

COURSE OUTLINE ORGANIZATION AND MANAGEMENT OF SPORTS TOURISM AND RECREATION BUSINESSES

1. GENERAL

SCHOOL	PHYSICAL EDUCATION, SPORT SCIENCE AND OCCUPATIONAL THERAPY		
DEPARTMENT	PHYSICAL EDUCATION AND SPORT SCIENCE		
LEVEL OF STUDIES	ISCED level 6 – Bachelor's or equivalent level		
COURSE CODE	C602	SEMESTER	5 th
COURSE TITLE	ORGANIZATION AND MANAGEMENT OF SPORTS TOURISM AND RECREATION BUSINESSES		
TEACHING ACTIVITIES <i>If the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to the whole course, then please indicate the teaching hours per week and the corresponding ECTS Credits.</i>		TEACHING HOURS PER WEEK	ECTS CREDITS
		3	6
<i>Please, add lines if necessary. Teaching methods and organization of the course are described in section 4.</i>			
COURSE TYPE <i>Background, General Knowledge, Scientific Area, Skill Development</i>	SCIENTIFIC AREA MANDATORY SELECTION - SPECIALIZATION		
PREREQUISITES:	YES		
TEACHING & EXAMINATION LANGUAGE:	GREEK		
COURSE OFFERED TO ERASMUS STUDENTS:	NO		
COURSE URL:			

2. LEARNING OUTCOMES

Learning Outcomes

Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.

Upon completing the course "Organization and Management of Sports Tourism and Recreation Businesses", students are expected to acquire competencies in the following areas:

1. Human Rights – Tourist Behaviors and Needs

- Understanding the importance of human rights in sports tourism and recreation.
- Interpreting tourists' psychological, social, and cultural needs.
- Developing skills to adapt services to diverse customer requirements.

2. Tourism Image – Branding in Sports Tourism Destinations and Businesses

- Creating and managing a brand to promote sports and tourism destinations.
- Enhancing the tourism image through branding.

3. Tourist Nationalities – Seasonality in Tourism

- Analyzing the characteristics and preferences of different tourist nationalities.
- Implementing strategies to address seasonality in tourism.

4. Management of Tourism Services – Total Quality Management (TQM)

- *Designing and providing services that meet high-quality standards.*
 - *Applying total quality management principles in tourism businesses.*
 - 5. *Organizational Structures of Sports Tourism Businesses*
 - *Understanding different organizational structures and their advantages.*
 - 6. *Strategies for Tourism Business Development*
 - *Developing long-term strategies for tourism business growth.*
 - *Exploring opportunities in new markets and products.*
 - 7. *Business Establishment*
 - *Understanding the steps required to establish a tourism business.*
 - *Developing a business plan.*
 - 8. *Staffing Sports Tourism Businesses*
 - *Selecting and hiring appropriate personnel based on business needs.*
 - *Creating policies for staff development and motivation.*
 - 9. *Training Human Resources in Sports Tourism Businesses*
 - *Designing training programs to develop staff skills.*
 - *Implementing methods for continuous professional development.*
 - 10. *Diving and Recreational Fishing Tourism*
 - *Offering specialized services for tourists seeking adventure experiences.*
 - 11. *Marine Tourism – Cruise Tourism*
 - *Managing services for marine tourism and cruises.*
 - *Familiarizing with global trends in cruise tourism.*
 - 12. *Customer Complaint Management – Communication*
 - *Developing skills in managing complaints and improving customer experiences.*
 - *Cultivating effective communication to address challenging situations.*
 - 13. *Innovative Sports Tourism and Recreation Businesses*
 - *Developing and implementing innovative practices in sports tourism.*
 - *Enhancing competitiveness through creative and technological solutions.*
- In summary, they will acquire skills in sport management, adaptability, and innovation in sports tourism and recreation.*

General Skills

Name the desirable general skills upon successful completion of the module

*Search, analysis and synthesis of data and information,
ICT Use*

Adaptation to new situations

Decision making

Autonomous work

Teamwork

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project design and management

Equity and Inclusion

Respect for the natural environment

Sustainability

*Demonstration of social, professional and moral responsibility
and sensitivity to gender issues*

Critical thinking

Promoting free, creative and inductive reasoning

- *Search, analysis and synthesis of data and information, ICT Use*
- *Adaptation to new situations*
- *Decision making*
- *Autonomous work*
- *Teamwork*
- *Working in an international environment*
- *Project design and management*
- *Equity and Inclusion*
- *Respect for the natural environment and the sustainability*

- *Demonstration of social, professional and moral responsibility and sensitivity to gender issues*
- *Critical thinking*
- *Promoting free, creative and inductive reasoning*

