**Preliminary Programme**

**Thursday, 21st May 2020**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>08:00 – 09:00</td>
<td>Sport activity</td>
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<tr>
<td>09:00 – 10:00</td>
<td>Register &amp; badge collection</td>
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<tr>
<td>10:00 – 10:30</td>
<td><strong>Opening and Welcome</strong></td>
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| 10:30 – 11:30 | **Session 1**: Setting the scene: *Sports Tourism and its contribution to Sustainable Development. Agenda 2030.*  
**Format**: Keynote  
**Topics**: SDGs, Agenda 2030, Sports Values. Impacts of sports tourism (social, environmental, economical) |
| 11:30 – 12:00 | Networking coffee break                                                   |
| 12:00 – 13:00 | **Session 2**: *Sports Tourism from a demand perspective. Market size and potential.*  
**Format**: Panel discussion  
**Topics**: Trends in sports and physical activity. From professional elit sport to niche and recreational amateur sport. |
| 13:00 – 14:00 | **Session 3**: Innovation in the development of sports tourism: *Stadiums, Olympic Games and Mass participation events*  
**Format**: Panel discussion  
**Topics**: Planning sports venues, Feasibility and legacy post macro-events, Sustainability in sport facilities and events, Right Holders |
| 14:00 – 15:30 | Lunch + networking                                                        |
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21-22 May 2020. Lloret de mar. Catalonia, Spain

15:30 – 16:30  Breakout sessions

15:30 – 16:30  **Session 4.1: Outdoor sports. Environmental setting of sports tourism.**
**Format:** Panel discussion
**Topics:** Impact of sports events (social, environmental, economic), Carrying capacity of natural spaces and urban environments for outdoor sports. Climate change and sports events.

15:30 – 16:30  **Session 4.2 Diversity & inclusion in Sports Tourism. (Women, LGTB, Parasport)**
**Format:** Panel discussion
**Topics:** Gender, religion, cultural diversity, accessibility: current topics affecting sports & tourism.

15:30 – 16:30  **Session 4.3: The sports visitor needs. The athlete and coach perspective**
**Format:** Panel discussion
**Topics:** Adapting the sports tourism suppliers for successful training camps, tournaments and events.

16:30 – 17:00  Networking coffee break

17:00 – 18:00  **Session 5: Successful destination governance and public-private strategies in sports tourism**
**Format:** Panel discussion
**Topics:** Local, regional & national sports tourism strategies and governance. Private sector involvement.

20:00 – 22:30  Official dinner (open to all participants)
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07:15 – 08:15  Sports activity

09:00 – 9:30  **Session 6: The Digital Transformation of Sports tourism**
  Format: Keynote

9:30 – 10:30  **Session 7: Sports technologies, e-sports & Sports tourism**
  Format: Panel discussion
  Topics: New technologies impacting the sports and tourism industry and sports participants behaviour and consumption.

10:30 – 11:00  Networking coffee break

11:00 – 12:00  **Session 8: Digital Marketing and Communication of Sports tourism**
  Format: Panel discussion
  Topics: New Media, Broadcasting, Sponsorship, Fan engagement.

12:00 – 13:00  Breakout sessions

12:00 – 13:00  **Session 9.1: New Research in Sports Tourism and overview**
  Format: Panel discussion
  Topics: Sports tourism statistics, Impacts of sports tourism (social, environmental, economical),

12:00 – 13:00  **Session 9.2: Commercialisation of Sports tourism**
  Format: Panel discussion
  Topics: Trends in distribution of sports tourism and events. eticketing platforms and marketplaces.

13:00 – 14:00  Conclusions & Closing
14:00 – 15:30  Lunch

Optional afternoon sessions

15:30 – 16:30  Academic communications
15:30 – 16:30  Technical visits

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