

SPTS 195C : Sports Tourism

A branch of the hospitality and tourism industry has developed to focus on the needs of these clients. Youth sport tourism, for example, has become a \$7 billion industry in the U.S. alone. The study of sports tourism draws on the disciplines of management, finance, economics, event planning, and marketing.

Credits 3

Lab/Practicum/Clinical Hours 0

Lecture Hours 3

Learning Outcomes

- Identify the interrelationships between sport and tourism.
- Explain the interdisciplinary program of study of sport and tourism.
- Identify the relationship between sport and tourism.
- Identify the infrastructure needed for sporting events.
- Identify the various methods to estimate sport tourism economic impact on the local/regional/state.
- List the planning steps to bid to host a sport tourism event.
- Identify the role marketing plays in planning a sporting event.
- Ability to prepare and plan a sporting event.
- Write a site inspection on sport/convention facilities.
- Identify career opportunities in sports tourism.