

SPT — Sports Tourism

SPT 101 Sports Tourism 3-0-3

This course introduces the development and organizational structure of the sports tourism industry. Emphasis is placed on the various aspects of game operations and sports tourism and inter-relationships between tourists, residents, businesses, and governments.

SPT 102 Customer Serv in Sports Tour 3-0-3

This course focuses on the fundamentals of effective, interpersonal communication, and awareness of the diverse needs of sports tourism audiences.

SPT 103 Sports Event Planning & Mkt 3-0-3

This course emphasizes strategic planning and marketing of sports tourism destinations, with emphases on development and positioning. Topics include community relations, environmental considerations, resource requirements, plus social and cultural considerations.

SPT 105 Sports Tourism Facil & Oper 3-0-3

This course provides an overview of managing indoor and outdoor facilities used for sports, conventions, and entertainment events. Topics may include conducting feasibility studies, market research, facility design and layout, event bidding, quality assurance, risk management, and event staffing.

SPT 107 Leadership in Sports Tourism 3-0-3

This course explores all aspects of the sports tourism industry including public and employee relations, community relations, and governmental regulations. Emphasis will be placed on case studies and decision-making activities with application of concepts required in leadership and in developing leadership philosophy.

SPT 108 The Business of Sports Tourism 3-0-3

This course will prepare students to utilize sports tourism knowledge of both participatory sports tourism and event-based sports tourism to determine for each the economic impact, appropriate marketing, and risk management processes.

SPT 270 SCWE in Sports Tourism I 0-12-3

Prerequisites: SPT 101 and SPT 102

This course includes the application of skills within an approved work site related to sports tourism.

SPT 272 SCWE in Sports Tourism II 0-12-3

Prerequisites: SPT 101 and SPT 102

This course includes the application of skills within an approved work site related to sports tourism.

SPT 273 SCWE in Sports Tourism III 0-12-3

Prerequisites: SPT 101 and SPT 102

This course includes the application of skills with an approved work site related to sports tourism.