



## COLLEGE of BUSINESS AND ECONOMICS

SCHOOL OF HOSPITALITY, FOOD  
AND TOURISM MANAGEMENT

### HTM\*2020 The Business of Sports and Event Tourism [0.50 credits]

#### **General Course Information**

**Instructor:** Scott McRoberts

**Email:** [mcrobert@uoguelph.ca](mailto:mcrobert@uoguelph.ca)

**Office Location:** Mitchell Building #219

**Office Hours:** By Appointment

**Department/School:** School of Hospitality, Food and Tourism Management

Teaching Assistant – Scott Simmonds

Email: [ssimmond@uoguelph.ca](mailto:ssimmond@uoguelph.ca)

Office Hours: By Appointment

**Class Schedule:** Mondays 7:00 pm – 9:45 pm, Macdonald Stewart Hall (MCKN) 029

**Prerequisites:** 4.0 credits including (MGMT\*1000 or MGMT\*2150)

#### **Course Description**

This course provides an introduction to the multi-faceted sports and event tourism industry from a business perspective. It focusses on a range of major sporting events such as the Olympics, National and International championships, and their influence on the sport tourism market in Canada. Students will understand components of sport management, event logistics, sponsorship, hospitality and licensing agreements.

#### **Knowledge and Understanding:**

- 1) Develop an in-depth understanding of the sports and event tourism industry.
- 2) Compare and contrast the interrelationships between sports and event tourism.
- 3) Identify the key components of bidding to staged major sporting events.

#### **Discipline/Professional and Transferable Skills:**

- 4) Analyze the role and importance of amateur sports, professional sports and lifestyle sports in the tourism industry.
- 5) Apply course concepts to assess the effectiveness of major sporting events

## Indicative Content

- Impact of Economic Crisis on Sport
- Major Games and their Sport Legacy Impact
- 2026 Olympic Bid: A Case Study
- Superbowl Sponsorship and Buzz Marketing
- Evolution of Nike Inc.
- Drawing from relevant business theories applied to sport management, the course will incorporate practical case studies, along with critical thinking assignments. Guest speaker from the sports industry will provide their unique experiences to facilitate learning, discussion and debates. On a broader level, the course will help develop your capacity for observation, critical thought and discussion about the hospitality built environment Monopoly and Antitrust

## Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	25%	Mid –Term Exam	1,2,3,4	Feb 12th
Assessment 2:	20%	Group Project	1,2,3,4	April 2nd
Assessment 3:	20%	Written Assignment	1-8	March 5th
Assessment 4:	35%	Final Exam	8-12	TBD
Total	100%			

## Teaching and Learning Practices (as appropriate)

### Method of Instruction

Teaching methods will include a blend of lectures, class discussions, presentations, guest speakers, group work and case studies. To gain the understanding required for a passing grade, a student must be prepared to take responsibility for his/her learning. The student accepts the full responsibility for attending classes, doing the assigned readings in preparation for classes and discussions, the completion of all assigned exercises, contributing actively to group work, and being prepared and present for the scheduled tests.

In the event of absence caused by illness or on compassionate grounds, documentation is required to be excused from classes or tests; the professor must be notified as soon as possible. Where possible, the professor should be notified ahead of time.

This course outline has been prepared indicating topics and the scheduled test dates; circumstances may occur which may affect the outline and every attempt will be made to discuss any changes prior to their occurrence.

Lectures	Weekly class meetings will be a mixture of lectures, discussions, individual problem solving, group activities, tasks and guest speakers.
Labs	N/A
Seminars	N/A
Workshops	N/A

## Course Resources

Required Texts:	NOTE: This course does not use a specific text book, but will include a weekly reading posted by the instructor.
Recommended Texts:	Sport Management Principles and applications by Russell Hoyer, Aaron Smith, Hans Westerbeek, Bob Steward, Matthew Nicholson and Sport Business Journal
Lab Manual:	N/A
Other Resources:	Various readings will be posted on the Courselink site.
Field Trips:	TBD
Additional Costs:	N/A

## Course Policies

### Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical (doctor's note) or personal (note from Counselling Services) reasons. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

### **Missed Exams:**

A grade of zero will be assigned if you miss the mid-term exam, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Any absence from an exam must be documented in order to avoid a grade of zero.

Please note, vacation travel, moving to a new house, or outside work commitments will not be accepted as valid reasons for missing scheduled exams.

Please be advised that the course instructor does not evaluate the suitability of an excuse or the severity of an illness. Rather, if Medical Services, Counselling Services or the Dean's office or Programme Counsellor of your college verify your illness or compassionate grounds, they will provide notification in writing.