3. COURSE CONTENT

1. *Human Rights – Tourist Behaviors and Needs*
2. *Tourism Image – Branding in Sports Tourism Destinations and Businesses*
3. *Tourist Nationalities – Seasonality of Tourism*
4. *Management of Tourism Services – Total Quality Management*
5. *Organizational Structures of Sports Tourism Businesses*
6. *Strategies for Developing Tourism Businesses*
7. *Establishment of a Business*
8. *Staffing of Sports Tourism Businesses*
9. *Training Human Resources in Sports Tourism Businesses*
10. *Diving and Recreational Fishing Tourism*
11. *Marine Tourism – Cruise Tourism*
12. *Management of Customer Complaints – Communication*
13. *Innovative Sports Tourism and Recreation Businesses*

4. LEARNING & TEACHING METHODS - EVALUATION

TEACHING METHOD <i>Face to face, Distance learning, etc.</i>	Face to face Lectures and practical applications																			
USE OF INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT) <i>Use of ICT in Teaching, in Laboratory Education, in Communication with students</i>	Use of ICT in Teaching and communication with students																			
TEACHING ORGANIZATION <i>The ways and methods of teaching are described in detail.</i> <i>Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research & analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc.</i> <i>The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards.</i>	<table><tr><th><i>Activity</i></th><th><i>Workload/semester</i></th></tr><tr><td><i>Lectures</i></td><td>39</td></tr><tr><td><i>Group work</i></td><td>50</td></tr><tr><td><i>Case studies</i></td><td>40</td></tr><tr><td><i>Interactive Activities</i></td><td>12</td></tr><tr><td><i>Student presentations</i></td><td>3</td></tr><tr><td><i>Seminars</i></td><td>3</td></tr><tr><td><i>Examinations</i></td><td>3</td></tr><tr><td><i>Total</i></td><td>150</td></tr></table>		<i>Activity</i>	<i>Workload/semester</i>	<i>Lectures</i>	39	<i>Group work</i>	50	<i>Case studies</i>	40	<i>Interactive Activities</i>	12	<i>Student presentations</i>	3	<i>Seminars</i>	3	<i>Examinations</i>	3	<i>Total</i>	150
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STUDENT EVALUATION <i>Description of the evaluation process</i> <i>Assessment Language, Assessment Methods, Formative or Concluding, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Essay / Report, Oral Exam, Presentation in audience, Laboratory Report, Clinical examination of a patient, Artistic interpretation, Other/Others</i> <i>Please indicate all relevant information about the course assessment and how students are informed</i>	<ol style="list-style-type: none">1. Final written examination (50%)2. Participation in class 15%3. Participation in group activity 15%4. Written assignments (20%) <p>The final grade is calculated based on the above quota, when the student receives a grade greater than or equal to 5 (five) in the final exams.</p>																			

5. SUGGESTED BIBLIOGRAPHY

1. Paitsinis-Costa, G. & Yfantidou, G. (2016). *The development of sport tourism*. e-book Kallipos, ISBN: 978-960-603-391-9, ID Eudoxus: 320325, URL: <http://hdl.handle.net/11419/4256>.
2. Alexandris, K. (2018). *Sports tourism administration*. Athens: Kyriakidis Bros. Publications SA
3. Sotiriadis M., Farsali I. (2009). *Alternative and special forms of tourism*. (ed.) Nikitopoulos E and Co. OE
4. Igoumenakis N., Kravaritis K., Lytras P. (1999). *Introduction to tourism*. (ed.) Nikitopoulos E and Co. OE
5. Lazana F. (2003). *Introduction to professional tourism*. (ed.) Nikitopoulos E and Co. OE
6. Kravaritis K., Papageorgiou A. (2007). *Professional tourism-Organization of conferences*. (ed.) Nikitopoulos E and Co. OE
7. Venetsanopoulou M. (2006). *The state contribution to tourism-alternative forms of tourism*. (ed.) Nikitopoulos E and Co. OE
8. Lytras P. (2002). *The society of recreation*. (ed.) Nikitopoulos E and Co. OE

ANNEX OF THE COURSE OUTLINE

Alternative ways of examining a course in emergency situations

Teacher (full name):	Georgia Yfantidou, Associate Professor
Contact details:	gifantid@phyed.duth.gr
Supervisors: (1)	Supervision by teacher through teams
Evaluation methods: (2)	Written examination with distance learning methods
Implementation Instructions: (3)	<p>The examination in the course will be carried out in the e-class at the sector "Exercises", on the day according to the examination program announced by the Secretariat. Supervision will take place by teacher through teams.</p> <p>The link will be sent to students via e-class exclusively to the institutional accounts of those who have registered for the course and have learned the terms of distance methods.</p> <p>Students will have to log in to the examination room through their institutional account, otherwise they will not be able to participate. They will also take part in the examination with a camera and microphone, which they will have open during the examination. Before the start of the exam, students will show their identity to the camera, so that they can be identified.</p> <p>Each student should answer multiple choice questions, free text development, critical thinking. Each of the questions is graded from 0.25 to 3.0 points depending on the question category.</p>