

PRE-REQUISITE

THM-111: Tourism Concept and Principles

LEARNING OUTCOMES:

After Completion of this course the students will be able to:

1. Develop a sport tourism concept plan and/or research paper to implement and organize within an organization or for an organization.
2. Develop and present a cross-border sport tourism plan or a sport & adventure plan to organize and implement.
3. Understand how government agencies and private sector groups work together to foster the growth of sport and adventure events and activities
4. Identify the steps used to promote major sport and adventure events

CONTENTS

Sport Tourism refers to vacations that include playing, or watching competitive or non-competitive sports or participating in recreation or leisure activities. While adventure tourism means to enjoy wilderness of mountains, beaches, deserts and forest etc

Module-I Introduction Sport and Tourism:

- Sport and tourism: Globalization, mobility and identity
- Sport and tourism in a global world
- Sport and contemporary mobility
- Culture and identity.

Module-2 Activity:

- Globalization and the mobility of elite competitors
- Spectatorship and spectator experiences
- Recreational sport and serious leisure

Module-3 People:

- Authentic experiences
- Temporary sport migrants
- Transnationalism, migration and diaspora

Module-4 Place:

- Modern landscapes and retro parks
- Place attachment
- Sport and place competition
- Globalization, mobility and identity: Building theoretical informed insights into the study of sport and tourism

Adventure Tourism**Module-5**

- Introduction/ Basic Concepts, Definitions, historical background, hard and soft adventures.

Module-6

- Classification of Adventures, Land, water/ aqua and aerial adventures

Module-7

- Major Adventure Activities and skills, Mountaineering, Trekking, Mountain Biking, Skiing, Diving, White Water Rafting, Surfing, Swimming, Ballooning, Parachuting, Paragliding.

Module-8

- Organizations/ Clubs working for Adventure Tourism in Pakistan, Famous
- Adventure Destinations of Pakistan, Potential Adventure Destinations of Pakistan.

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:

1. Bajracharya, R. K. (2021). Adventure Tourism: The new frontier: A Critical Review. *Journal of Tourism and Himalayan Adventures*, 3(1), 96-99.
2. Taylor, S., Varley, P., & Johnston, T. (Eds.). (2013). *Adventure tourism: Meaning, experience and learning* (Vol. 36). Routledge.
3. Buckley, R. (2011). *Adventure tourism management*. Routledge
4. Buckley, R. (2006). *Adventure tourism*. Cabi.