If, however, you had legitimate reason to miss an exam and it is possible to arrange a "make-up", the course instructor will do so. If you are, however, unable to take a make-up midterm, you will receive the weighted average of your other grades for the missing mid-term grade. You should contact by e-mail and/or telephone the course coordinator about any illness or family/personal situation dealt with under "compassionate reasons" in the Calendar, to find out the make-up exam time.

If you have religious observances which conflict with the course schedule or if you are registered with the Centre for Students with Disabilities, please contact the course instructor in order to make arrangements for your exam.

### **Mid-term Exam**

The mid-term exam will be held during scheduled class time. The exam will consist of multiple choice and short answer questions based on the assigned readings and class content.

### **Final Exam**

The final examination will consist of short-answer and multiple choice questions covering the course material following week 5: all assigned readings, lectures, and guest speakers.. It is important that you attend all lectures and participate in and take advantage of all the learning opportunities associated with this course.

### **Course Policy regarding use of electronic devices and recording of lectures**

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

**Laptops and other electronic devices.** The use of personal electronic devices in a constrained environment such as the lecture hall is intrusive and disturbing to others in the group. While you are permitted to use computers in the class, please do so only for note-taking purposes. The use of computers in class for playing games, web-surfing, or for social networking, or the use of cell-phones will not be tolerated and you will be asked to leave the class if you are caught doing so. This is in attempt to maintain a focused learning environment, and of course good-practice for when you enter the work force.

**Please note:** cell-phones, computers and other electronic devices will not be allowed in any examination rooms. Any student caught using such a device in the exam room (without express prior written consent from the instructor) will be referred to the Associate Dean (Academic) for academic misconduct.

## **Individual Paper and Assignment**

TOPIC OVERVIEW: Students are required to write a research paper addressing one of the weeks themes from the syllabus and relating that section of the sport industry back to the relative field of course discussion. The term paper should critically assess the issue and conclude with a personal position on the topic and future recommendations. More specific details in a separate term paper handout will be available at the start of the semester.

### **Paper Requirements:**

1. 6-7 pages (minimum/maximum), excluding title page, references and appendices.  
12 point font *double* spaced Times New Roman or Calibri.
2. At least seven (5) quality references (from a variety of sources), including a minimum of three (3) from peer-reviewed academic sources.
3. APA (American Psychological Association) referencing and formatting (including title page with student number, seminar leader and number, and date).

### **For Written Assignments:**

All written assignments must be submitted via hard copy to the professor at the beginning of the class period on the day the assignment is due.

### **Group Assignment**

To be posted in week #4

## **University Policies**

### **Academic Consideration**

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

### **Academic Misconduct**

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

### **Accessibility**

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email [csd@uoguelph.ca](mailto:csd@uoguelph.ca) or see the website: <http://www.csd.uoguelph.ca/csd/>

### **Course Evaluation Information**

Please refer to the Course and Instructor Evaluation Website

### **Drop date**

For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2018-2019/index.shtml>

## Additional Course Information

### Course Communication

All announcements required and recommended readings, assignment information and course updates will be posted on Course Link (D2L). It is your responsibility to keep abreast of course materials and relevant communication through this means. Furthermore, the instructor may normally be contacted using email or telephone during regular business days and hours (Monday to Friday from 8:30 am-5:30 pm).

### E-mail

As per university regulations, all students are required to check their <uoguelph.ca> e-mail account regularly: e-mail is the official route of communication between the university and its students.

### Late Assignments/Missed Exams:

All assignments must be handed in on the due date. If assignments are handed in late, a 4% of the total grade for the assignment will be deducted for every day they are late (including the weekend). No extensions without late penalty will be offered and no exceptions will be made. You must make arrangements with the instructor on how to submit the assignment if you are submitting the assignment late. Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may submit a request for special consideration. Provided that notification and documentation are provided in a timely manner, and that the request is subsequently approved, no academic penalty will be applied. In such cases, students must notify the instructor on the date of the missed test (or due date in the case of course work) and submit supporting documentation (e.g. a medical certificate) to the Instructor within one week of the originally scheduled test or due date. Students who do not provide or the instructor with appropriate or sufficient supporting documentation will be given a grade of 0 (zero). Note that the physician's report must establish that the patient was examined and diagnosed at the time of illness, not after the fact. The instructor will not accept a statement that merely confirms a report of illness made by the student and documented by the physician. Upon recovering from the illness the student should immediately contact the professor via email and set up a time to submit the assignment or arrangements for the missed text regardless of whether the medical documentation has been approved.

### Guest Speakers

There will be professionals from the industry who have demonstrated exceptional success and challenges in their careers in relevant fields of study. Questions about guest speakers' presentations will be on the exam and list of speakers are subject to change.

