

PRE-REQUISITE

THM-205: Tourism Concept and Principles

LEARNING OUTCOMES:

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.

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. Topics covered in this course include: sport/adventure industries, politics in sport, sport/adventure marketing, and sport facility operation. Sports and adventure has become a major demand generator for many countries around the world and consequently the growth and status of this phenomenon is a major aspect of this course. The process of creating proposals and bids for sport/adventure events will also be discussed.

1. Discuss the relationship between sports and adventure tourism
2. Identify the major sports/ adventure venues and events.
3. Discuss issues and initiatives related to sports tourism in Canada and internationally
4. Understand how government agencies and private sector groups work together to foster the growth of sport and adventure events and activities
5. Identify the steps used to promote major sport and adventure events

Module-1 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. Adventure Tourism by Ralf Buckley
2. Adventure Tourism: The New Frontier by John Swarbrooke, Colin Beard, Suzanne Leckie and Gill Pomfret (4 Jul 2003)
3. Adventure Tourism by R. Buckley (24 Oct 2006)
4. Adventure Tourism Management by Ralf Buckley Professor (30 Oct 2009)
5. Adventure Tourism: Meaning, Experience and Education by Peter Varley, Steve Taylor and Tony Johnson (1 Dec 2012)
6. Sport Tourism Paperback by Douglas Michele Turco (Author), Roger Riley (Author), Kamilla Swart (Author)
7. Sport and Tourism 1st Edition by James Higham (Author), Tom Hinch (Author).