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.	Heading	Particulars				
No.						
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
- 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

#### 10 Reference Books:

- **1.** The Business of Tourism J. Christopher Holloway: Overview of tourism with focus on economic and social impacts.
- 2. Event Management Lynn Van der Wagen: Guide to planning tourism, cultural, business, and sporting events.
- 3. Sport and Adventure Tourism Simon Hudson: Explores trends and business models in adventure sports tourism.
- 4. *Sustainable Tourism* David Fennell: Covers principles and practices of sustainability in sports tourism.

# 11 Internal Continuous Assessment: 40%

# External, Semester End Examination 60% Individual Passing in Internal and External Examination

### 12 | Format of Question Paper: for the final examination

Theory courses evaluation scheme for Second Year (UG) under NEP For theory courses with 2 credit points total marks allotted would be 50

Internal Assessment: 20 Marks
 External Assessment: 30 Marks

Nature of Examination	Bifurcation of Marks						
1. Internal Assessment for Theory Courses							
Continuous Internal	Sr.	Examination	Module	Marks	Time	Total Marks	
	1	Class Test	Module 1	10	30	20	
Assignment			or on		Min		
	2	Assignments /	completed	10	30		
		Case Study /	syllabus		Min		
		Presentations /					
		Projects /					
		Group					
		Discussion / Ind.					
		Visit / Tutorials					

**Note: Class Test** 

- 1. MCQ's 5 Marks
- 2. A)Long answer -10 Marks

Or

2.B) Answer in Brief (4 out of 6 questions) - 10Marks

2. External Assessment for Theory Courses

Semester End Examination	Question No	Paper Pattern (Theory question paper pattern: All questions are compulsory)	Unit	Marks	Time	Total Marks
	Q.1	Match the Column/Fill in the	From all modules	5		

		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		

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

Sd/-

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

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

Sd/-

Sign of the Offg. Dean Prof. A. K. Singh Faculty of Interdisciplinary Studies

Sd/-