



Sports Tourism Learning Institute Certificate Course

Wellness & Sports Tourism: Enhancing Community Engagement, Fan Experience and Economic Growth

Course Description

This Wellness & Sports Tourism Certificate course explores the integration of wellness in sports tourism, focusing on strategies to leverage wellness initiatives to deepen community connections and drive economic success. Participants will examine how sustainable tourism practices and strategic partnerships can transform sports destinations into vibrant, health-focused communities that, when executed holistically, engage fans and drive economic impact.

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 11 sessions - approx. 4 total hrs

Sports ETA Member Price: \$399

Non-Sports ETA Member Price: \$499

Meet the Industry Expert Leading this Course

Stevi Gable Carr is the co-founders of WellNXT, the foremost expert in strategic consulting and experiential amplification for companies seeking to grow through wellness. Aiming to transform the future of the sports tourism industry through wellness, WellNXT specializes in orchestrating collisions between the health, wellness, sports and entertainment industries to bring highly curated omnichannel solutions to life. For more information, visit www.wellnxtfest.com.

WELLNXT



Stevi Gable Carr

Founder of WISE Wellness Guild and Co-Founder of WellNXT

Stevi Gable Carr, a former senior leader at P&G, Newell Rubbermaid and UC Health and current executive coach (ICF, IOC Harvard McLean Medical School) for high performing leaders. Stevi is a 35x keynote speaker, co-host iHeart Radio Wellness Wednesdays and has been featured in Forbes, Entrepreneur and Fortune Magazines. Stevi has been awarded for her leadership in wellness strategies, including Business Courier's 40 Under 40, Women Who Mean Business and P&G Global Alumni Network's Visionaries Under 40.



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Course Learning Outcomes

After completing this course, you will be able to:

- Understand the role of wellness in sports tourism and the benefits of integrating the two.
- Analyze wellness-based community engagement strategies and their potential to strengthen community ties and social cohesion.
- Explore methods to create and implement a comprehensive wellness strategy for municipalities.
- Assess how wellness initiatives can drive economic growth in sports tourism destinations.
- Examine the role of local partnerships, digital technologies, and wellness events in enhancing the sports tourism experience.

Course Content

This fully online, self-paced course consists of eleven sessions. Each session features an informative video lecture, printable PDF slides, and links to relevant articles and case studies, with interactive knowledge check questions throughout. The course takes approximately four hours to complete.



Session 1 - Introduction to Wellness and Sports Tourism

This session provides an overview of the sports tourism and wellness industries and explores its strategic importance for enhancing community engagement and economic growth.

Session 2 - The Benefits of Wellness for Community Engagement

Session 2 explores how wellness initiatives strengthen social bonds and foster community pride, featuring examples and case studies on the community impact of wellness-focused events.

Session 3 - Economic Growth through Wellness Tourism

Examine how wellness strategies drive sustainable economic development in sports tourism, including economic benefits such as increased local business revenue, attracting tourists, and enhancing quality of life.

Session 4 - Enhancing Fan Experiences with Wellness

This session explores how wellness initiatives enhance fan experiences in sports tourism, emphasizing the importance of fan engagement and its benefits for rights holders in building loyalty and participation.

Session 5 - Municipal Wellness Strategy for Community Growth

Session 5 highlights the long-term benefits for cities that prioritize wellness in sports tourism, exploring ways to integrate wellness into infrastructure.

Session 6 - The 8 Pillars of Whole-Self Wellness in Tourism

This session covers whole-self wellness and its alignment with sports tourism, detailing the 8 wellness pillars and practical ways to integrate each into tourism initiatives.

Session 7 - Building Community through Experiential Events

In this session, examine how large-scale wellness events, like the Kroger Wellness Festival, foster community and economic growth and the impact of year-round programming on local tourism and engagement.

Session 8 - National Wellness Programs in Sports Tourism

Session 8 explores successful wellness programs like NFL Play 60 and NBA Team Fit, examining their role in promoting active lifestyles and wellness, and how these national initiatives can inspire local tourism strategies.



Session 9 - Driving Community Impact for Rights Holders

This session discusses strategies for rights holders to enhance events through wellness, including selecting wellness-oriented destinations and integrating wellness initiatives.

Session 10 - Workshop and Activity Ideas for Wellness Tourism

In this session explore innovative ideas for implementing wellness tourism, including on-site workshops, engaging wellness activities for sports tourism, and best practices for effective implementation.

Session 11 - Developing a Wellness-Centric Sports Tourism Plan

This final session will lay a foundation for implementing wellness-driven tourism strategies and outline steps to develop a wellness-focused sports tourism plan.

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.

