

World Sports Tourism Congress
21-22 May 2020 Lloret de mar. Catalonia, Spain

Preliminary Programme*

Thursday, 21st May 2020

08:00 – 09:00	Sport activity
09:00 – 10.00	Register & badge collection
10:00 – 10:30	Opening and Welcome
10:30 – 11:30	<u>Session 1:</u> Setting the scene: <i>Sports Tourism and its contribution to Sustainable Development. Agenda 2030.</i> 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	<u>Session 2:</u> <i>Sports Tourism from a demand perspective. Market size and potential.</i> Format: Panel discussion Topics: Trends in sports and physical activity. From professional elit sport to niche and recreational amateur sport.
13:00 – 14:00	<u>Session 3:</u> <i>Innovation in the development of sports tourism: Stadiums, Olympic Games and Mass participation events</i> 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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- 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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Friday, 22nd May 2020

- 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