

# BIP UNICA

## ACTIVE SPORTS TOURISM



**CAGLIARI**

**13-24 APRIL 2026**



**UNIVERSITÀ DEGLI STUDI  
DI CAGLIARI**

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# Blanded Intesive Program in “Active Sport Tourism”

## INTRODUCTION.

Sports tourism is one of the fastest growing sectors in tourism. More and more tourists are interested in sporting activities during their trips, whether the sport is the main objective of the trip or the sport is an additional experience.

Sports tourism represents a great opportunity for all the territorial excellences that want to promote themselves through sport and outdoor activities. The term sports tourism combines two great social phenomena, two different worlds, the sporting and the tourist, overlap, determining a market segment with unique characteristics.

When interest from the academic and industry community turned to sport tourism in the 1990s, it seemed appropriate from the outset to clearly identify two different types of tourism associated with sport: active and passive sport tourism.

Active sports tourism (AST) is associated with active participation in sporting activities during the holidays. Includes, for example, participation in running and cycling events, yoga activities, adventure tourism such as hiking. Passive sports tourism, on the other hand, is associated with participation in sporting events and shows, from the Olympics to regular season events. The key difference between the two forms of tourism lies in the behavior of taking part physically as an athlete or looking like a "fan".

Active sports tourism offers the opportunity to combine two of life's most exciting things - travel and sport, especially in the natural environment. Whether it's cycling on scenic trails, hiking through majestic mountains, surfing on pristine beaches, or skiing on snowy slopes, active sports tourism offers an unforgettable experience.

Active sports tourism is a great way to stay fit and healthy while exploring new destinations. Participating in physical activities such as hiking, cycling or skiing can provide a great workout to maintain a good state of fitness even on vacation.

Active sports tourism offers the opportunity to break away from everyday life and enjoy nature in a physically active way, which also has a positive impact on mental health.

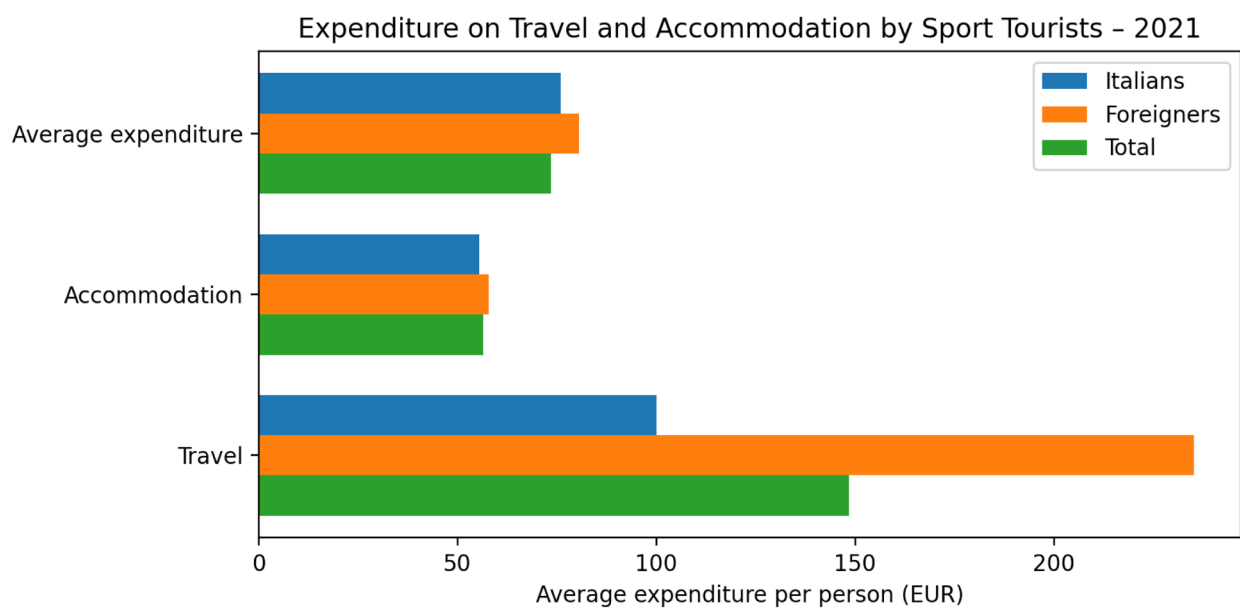
Active sports tourism allows travellers to experience different cultures and traditions while participating in sporting activities. This exhibition may provide a unique opportunity to learn about different cultures around the world.

Active sports are also an exciting way to experience adventure and have fun while travelling.

