Garnet
Garnet Global Training Center

GGT-SP-117

Sports Management & Wellbeing

Sports Tourism

السياحة الرياضية

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Participants in Sports Tourism practise the methods, tools and standards they need to perform reliably and solve problems on the job. Management programs for clubs, federations, venues and workplace wellbeing teams. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Sports Tourism to real tasks.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.

Who should attend

Club and federation managers, coaches, venue operators and wellbeing leads. Practitioners with one to five years of experience benefit most.

Key topics

- Sport governance
- Commercial and sponsorship
- Venue operations
- Athlete development
- Fan engagement
- Health and wellbeing

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Sports Tourism: principles and standards
- Fan engagement
- Group discussion and peer review

Day 2 Methods and tools in practice
- Health and wellbeing
- Sport governance

Day 3 Diagnosis and problem solving
- Commercial and sponsorship
- Measurement and reporting

Day 4 Quality, safety and documentation
- Venue operations
- Hands-on workshop on a workplace challenge

Day 5 Workshop, assessment and action plan
- Athlete development
- Common mistakes and how to avoid them

10-day outline

Day 1 Sports Tourism: principles and standards
- Fan engagement
- Group discussion and peer review

Day 2 Methods and tools in practice
- Health and wellbeing
- Sport governance

Day 3 Diagnosis and problem solving
- Commercial and sponsorship
- Measurement and reporting

Day 4 Quality, safety and documentation
- Venue operations
- Hands-on workshop on a workplace challenge

Day 5 Workshop, assessment and action plan
- Athlete development
- Common mistakes and how to avoid them

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Regional and international case studies

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Checklists and templates to take away

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
15–19 Mar 2027	5-day online	Live online	English	2,950
14–18 Jun 2027	5-day classroom	Dubai	English	4,750
8–12 Aug 2027	5-day classroom	Kuwait City	English	4,750
17–28 Oct 2027	10-day classroom	Cairo	English	8,950
7–18 Feb 2028	10-day online	Live online	Arabic	5,450
20–24 Mar 2028	5-day classroom	Kuala Lumpur	English	4,750
10–21 Apr 2028	10-day classroom	Geneva	English	8,950
1–5 May 2028	5-day classroom	Abu Dhabi	Arabic	4,750
2–6 Apr 2029	5-day classroom	Dubai	Arabic	4,750
4–8 Jun 2029	5-day online	Live online	Arabic	2,950

Dates	Format	City	Language	Fee (USD)
9–20 Jul 2029	10-day classroom	London	English	8,950
17–21 Sep 2029	5-day classroom	Singapore	English	4,750
7–18 Jan 2030	10-day online	Live online	Arabic	5,450
19–23 May 2030	5-day classroom	Amman	English	4,750
5–16 Aug 2030	10-day classroom	Singapore	English	8,950
18–22 Nov 2030	5-day classroom	London	English	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/