraints to study Fitness Club Members' Intention to return to the Clubs with end of the Covid19 Lockdown. *Leisure Studies*. VOL. 41, NO. 2, 247–262. DOI: <https://doi.org/10.1080/02614367.2021.1975802>

Chalip, L., Green, B. C., Taks, M., & Misener, L. (2017). Creating sport participation from sport events: making it happen. *International Journal of Sport Policy and Politics*, 9(2), 257-276.

- Cunningham, G.B., Fairley, S., Ferkins, L., Kerwin, S., et al. (2018) eSport: Construct specifications and implications for sport management. *Sport Management Review*. [Online] 21 (1), 1–6. Available from: doi:10.1016/j.smr.2017.11.002.
- Downward, P., Lera-Lopez, F., Rasciute, S. (2014). The correlates of sport participation in Europe, *Journal of Sport Science*, 14, 6, 592–602.
- Filo, K., Lock, D. & Karg, A. (2015) Sport and social media research: A review. *Sport Management Review*. [Online] 18 (2), 166–181. Available from: doi:10.1016/j.smr.2014.11.001.
- Joachim, G., Schlenker, N., Schlenker, K. & Frawley, S. (2019) Design thinking and sport for development: enhancing

	<p>organizational innovation. <i>Managing Sport and Leisure</i>. [Online] 25 (3), 175–202. Available from: doi:10.1080/23750472.2019.1611471.</p> <ul style="list-style-type: none"> • Ströbel, T. & Germelmann, C.C. (2020) Exploring new routes within brand research in sport management: directions and methodological approaches. <i>European Sport Management Quarterly</i>. [Online] 20 (1), 1–9. Available from: doi:10.1080/16184742.2019.1706603. • Cordes, I. (1996). Application in recreation & leisure for today and the future. Εκδόσεις Mosby. • Ηγουμενάκης, Ν., Κραβαρίτης Κ., & Λύτρας Π. (1999). Εισαγωγή στον τουρισμό. Εκδόσεις Νικητόπουλος και ΣΙΑ ΟΕ. • Λαζανά, Φ. (2003). Εισαγωγή στον επαγγελματικό τουρισμό. Εκδόσεις Νικητόπουλος και ΣΙΑ ΟΕ. • Σωτηριάδης, Μ., & Φαρσάλης Ι. (2009). Εναλλακτικές και ειδικές μορφές τουρισμού. Νικητόπουλος και ΣΙΑ ΟΕ
Assessment	<p>Continuous evaluation (50%):</p> <p>The assessment shall include a combination of the following:</p> <ul style="list-style-type: none"> • Online quizzes or interactive assessments (20%): Online quizzes or interactive assessments, or reflective writing can be used through the Moodle platform, to create quizzes with various question formats. These assessments can be self-paced or timed and direct feedback can be provided to students. • Individual Project (15%): provides opportunities for students to apply their theoretical knowledge in a practical way. The work is designed in a way that requires critical thinking, research, analysis and synthesis of information and is aligned with the learning outcomes. Students are assessed on the quality of their work, the depth of understanding they demonstrate and their ability to explain their ideas effectively. The discussion workforms of sports tourism and present examples for each of the tourist sports market of Cyprus. • Group Work (25%): provides opportunities for students to apply their theoretical knowledge in a practical way. The work is designed in a way that requires critical thinking, research, analysis and synthesis of information and is aligned with the learning outcomes. Students are

	<p>assessed on the quality of their work, the depth of understanding they demonstrate and their ability to effectively explain their ideas, as well as teamwork and team cohesion. Students are invited to choose an area of Cyprus in which sports tourism programs can be developed. Then they are invited to choose a form of sports tourism that will develop and define target groups. Finally, they are invited to assess the impact of these programmes on society.</p> <p>Final exam (40%): Comprehensive final exam to assess students' overall theoretical knowledge. These assessments cover a wider range of topics and learning outcomes from across the curriculum, to assess students' understanding and integration of knowledge in various areas.</p>
Language	Greek / English