Active sports tourism is a great way to combine travel, adventure and sport into an unforgettable experience. From adventure sports like surfing to more enjoyable activities like golf or yoga, active sport tourism offers travellers the opportunity to explore new destinations while staying fit, healthy and engaged in the passion for sport.

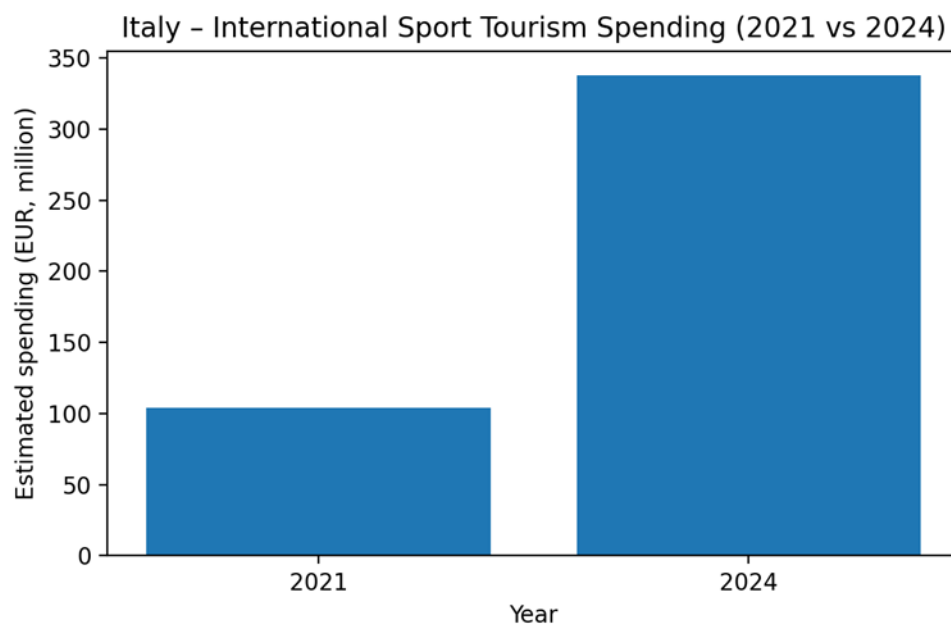
In 2017, almost 1 million foreign tourists chose Italy for a sports holiday, recording about 3.3 nights per capita, equivalent to 1.4% of the total foreign flows and overnight stays (trend increasing compared to 2015). On average, their stay is 3.5 nights while their total expenditure is around 410 million Euro (1.6% of total foreign expenditure).

Figure 1 represents the expenditure incurred by sports tourists in 2021 for travel and accommodation (data from the “Osservatorio sull’Economia del Turismo delle Camere di Commercio”).



The main sports destinations are represented by the regions of Trentino-Alto Adige, Emilia Romagna, Tuscany and Sardinia.

Recent data show a substantial increase in total spending, reflecting the strong post-pandemic growth of the sport tourism sector (Figure 2). The marked increase highlights the expanding relevance of sport tourism within the Italian national tourism system (Figure 3).



**Figure 2. International sport tourism expenditure in Italy (2021 vs 2024)**  
Comparison of estimated tourism expenditure generated by international sport tourists in Italy in 2021 and 2024.  
*Source: Italian Ministry of Tourism / ENIT; elaboration based on official statistics.*



**Figure 3. International sport tourism overnight stays in Italy (2021 vs 2024)**  
Comparison of the number of overnight stays generated by international sport tourists in Italy in 2021 and 2024.  
*Source: Italian Ministry of Tourism / ENIT; elaboration based on official statistics.*

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## THE PURPOSE OF THE BIP UNICA

### ***General objectives:***

With particular reference to the 2030 Agenda for Sustainable Development, the BIP UNICA in Active Sport Tourism aims to explore the relationship between sport tourism and sustainable and inclusive development.

### ***Specific Objectives:***

To explore governance models and public–private strategies through real-world operational experiences in successful active sport tourism destinations.

To promote outdoor sports practice in students.

To know and to improve the didactics skills on sports in natural environment.

To have knowledge about the evidence based practice of outdoor sports

To have knowledge about the risks on sports in natural environment.

Explore the possibilities of sport in natural environment as way to promote inclusion and to be aware about climatic changes.

## **METHODS AND OUTCOMES:**

The type of methodology to be developed is based on the understanding the appropriate strategies to sports tourism development and its positive economic, social and environmental impacts at the local, regional, national and international levels.

To achieve that understanding, particular attention will be focus on evidence based effect of practicing the outdoor sport activities, and on the risks in practicing physical activity and sport in both blue and green spaces. These ludic environments will be managed looking to physical condition, health, and well-being on population.

