



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sports Tourism							
Course Code		SYB306		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	126 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To be able to examine the applications of tourism enterprises related to sports activities and to gain knowledge to evaluate the content of the activities in terms of their quality to meet the needs of the society.							
Course Content		Tourism, tourist and other basic concepts related to tourism, tourist assets, types of Tourism, functions and historical development, tourism enterprises, concept of sports tourism and historical development, importance of sports tourism in sports management, types of sports tourism, new developments in sports tourism, marketing of sports tourism, activities related to sports tourism, types of sports tourism in Turkey, animation services and sports animation							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Problem Solving					
Name of Lecturer(s)		Lec. Aylin UĞURLU							

Prerequisites & Co-requisites

ECTS Requisite	3
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Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Karaküçük, S. (2005) Recreation, Evaluation of Leisure Time, 5th Edition, Gazi Kitabevi, Ankara
2	Atila Hazar (2006) BESYO: Sport and Tourism Sports Tourism Tourism Resources for Sports and Tourism, Detay Publishing
3	James Higham (2007) Sport Tourism Destinations, Routledge
4	James Higham, Tom Hinch (2010) Sport and Tourism, Routledge
5	Mike Weed, Chris Bull (2012) Sports Tourism: Participants, Policy and Providers, Routledge
6	Douglas M. Turco, Roger S. Riley, Kamilla Swart(2002) Sport Tourism, Fitness Information Technology
7	Brent W. Ritchie, Daryl Adair (2004) Sport Tourism: Interrelationships, Impacts and Issues, Channel View Publications

Week	Weekly Detailed Course Contents	
1	Theoretical	Tourism, tourist, sport tourism and sport tourism concept, targets aimed in tourism.
2	Theoretical	Tourism types and development. Development of sports tourism.
3	Theoretical	The place and importance of sports and tourism sector in sport management.
4	Theoretical	Recent developments in sport tourism and economic and social impacts on sport.
5	Theoretical	Sports tourism market, sports tourism activities and marketing of vehicles.
6	Theoretical	The possibilities and applications of sports tourism in Turkey.
7	Theoretical	Sport tourism and promotion of the event types.
8	Intermediate Exam	Midterm
9	Theoretical	Animation in sports tourism.
10	Theoretical	Examples of sports tourism diversification in Turkey.
11	Theoretical	Examples of sports tourism diversification in Turkey.
12	Theoretical	Examples of sports tourism diversification in Turkey.
13	Theoretical	Examples of sports tourism diversification in Turkey.
14	Theoretical	Examples of sports tourism diversification in Turkey
15	Final Exam	Final Exam



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	2	15	2	34
Land Work	2	12	2	28
Midterm Examination	1	9	1	10
Final Examination	1	11	1	12
Total Workload (Hours)				126
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	It can give explanatory information about tourism, sports tourism and other types of tourism.
2	Analyzes the benefits of sport tourism to the country promotion and economy depending on tourism
3	Tourism sees opportunities in industry / sector and has a different vision of competitiveness.
4	Looking from a different angle to the tourism concept, it allows the expansion of tourism and sports tourism practices.
5	Knows and explains basic sports tourism concepts.

Programme Outcomes (Sports Management)

1	1. To be able to explain the elements of management and organization and to apply the functions of management in sports organizations
2	2. To be able to understand the interdisciplinary and the multidisciplinary nature of the field of sport management.
3	3. To be able to comprehend the knowledge, skills and values related to the management of the general business areas in addition to sports industry at the top-level.
4	4. To be able to define and explain internal and external factors that shape and influence the sports in our country and the World.
5	5. To be able to comprehend and interpret the technical strategies and the managerial skills of the branch of sports chosen.
6	The skill of creating, applying and interpreting the plans of project and program
7	7. To be able to develop strategies financially for the sports organizations, to evaluate the budgets, the sources of income and the expenses
8	8. To be able to comprehend and interpret how the ethical principles influence the process of financial, marketing and administrative decision-making at the sports organizations
9	9. To be able to know the basic principles and methods of the sports marketing at the national and international level
10	10. To be able to understand the qualitative and quantitative analysis and be able to use them effectively

