

AC – 20/05/2025
Item No. – 8.2(N) Sem III 2(a)

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE Vertical 3

Faculty of Interdisciplinary Studies

Board of Studies in Sports Science and Management

Second Year Programme B.Sc (Sports Management)

Semester

III

Title of Paper

Sports Tourism

Credits

2

From the Academic Year

2025-26

Title of Paper:- Sports Tourism

Sr. No.	Heading	Particulars
1	Description the course:	The Sports Tourism course in a BSc in Sports Management program provides an in-depth exploration of how sports and tourism intersect. The course is designed to equip students with the knowledge and practical skills required to manage sports tourism operations, which encompass activities, events, and destinations that attract tourists. Students will study various aspects of the sports tourism industry, including types of tourism such as active sports tourism, event-based tourism, and nostalgia tourism, as well as the impact of these activities on local economies and communities. The course covers the planning, marketing, and management of sports events, emphasizing sustainable practices and the role of digital marketing in the promotion of sports destinations. Students will also analyze global trends in sports tourism and develop strategies to attract visitors to sports-related destinations. This course prepares students for careers in sports event management, tourism boards, destination marketing organizations, and other sectors related to sports tourism.
2	Vertical :	Open Elective
3	Type :	Theory / Practical
4	Credit:	2 credits (1 credit = 15 Hours for Theory work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks

7	Course Objectives: 1. Understand the concept and scope of sports tourism. 2. Analyze the economic, social, and cultural impact of sports tourism 3. Learn about sports tourism marketing strategies and event management. 4. Explore sustainable tourism practices in the sports industry. 5. Develop strategies for promoting destinations through sports tourism.
8	Course Outcomes: 1. Understand the concept, types, and significance of sports tourism. 2. Analyze the economic, social, and cultural impacts of sports tourism. 3. Learn marketing strategies and event management in sports tourism. 4. Explore sustainable practices within the sports tourism industry. 5. Develop strategies to promote destinations through sports tourism.
9	Modules:-
	Module 1: Introduction to Sports Tourism and Economic and Social Impact of Sports Tourism
	1. Definition and types of sports tourism 2. Evolution and growth of sports tourism worldwide 3. Major sports tourism destinations 4. Contribution of sports tourism to the global economy 5. Social and cultural effects on host communities 6. Case studies: FIFA World Cup, Olympics, Super Bowl
	Module 2: Sports Events & Destination Management and Sports Tourism Marketing & Promotion
	1. Role of mega-events in tourism promotion 2. Planning and managing sports tourism destinations 3. Sustainable development in sports tourism 4. Strategies for destination branding through sports 5. Role of digital media and sponsorship in sports tourism 6. Fan engagement and experience in sports tourism
	Module 3: Adventure & Recreational Sports Tourism
	1. Growth of adventure tourism in sports (skiing, surfing, hiking, etc.) 2. Ecotourism and sustainable adventure sports 3. Health and wellness tourism in sports
	Module 4: Challenges and Future Trends in Sports Tourism
	1. Risk management in sports tourism 2. Technological innovations in sports tourism 3. Emerging markets and future opportunities

		Blanks/Multiple Choice Questions (1/2 Mark each)			1 Hours	30
	Q.2	Answer in one sentence (1 mark each)	From all modules	10		
	Q.3	Short Notes (Attempt any 3 out of 6)		15		

Sd/-

**Sign of the BOS
Chairman
Dr. Manoj N. Reddy
Ad-hoc Board of
Studies in
Sports Science and
Management**

Sd/-

**Sign of the
Offg. Associate
Dean
Dr. C.A.Chakradeo
Faculty of
Interdisciplinary
Studies**

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**Sign of the
Offg. Associate Dean
Dr. Kunal Ingle
Faculty of
Interdisciplinary
Studies**

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Offg. Dean
Prof. A. K. Singh
Faculty of
Interdisciplinary
Studies**