

# Kaelin Staats

## Sport and Tourism Outdoor Manager

This Badge is released by:



in the frame of the project:

**ENROUTE: Enhancing Sport Profiles Skills Validation for New Tourist Routes**



Code:  
PMfEP9e0BM



# SPORT AND TOURISM OUTDOOR MANAGER

## LEARNING OUTCOMES

### PART A

#### Module 1. TEAMBUILDING / TEAMWORK / LEADERSHIP:

- work in cooperative ways (e.g. membership feeling) with different people to realize common goals
- work with fellow group members (with each other strengths and weaknesses) to coordinate a sport and outdoor tourism event, reflecting the wishes and expectations of the client and event target group
- have a positive impact on collaboration within the project group, contributing to the group's development as a team
- take the lead of him/herself, others and the context of a small group within sport outdoor organisations and settings
- make operational, tactical and strategic decisions in the best interest of all involved based on relevant arguments and information with respect of the represented organisation's mission and vision
- develop communities and networking by having impact on the intersections of the values of sport(outdoor) tourism
- examine the own sport identity and develop a standard about who he/she wants to be as a sports professional

#### Module 2. CRITICAL THINKING / PROBLEM SOLVING

- use change management tools to implement new products
- show critical thinking by identifying, analysing, and evaluating the communication behaviours of others and themselves in a variety of contexts
- make decisions based on arguments

#### Module 3. CREATIVE / INNOVATION / SENSE OF INITIATIVE

- follow a design thinking approach to come to new (project) solutions
- use creativity in developing innovations

#### Module 4. EMPATHY / INTERCULTURAL

- understand other perspectives and bring these different perspectives together
- appoint cultural differences and engage in a dialogue of merits, ethics and challenges with (non)professionals/partners

#### Module 5. NEGOTIATION / EFFECTIVE COMMUNICATION

- negotiate with respect to stakeholders to come to the best outcome in benefit of the organisation
- provide/present mass and individuals with information and interact with stakeholders (with use of social media) in a proper way to realize goals and objectives

### PART B

#### Module 1. TOURISM LEGISLATION. EUROPEAN, NATIONAL, REGIONAL FRAMEWORK OF LAW AND PROGRAMMES

- identify the laws and policies of the European Union which impact on providers of tourism products or services
- act with respect to the law and within the context of an identified regional policy
- act with respect to the explicit and implicit (safety) regulations in the context of sport/tourism outdoor activities

#### Module 2. PROJECT MANAGEMENT - MAIN ELEMENTS and

#### Module 3. PROJECT MANAGEMENT – SPORT AND TOURISM SCENARIO

- realize defined project goals and objectives in an organisation with knowledge and skills of a project-based approach
- organize in a structured manner an (sport)event sport and tourism services in an outdoor context to realize on beforehand defined objectives
- formulate goals, motivate people, coordinate working processes and organize decisions in a suitable way that fit in the formulated sport tourism context
- develop new business models as part of entrepreneurial ideas and concepts in the sport outdoor and tourism context
- design the various organisational operating processes (logistical, HR, marketing, financial) to ensure that defined objectives are met
- analyse and advice on financial accounting and management accounting issues of profit and non-profit organisations in the context of sport (outdoor) tourism
- use change management tools to implement new products and processes in an outdoor organisation
- differ between different types of innovation and different phases and components of innovation during the sport and outdoor tourism orientation
- use an approach in developing and implementing innovations

#### Module 4. MARKETING AND PROMOTION

- bring products, services, processes and organisation under attention to existing and new stakeholders of a sport outdoor and/or tourist-oriented organisation
- explore trends and developments in the area of sport and outdoor tourism and apply this knowledge to develop sport and tourism services in line with target group's characteristics

#### Module 5. SPORT AND TOURISM BUSINESS STRATEGY – BUDGET AND ECONOMIC PLANS

- evaluate the real costs to start a business, identifying the difference among various type of enterprise
- define financial plan to start a business, planning for future needs of the business
- develop items of assessment, monitoring economic evolution of business

#### Module 6. SPORT AND TOURISM BUSINESS STRATEGY – STAKEHOLDERS ROLES

- distinguish the different perspectives of stakeholders in a destination for sport and tourist activities
- use an approach that support the acceptance of stakeholders of (innovative) changes and processes in an outdoor organisation
- show an entrepreneurial orientation in interacting with sport and outdoor tourism stakeholders
- manage networks with the help of basic ICT tools him/herself and others
- identify the essential stakeholders to support project/activities and assess the levels of influence and the impact on projects' outcomes

#### Module 7. SPORT AND TOURISM BUSINESS STRATEGY – ENTREPRENEURSHIP DEVELOPMENT

- act in an entrepreneurial way to create and realize added value(s) to context, organisation, customers and other stakeholders
- demonstrate and reflect on own entrepreneurial attitude in the context of sport and outdoor tourism