

Teacher's guide to a case study on sport tourism

/ *The 27th Komárom – Komárno International Street Running Competition and its role in the life of the Two Towns/*

When hearing the word sport tourism one usually thinks about a movement, which intends to urge us being visitors of a sport event. All sporting events that attract crowds just like Olympic games world championships, etc. provide tourist events connecting to the occasions. One of the disadvantages of our modern lifestyle is the lack of exercises and we rarely consider sport tourism when going for trainings or doing exercises and being active not just watching the event. According to my view sport tourism is not only doing sport or participating sport events, but taking chess and fishing into consideration it also means intellectual and recreational activities as well.

How can we define the phrase then? A sport related activity that requires changing of place and tourist services? We might be close to the answer. Is it sport tourism if we go jogging in the park in the evening? Probably not, but if we go jogging around a lake, it is. Riding our bike to a river to go fishing can also be sport tourism, since we are in the fresh air doing physical exercises and relaxing at the same time. Jogging is not only about changing of place, just think about the electric machines in fitness centres. The emphasis is not on the changing of place, since we do not have to leave the room.

Completing the case study:

1. Choosing the topic

First we should inform our students about the competition. Having defined the phrase sport tourism it is easier to choose the topic from the subject matter given. We should discuss the points that make our study unique and utilizable, on the other hand avoid unforeseeable difficulties and advertising. The more ideas arise the better. Having made the decision the students should be chosen. *The sport loving people from Komárom have been organising a street running competition each year when they run from one part to the other, from one county to the other. This is an excellent occasion to keep connections between the Hungarians of the both side as well as between the Hungarians and the Slovaks using sport and the facilities of sport tourism. In my School there are students from Komarno (Slovakia) and two of them wrote the project with two Hungarian students, which also made the project a special one.*

We should also talk about how to do some research and collect materials.

The introduction part should speak about the goal of our project and the ways we want to reach it. If the chosen sport activity has traditions it must be also mentioned here in short. The more research we make the better usefulness we gain. *My students made interviews with eight hotel and eleven restaurant managers concerning the sport event with about one thousand participants and their business done. Unfortunately the result was disappointing: due to the developed infrastructure of Komárom almost all the participants leave the town right after the competition. However there are plenty of sights to see and accommodation possibilities. We decided to choose existing scenes with places of interest for warming-up and relaxing after the race to keep as many sportsmen in town as possible. If they are satisfied they might come back later with their families.*

2. Mentor

Sport tourism being a special area needs expert help. The T&T teacher should find support in proceeding with the planning and realisation of such project. *We asked for help from a college, teaching tourism. The head of department, being an active sportsman gave us very useful advice. He also pointed out the importance of warming-up and relaxation.* The mentor should be visited at least three times during the project. First, when the decision has been made about the topic, then after the draft has been made and finally when the whole project is done.

3. Working out the project

Writing the past or the traditions of the event it is wise to do some research in the local library and make interviews with the organisers. *That is exactly what we did. We found the interviews made with the sportsmen very useful. Using the given financial sources it is wise to record our job in short films, brochures. Having all the materials we made the final version of the project at school, using computers. We were lucky enough having the competition while we were writing the project, so we could make a lot of illustrations.* Do not forget to record the origin of the sources and write it into the study.

4. Choosing the participating students

At the beginning when we decide which project to make the entire group should be there. Then we can choose the four who will write and present the study. *In our case two of the students were from Slovakia and the other two from Hungary.* Moreover those students should also be chosen who would present the study at the Travel & Tourism Conference. It is very important that the other members of the group should also help the four students working on the case study.

5. Presenting the case study

Presenting the case study can be best with using power point, with its techniques /pictures, films, even music/, but it is also possible to show the result with more traditional audio-visual ways, e.g. slides transparencies, etc.

Clothes are also very important during the presentation. *Our students were wearing T-shirts made for the participants of the race, given by one of the sponsors.*

During the project our students were able to build up very connections with the sponsors and the interviewees. We could also easily find partners to our Travel & Tourism programme.

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