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Run for Health Project: Educational Material

The Netherlands

Title:	Run for Health (the Dutch cases): trends, insights, and well-being
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Topics to be Covered

BRIEFLY:	
1.	Sport Events, Impacts & Running Events & Well-being
2.	Introduction to Run for Health (European Project)
FOCUS: Research in the Netherlands	
3.	Runner's Profile
4.	Survey Results
5.	Trends/insights
6.	SWOT
7.	Best Practices

Learning Outcomes

By the End of this Module trainees should be able:

- 1) **To recognize key trends in (Dutch) running events**
- 2) **To characterize the profile and the behavior of running event participants, in the Netherlands**
- 3) **To explain the importance of running events and its potential impacts**
- 4) **To discuss strengths and weaknesses of (Dutch) running events**
- 5) **To identify challenges and opportunities of (Dutch) running events**

Teaching Methods	Teaching Materials
Lecture	Powerpoint slides

Assessment

Formative	Multiple Choice Questions (in Kahoot)
Summative	Essay Questions

Bibliography	
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3.	Herstein, R. & Berger, R. (2013). Much more than sports: sports events as stimuli for city re-branding. <i>Journal of Business Strategy</i> , Vol. 34, No. 2, pp.38-44.
4.	Knott, B. (2012). All the world's a stage. <i>Vision, Fresh perspectives from Dubai</i> .
5.	Koenigstorfer, J., et al. (2017). The legacy of mega sporting events: a systematic review of empirical studies (1997-2016). <i>European Association for Sport Management (Conference proceedings)</i> .
6.	Scheu, A. and Preuss, H. (2018). The legacy of the Olympic Games from 1896-2016. A systematic review of academic publications. <i>Working papers Series – Meinzer Papers on Sport Economics & Management</i> , 14.
7.	Solberg, H. & Preuss, H. (2007). Major sport events and long-term tourism impacts. <i>Journal of Sport Management</i> , 21, pp. 213-234.
8.	Richards, W., Brito, M.P. de & Wilks, L. (red.). <i>Exploring the Social Impacts of Events</i> (pp. 97-110). London/New York: Routledge/Taylor & Francis Group.