

## COURSE OUTLINE

<b>RESPONSIBLE OF THE COURSE</b>	Georgia Yfantidou, Associate Professor D.P.E.S.S.-D.U.T.H.
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### 1. GENERAL

<b>SCHOOL</b>	PHYSICAL EDUCATION & SPORT SCIENCES		
<b>DEPARTMENT</b>	PHYSICAL EDUCATION & SPORT SCIENCES		
<b>LEVEL OF STUDIES</b>	Level 7 - Postgraduate Program: Sports Tourism, Event Management, Dance		
<b>COURSE CODE</b>	<b>T103</b>	<b>SEMESTER</b>	<b>1<sup>st</sup></b>
<b>COURSE TITLE</b>	<b>Strategic Approach to Innovation in Sports Tourism</b>		
<b>TEACHING ACTIVITIES</b> <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>		<b>TEACHING HOURS PER WEEK</b>	<b>ECTS CREDITS</b>
		3	7.5
<i>Please, add lines if necessary. Teaching methods and organization of the course are described in section 4.</i>			
<b>COURSE TYPE</b> <i>Background, General Knowledge, Scientific Area, Skill Development</i>	Background, General Knowledge, Scientific Area, Skills Development Specialization – Compulsory		
<b>PREREQUISITES:</b>	None		
<b>TEACHING &amp; EXAMINATION LANGUAGE:</b>	Greek		
<b>COURSE OFFERED TO ERASMUS STUDENTS:</b>	No		
<b>COURSE URL:</b>	<a href="https://eclass.duth.gr/courses/PHYED7101/">https://eclass.duth.gr/courses/PHYED7101/</a>		

### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b> <i>Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.</i>
Innovation is defined as the adoption, application and commercialisation of new or significantly improved production methods (goods or services), or processes, new marketing methods or new methods of organising business practice. Through the course, students will understand the benefits of innovation to the service provider and customers, and learn how to improve the provider's competitive advantage based on technology or systematic method. Service innovation is increasingly seen as a set of criteria for a firm's competitive strategy. The primary objective of the course is to learn how to create innovations so that students will be able to assist firms by improving their service capabilities during the planning stages of service criteria development.
<b>General Skills</b> <i>Name the desirable general skills upon successful completion of the module</i>
<div> 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 </div> <div> 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 </div>
<b>Upon successful completion of the course, students will be able to:</b>
<ul style="list-style-type: none"> <li>Understand and explain the concept of innovation.</li> </ul>

- Competently perform activities related to educational tourism.
- Define sustainable tourism and produce a portfolio of activities based on sustainability principles.
- Understand and explain information systems in tourism.
- Know the modern alternative forms of sports tourism and new trends in physical recreation (e.g., yoga, pilates, contemporary dance).
- Understand international principles of research and development.
- Develop an attractive sports tourism product that meets the needs and desires of the target sports tourist group.
- Design and organize events related to sports tourism for destination promotion.

### 3. COURSE CONTENT

1. Basic concepts of innovation – Technological innovation.
2. Sustainable tourism and innovation. Market impact studies on leisure sports.
3. Designing educational tourism as a destination development tool.
4. Olympic Agenda 2020+5.
5. International principles of research and development (R&D).
6. Innovation design process.
7. Transforming knowledge into business innovation.
8. Funding sources and methods of securing capital for new business activities.
9. Physical recreation: Yoga, Pilates, Contemporary Dance.
10. Information systems in tourism.
11. Business plan development.
12. Strategic approach to human resource training.
13. Innovation practices in the sports tourism market.

### 14. LEARNING & TEACHING METHODS - EVALUATION

<b>TEACHING METHOD</b> <i>Face to face, Distance learning, etc.</i>	Face-to-face, Distance Learning			
<b>USE OF INFORMATION &amp; COMMUNICATIONS TECHNOLOGY (ICT)</b> <i>Use of ICT in Teaching, in Laboratory Education, in Communication with students</i>	Use of ICT in Teaching and communication with students			
<b>TEACHING ORGANIZATION</b> <i>The ways and methods of teaching are described in detail.</i> <i>Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research &amp; 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>	<b>Outcomes</b>	<b>Educational Activities</b>	<b>Assessment</b>	<b>Students Work Load (hours)</b>
	Understand the concept of innovation	Lectures, digital materials, study	Oral mid-term assessment	25
	Perform educational tourism activities.	Lectures, study, group projects.	Mid-term assessment: a) teaching practice b) written activity plan evaluation.	32,5
	Define sustainable tourism and produce a sustainability-	Lectures, study	Oral mid-term assessment.	15

	based activity portfolio.			
	Understand information systems in tourism.	Lectures, study.	Oral mid-term assessment	15
	Know alternative forms of sports tourism and new trends in physical recreation.	Lectures, digital materials, study.	Oral mid-term assessment	25
	Understand international principles of R&D	Lectures, study	Short written mid-term assessment	25
	Develop a sports tourism product	Lectures, study	Oral mid-term assessment	20
	Design and organize sports tourism events		<b>Final exams*</b>	30
			<b>TOTAL</b>	<b>187,5</b>
<p><b>STUDENT EVALUATION</b></p> <p><i>Description of the evaluation process</i></p> <p>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</p> <p>Please indicate all relevant information about the course assessment and how students are informed</p>				
<p>Explicit criteria:</p> <ul style="list-style-type: none"> <li>• Group project presentation – 30%</li> <li>• Written final exams – 50%</li> <li>• Class participation – 20%</li> </ul> <p>The final grade is calculated based on this weighting, provided the student achieves a grade of 5 (five) or higher in the final exams.</p>				

## 15. SUGGESTED BIBLIOGRAPHY

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