



INTRODUCTION TO SPORTS TOURISM

Sports Tourism Learning Institute

Course Description

Introduction to Sports Tourism is designed to provide existing, new, and aspiring sports tourism professionals with a comprehensive foundational understanding of the industry's interworkings. The course will explore concepts including the history of the industry, business relationships, trends and issues, and professional development. This Certificate Playbook course will provide industry professionals with the basics needed to get up-to-speed on the sports tourism industry

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 6 sessions - approx. 4 total hours

Sports ETA Member Price: \$399

Non-Sports ETA Member Price: \$499

Meet the Industry Expert Leading this Course



Nick Povalitis, Founder, Plus Seven Company

Nick Povalitis is experienced and very specialized in experiential events, public relations, and tourism. He is the founder of Plus Seven Company. A company that specializes in helping clients near and far build brands, drive economic impact, and deliver all things quality content. Nick also has a diverse marketing and sports development background and experience in sports destination and sales.



<https://www.linkedin.com/in/nickpovalitis/>

Course Learning Outcomes

After completing this course, you will be able to:

- Summarize the evolution of sports tourism over the centuries and its importance as an evolving industry.
- Differentiate the various components within sports tourism to identify how each component plays into a successful business.
- Evaluate the sustainability of sports tourism by acquiring and retaining funding mechanisms for sports tourism entities.
- Evaluate the significant impact sports tourism has on the economy and some possible factors that might disrupt this positive influence.
- Plan for the future of sports tourism by reviewing current and past trends, goals, and outcomes of the industry.
- Use industry resources and research to develop your plan for success in the Sports Tourism Industry.

Course Content

This is a fully online, self-paced course consisting of six sessions. Each course session includes informative video lectures with interactive questions throughout. This course takes approximately four hours to complete.

Session 1

A Brief History of Sports Tourism, with Nick Povalitis

Session 1 provides the history and importance of sports tourism by exploring the industry's evolution and importance.

Session 2

The Business of Sports Tourism, with Nick Povalitis

Session 2 dives into the business of sports tourism, including its key players and business dynamics.

Session 3

Funding, Success and Sustaining Sports Tourism, with Nick Povalitis



Session 3 takes a look into the various ways to earn and retain Sports Tourism funding and how to determine if funding and success equal sustainability. The session is wrapped up by exploring how to measure success.

Session 4

Disruptors for Change, with Nick Povalitis

Session 4 looks at one of the key metrics for sports tourism success, economic impact, and the disruptors to the sports tourism industry.

Session 5

Maturation and Trends of Sports Tourism, with Nick Povalitis

Session 5 presents an overview of the continued evolution of the sports tourism industry, including current trends facing the industry and desired outcomes of the entities comprising the industry.

Session 6

Industry Resources and Professional Development, with Nick Povalitis

Session 6 concludes the Intro to Sports Tourism course by bringing together all the previous content and providing a lens forward for practitioners through industry resources and professional development opportunities.

Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits towards your [Sports Tourism Strategist Designation](#).

Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections to reference during your career.

Questions?

If at any time you have questions about this course or any of our other courses, please contact us at info@sportseta.org. Because this course is self-paced, please do not try to contact the course content providers (instructors) with your questions.

If you need technical help with the course, please email us at support@sportseta.org.

