

COURSE OUTLINE

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

SCHOOL	PHYSICAL EDUCATION & SPORT SCIENCES		
DEPARTMENT	PHYSICAL EDUCATION & SPORT SCIENCES		
LEVEL OF STUDIES	Level 7 - Postgraduate Program: Sports Tourism, Event Management, Dance		
COURSE CODE	T202	SEMESTER	2nd
COURSE TITLE	Management of Sports Tourism Enterprises		
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
		2	7.5
<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>	Specialization – Compulsory		
PREREQUISITES:	None		
TEACHING & EXAMINATION LANGUAGE:	Greek		
COURSE OFFERED TO ERASMUS STUDENTS:	No		
COURSE URL:	https://eclass.duth.gr/courses/PHYED7A103/		

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.

In this course, students will focus on the management of Sports Tourism Enterprises (including private businesses, public agencies, and organizations in the sector). They will address the staffing of these enterprises and the training of personnel. The aim of the course is to provide students with both theoretical and practical training on topics related to Sports Tourism (ST), as well as the policy, management, and development of sports tourism destinations.

Specific objectives include:

- to create the necessary conditions for research activity related to sports tourism in Greece, and
- to establish the appropriate conditions for professional activity in businesses and organizations involved in sports tourism at both national and international levels.

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

Upon successful completion of the course, students will be able to:

- Understand and comprehend the operation of sports tourism enterprises.
- Organize sports tourism enterprises.
- Manage the basic functions of human resources.
- Be able to develop growth strategies for sports tourism enterprises.
- Prepare business plans for sports tourism enterprises.
- Understand the organizational structures of sports tourism enterprises.
- Be familiar with hotel industry terminology.
- Ensure professional ethics and responsibility.

3. COURSE CONTENT

1. The environment of sports tourism enterprises.
2. Empowerment and development of human resources.
3. Growth strategies for tourism enterprises.
4. Hotel industry terminology.
5. Structure and organization of sports tourism enterprises.
6. Communication and collaboration among managerial staff of sports tourism enterprises.
7. Teams and teamwork in sports tourism enterprises.
8. Integrity, ethics, responsibility, and conduct.
9. Enterprise operations and market. Presentations.
10. Emotional intelligence.
11. Conflict management and negotiations.
12. Organizational structures of sports tourism enterprises.
13. Human Resources in sports tourism enterprises.

14. LEARNING & TEACHING METHODS - EVALUATION

TEACHING METHOD <i>Face to face, Distance learning, etc.</i>	Face-to-face, Distance Learning			
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. 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. The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards.</i>	Outcomes	Educational Activities	Assessment	Students Work Load (hours)
	Understand and comprehend the operation of sports tourism enterprises.	Lectures, demonstration & discussion of digital material, study.	Oral mid-term assessment	25
	Organize sports tourism enterprises.	Lectures, study, group projects.	Mid-term assessment: a) evaluation during teaching practice, b) evaluation of written activity plan..	32,5

	Manage the basic functions of human resources.	Lectures, study	Oral mid-term assessment.	15
	Be able to develop growth strategies for sports tourism enterprises.	Lectures, study	Short written mid-term assessment	25
	Understand the organizational structures of sports tourism enterprises.	Lectures, study	Short written mid-term assessment	25
	Be familiar with hotel industry terminology.	Lectures, study	Oral mid-term assessment	15
	Prepare business plans for sports tourism enterprises.	Lectures, individual project, study	Evaluation of written activity plan	20
	Ensure professional ethics and responsibility		Final exams*	30
			TOTAL	187,5
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>		Explicit criteria: <ul style="list-style-type: none"> • Group project presentation – 30% • Written final exams – 50% • Class participation – 20% The final grade is calculated based on this weighting, provided the student achieves a grade of 5 (five) or higher in the final exams.		

15. SUGGESTED BIBLIOGRAPHY

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