

## **THM-301 Sports and Adventure Tourism**

**(03 Credit hrs)**

### **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.

## **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.