The development of this program will be carried out through theory and practice, skills development and the understanding of relation human being and nature.

## **GENERAL PROGRAMME**

### **Virtual Mobility Schedule (6 HOURS)**

The theoretical part aims to influence and inspire the future development of sport tourism and how to develop sport activities safety mode. Despite not being a substitution of others sports modalities, sports in nature may add value on intervention programs with youth, adults or aged population.

**Proposed period for virtual mobility 13-14 April 2026**

Online Seminar	N. Hours of lessons
<b>13 April</b>	<b>n. 3 hours</b>
Online Pre/Course presentation (15 minutes)	
Innovation in sport tourism development: managing safety and sport activities in natural environments. (60 minutes)	
Scientific evidence in outdoor sports (60 minutes)	
<b>Online Seminar</b>	
<b>14 April</b>	<b>n. 3 hours</b>
Feeding during outdoor sports (45 minutes)	
From elite sport to active sports tourism: high-performance models as drivers of excellence (45 minutes)	
Governance and public–private strategies in successful sport tourism destinations: operational insights from real-world experience (45 minutes)	

### Physical mobility schedule (26 hours)

The practical part aims to deepen knowledge of the main sports activities carried out in natural environment in the territorial context of reference.

Activities	Hours (n)
Free Climbing	n.5
Orienteering	n.6
Kayak	n.6
Sail	n.6
Test and Final discussion about the active sport tourism	n.3
<b>Excursions proposed</b>	
Visit to Molentargius Natural Park	n.2
Visit to Cagliari City Centre (Historic center, museums)	n.2
Trip to Sella del Diavolo	n.2

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## Physical mobility schedule 20 – 24 April

### Monday, 20-4-2026

09.00-11.00 Registration and Opening

11.00-13.00 Free Climbing. Principles and risks

15.00- 18.00 practice

19.30 – Welcome Drink.

### Tuesday, 21-4-2026

09.00-11.00 Orienteering. Principles and risks.

11.00-13.00 Practice

15.00-17.00 Practice

18.00- 20.00 Visit to Molentargius Natural Park.

### Wednesday, 22-4-2026

09.00-11.00 Kayak. Principles and risks

11.00-13.00 Practice

15.00-17.00 Practice

18.00- 20.00 Visit to Cagliari City Centre (Historic center, museums)

### Thursday, 23-4-2026

09.00-11.00 Sail. Principles and risks

11.00-13.00 Practice

15.00-16.00 Practice

16.00-18.00 Trip to Sella del Diavolo

### Friday, 24-4-2026

09.00-12.00 Test and Final discussion about the active sport tourism 13.00 Departure

## Application Procedure Requirements:

Bachelor/Master/ student in Sports.

Good level of English (equivalent to a minimum B2 in accordance to the CEFR).

Mandatory availability for both, virtual and presential mobility

## How to apply:

Each candidate must come with an Erasmus short mobility grant financed by home/sending institution, must apply to International Relations Office from home University.

Once verify the Erasmus financial eligibility, candidates must send an email to Erasmus international Office of the Faculty of Medicine and Surgery ([erasmus.medicina@unica.it](mailto:erasmus.medicina@unica.it)), showing interest and also be nominate by his/her International Office.

The coordinator of this BIP will write you back to both (candidate and institution) to tell you both if you are admitted.

Places are limited to 30 participants and will be filled in strict order of registration.



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**Proposed dates for Virtual Component**

13-14 April 2026

**Proposed period for Physical Mobility**

20-24 April 2026

**Location of Physical Activity**

Cagliari

**Type of Participants (Learners)**

Priority will be given to undergraduate and master students/candidates. The Program is open to all the member of the Institution (Teachers and Staff).

**ECTS issued**

5 ECTS

**Field of Education**

1014 Sports

**Main Teaching/Training Languages**

English/Italian

**City of Venue**

Cagliari, Sardinia, ITALY

**Coordinator**

Prof. Myosotis Massidda, University of Cagliari

**Organizing board**

Prof. Filippo Tocco, University of Cagliari

Prof. Giovanna Maria, Ghiani University of Cagliari

**Host University**

University of Cagliari

**Contact**

erasmus.medicina@unica.it



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## **Partners**

**Gdansk University of Physical Education and Sport, Gdansk, Poland**

**Contact person: Prof. Paweł Ciężczyk**

**University of Maya, Portugal**

**Contact person: Prof. Nilson Veiga**

**Universidad Politecnica de Madrid, Spain**

**Contact person: Prof. Jesús Oliván Mallén,**

**Universidad Francisco de Vitoria, Madrid, Spain**

**Contact person: Prof. Alma Vazquez**