



LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Module Code	S	190	M	018	Accredited until			Renewal date
	Branch of Science		Progr.	Registr. №.				

Entitlement

Sports and tourism marketing

Prerequisites

Basics of sports and tourism management

Course (module) Learning Outcomes

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1	Will be able to think in a complex way and predict solutions to problems of varying complexity;	Case analysis (Case study), Discussion, Formal lecture	Individual work, Mid-term examination
2	Take leadership in various professional situations or solving complex tasks	Discussion, Group work, Literature analysis, Seminar	Individual work, Mid-term examination
3	Constantly be interested in contemporary achievements of fundamental and applied science, which form the basis for developing existing and developing new management knowledge	Formal lecture, Literature analysis, Seminar	Individual work, Mid-term examination
4	Will be able to anticipate the potential impact that management decisions can have on society and business	Case analysis (Case study), Discussion, Formal lecture	Individual work, Mid-term examination
5	Will be able to understand and apply the principles of sustainable value creation in the sports/tourism market	Discussion, Formal lecture, Practical exercises (tasks)	Individual work, Mid-term examination
6	Will be able to independently organize operational plans and project preparation, lead their implementation and evaluate the effectiveness of activities	Case analysis (Case study), Discussion, Literature analysis, Seminar	Individual work, Mid-term examination

Main aim

To analyze the peculiarities of sports and tourism marketing using modern theoretical and practical examples, while encouraging the development of such special competencies as the ability to understand the uniqueness of sports and tourism marketing, to recognize and be able to manage the opportunities available in sports and tourism marketing.

Summary

The module aims to develop a comprehensive knowledge in the fields of sports and tourism marketing, using contemporary examples while developing skills in complex thinking, leadership, planning and decision-making.

Students are introduced to the peculiarities of sports and tourism marketing, the marketing complex in the modern sports and tourism industry, sports and tourism users are analyzed, students get acquainted and perform market positioning in the sports and tourism market. Students become familiar with crisis management in the sports and tourism sectors and analyze and predict future trends in sports and tourism marketing.

Level of module

Level of programme		Subject group (under the regulation of the area)	Subject level
Cycle	Type		
Second	Master	Bendrojo universitetinio lavinimo	Deepening

Group under financial classification

4.Socialinių mokslų studijos (išskyrus politikos mokslus, sportą ir studijas, nurodytas 8 punkte)

Syllabus

№.	Sections and themes	Responsible lecturer
1.	Introductory lecture. Peculiarities of sports and tourism marketing	
2.	A traditional marketing complex in the modern sports and tourism industries	
3.	Modern sports and tourism consumers and their segmentation	
4.	Positioning of the sports and tourism market	
5.	Crisis management in the sports and tourism marketing sector	
6.	Future trends in sports and tourism marketing	

Evaluation procedure of knowledge and abilities:

References

№.	Title	Edition in Lithuanian Sports University library		In Lithuanian Sports University bookstore	Number of ex. in the methodical cabinet of the depart.
		Pressmark	Number of exemplars		
1.	Hendricks, Vincent F. (2019). Reality Lost : Markets of Attention, Misinformation and Manipulation. Springer Open			Yes	
2.	Pike, Steven (2016). Destination marketing: essentials. Routledge	338 Pi51		Yes	
3.	Mullin, Bernard J. (2015) Sport marketing. Champaign : Human kinetics	796.07 Mu-39		Yes	
4.	Coombs, W. Timothy (2022). Strategic sport communication: traditional and transmedia strategies for a global sports market. New York : Routledge.	796.01 Co-164		Yes	
5.	Happ, E. (2021). Tourism destination competitiveness with a particular focus on sport: the current state and a glance into the future—a systematic literature analysis. Journal of Sport & Tourism, 25(1), 66-82.			No	
6.	Gursoy, D., Sarıışık, M., Nunkoo, R., & Boğan, E. (Eds.). (2021). COVID-19 and the Hospitality and Tourism Industry: A Research Companion. Edward Elgar Publishing.			No	
7.	Decrop, A., Correia, A., Fyall, A., & Kozak, M. (2021). Sustainable and Collaborative Tourism in a Digital World. Goodfellow Publishers, Limited.			No	

Additional literature

№.	Title
1.	Yamashita, R., & Takata, K. (2021). Segmentation of active international sport tourists by destination loyalty. Journal of Sport & Tourism, 1-15.
2.	Terzić, A., Demirović, D., Petrevska, B., & Limbert, W. (2021). Active sport tourism in Europe: Applying market segmentation model based on human values. Journal of Hospitality & Tourism Research, 45(7), 1214-1236.
3.	Perić, M., & Tanković, A. (2021). Investigating the satisfaction of active event sport tourists. European Journal of Tourism Research, 28, 2806-2806.
4.	Slepičková, I., & Slepička, P. (2021). Czech Republic: Sport tourism development. Between tradition and new trends. Small scale sport tourism events and local sustainable development. A cross-national comparative perspective, 93-112.

