



Special Qualifications

Training Field Description
Sport Tourism

Modules:

- Tour Operator
- Travel Agency
- Hotel
- Non-Hotel

Sport Tourism: Training Field Description

1. Targets/Target group

The Sports Tourism training field comprises 4 target group-specific modules for employees of tour operators, travel agencies, hotels and small boarding houses (non-hotel).

After the completion of the "Sports Tourism" module employees of tour operators, travel agencies, hotels and small boarding houses (non-hotel) will be able to:

- recognise and systematise the requirements of target groups
- develop and offer new products for sports tourists
- cultivate, systematise and consolidate customer relations
- implement measures for personnel development and quality management
- select and use effective marketing instruments.

In addition to this, the rather more comprehensive module for small boarding houses (non-hotel: especially Bed & Breakfast) provides support for participants when it comes to business start-ups/organisation and provides comprehensive insights into network management. Here, owners and operators of small boarding houses can learn about regional and European networking and the efficient use of alternative and cost-effective marketing strategies.

2. Definition of the training field

Unlike the common dual target-group orientation in sports tourism usually found in scientific studies of the subject, namely:

- active (participation in sports)
- passive (watching sports, passive participation in sports events)¹,

this training field will deal only with target groups that are interested in active-participant sports.² Target groups are therefore, on the one hand, "active sportsmen" (amateurs/professionals) where the sports holidays feature training, competition and "duty". And, on the other hand, "leisure time sportsmen" whose sports trip can be described using the terms fun, fitness, social encounter and "voluntary".

The following trend sports currently dominate the market for sports-tourism.

- Cycling
- Canoeing
- Canyoning
- Climbing
- Diving
- Golf
- Mountain Biking

¹ "All forms of active and passive involvement in sporting activity, participated in casually or in an organized way for non-commercial or business/commercial reasons, that necessitate travel away from home and work locality." cf. Standeven/DeKnop 1999

² The target group of "passive" sports tourist is taken into consideration in the → Event Tourism training field (Football European Championships/World Cup, Olympics, Formula-1, etc.)

- Rafting
- Running
- Sailing
- Skiing
- Snow Boarding
- Surfing
- Swimming
- Tennis
- Trekking
- Walking

3.Scenarios

The target-group specific modules are backed by numerous examples from practice:

- Planning, offering and carrying out football or running holidays (tour operator)
- Planning and offering component trips for sports tourists (travel agency)
- Customer orientation, lifestyle and sports offers (hotel)
- Development of sports-tourist package tours with cultural highlights (non-hotel)

4. Information on training methods

- Inputs – for an initial in-depth exploration of a topic there are brief theoretical inputs and figures, data, facts
- Participants are actively and continuously involved in the acquisition of the necessary knowledge. The exercises focus on work on specific practical examples taken from the tourist sector
- Partner and teamwork, creativity exercises (making use of up-to-date practical knowledge)
- Case studies from the sports tourism segment
- Finding solutions to specific examples taken from the circle of participants; the participants can very often select their own specimen area / specimen company
- Checklists that can be used for the exercises as well as later in practice

5. Contents of the training field

- Sports Tourism for Tour Operators (M1 – 20 hrs.)
 - Market research (6 hrs.)
 - Product development/Preparation of new offers (6 hrs.)
 - Marketing/distribution (6 hrs.)
 - Trend spotting (2 hrs.)
- Sports Tourism for Travel Agencies (M2 – 22 hrs.)
 - Marketing/market research (6 hrs.)
 - Knowledge of offers (6 hrs.)
 - Customer relationship management (6 hrs.)
 - Marketing (4 hrs.)
- Sports Tourism for Hotels (M3 – 18 hrs.)
 - Product development (6 hrs.)
 - Human resources (4 hrs.)
 - Marketing research (4 hrs.)
 - Marketing/e-marketing (4 hrs.)
- Sports Tourism for Non-Hotels (M4 – 40 hrs.)
 - Business start-up (8 hrs.)
 - Planning and development of offers (8 hrs.)
 - Organisation (8 hrs.)
 - Marketing management (8 hrs.)
 - Network management (8 hrs.)

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