### Tentative Course Calendar - (Topics and Reading Schedule):

Note that this schedule is subject to change at the discretion of the Instructor.

DATE	LECTURE TOPIC
WEEK 1	Sport Management

Jan 8 <sup>th</sup> , 2019	<ul style="list-style-type: none"> <li>• Overview</li> <li>• What is sport management and defining the sport industry?</li> <li>• Unique features of sport</li> <li>• Sport management environment</li> <li>• Three sectors of sport</li> <li>• What is different about the sport industry?</li> </ul>
<b>WEEK 2</b> Jan 15 <sup>th</sup> , 2019	<p><b>Introduction to the Sport Industry</b></p> <ul style="list-style-type: none"> <li>• Defining Sport Tourism</li> <li>• Scope of Sport Sponsorships in the Canadian/global landscape</li> <li>• Stakeholders in the industry</li> </ul> <p><b>Guest Lecture – Rachel Farrell – Associate Manager, Events &amp; Marketing</b></p>
<b>WEEK 3</b> Jan 22, 2019	<p><b>Sport Tourism</b></p> <ul style="list-style-type: none"> <li>• The “Tri-Sector” of Sport Tourism (public, not-for-profit, commercial)</li> <li>• Scale of events</li> <li>• Sport Tourism Landscape in Canada</li> <li>• Sport Tourism Strategies</li> <li>• Events Rights Holders</li> <li>• How to acquire events</li> </ul>
<b>WEEK 4</b> Jan 29 <sup>th</sup> , 2019	<p><b>Professional Sport</b></p> <ul style="list-style-type: none"> <li>• What is professional sport?</li> <li>• Media</li> <li>• Sponsorship -look at Scotiabank deal</li> <li>• Player management</li> <li>• Key challenges and outcomes</li> <li>• Ownership and outcomes</li> </ul> <p><b>Guest Lecture – Dan Mackenzie NBA (Sponsorship)</b></p> <p><b>Group Assignment Given</b></p>
<b>WEEK 5</b> Feb 5 <sup>th</sup> , 2019	<p><b>Strategic Sport Management</b></p> <ul style="list-style-type: none"> <li>• Strategic management principles</li> <li>• Why undertake strategic management?</li> <li>• Strategic sport management</li> </ul> <p><b>Guest Lecture – Anthony Attard – VP Sales, Sports &amp; NHL (TBD)</b></p>
<b>WEEK 6</b> Feb 12 <sup>th</sup> , 2019	<b>Mid Term Exam (weeks 1-5)</b>



<p><b>WEEK 7</b> Feb 19<sup>th</sup>, 2019</p>	<p align="center"><b>WINTER READING WEEK – NO CLASSES</b></p>
<p><b>WEEK 8</b> Feb 26<sup>th</sup>, 2019</p>	<p><b>Major sporting events and measuring its legacy</b></p> <ul style="list-style-type: none"> <li>• An evaluation of legacy’s from major international games</li> <li>• Do legacies of major games achieve their desired long-term impact for sport and health</li> <li>• FIFA World Cup, from Rio to Qatar what did we accomplish</li> <li>• Costs to hosts vs long term benefit</li> <li>• “Leveraging” as a theoretical concept</li> <li>• What impact do non- “Mega” events have on the community?</li> </ul>
<p><b>WEEK 9</b> March 5<sup>th</sup>, 2019</p>	<p><b>Sport Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Sponsorship as a marketing tool...Sponsorship-linked marketing</li> <li>• Sponsorship Valuation</li> <li>• Sponsorship Contracts</li> <li>• Sponsorship Fulfilment</li> <li>• Activation</li> <li>• Reporting</li> </ul> <p><i>Term Paper Due Beginning of Class</i></p>
<p><b>WEEK 10</b> March 12, 2019</p>	<p><b>Leadership</b></p> <ul style="list-style-type: none"> <li>• What is leadership?</li> <li>• Theories of leadership</li> <li>• Leadership and management</li> <li>• Leadership challenges in sport organizations</li> <li>• <b>Guest Lecture – Kelly Diamond Indy 500 (Marketing)</b></li> </ul>
<p><b>WEEK 11</b> March 19<sup>th</sup>, 2019</p>	<p><b>Future Sport Management Challenges</b></p> <ul style="list-style-type: none"> <li>• What is organizational culture?</li> <li>• The importance of culture to sport organizations</li> <li>• Sub-cultures and sport</li> <li>• Diagnosing and managing organizational culture</li> <li>• Globalization and its impact on sport management</li> <li>• The DreamSport Society and the implications for sport managers</li> <li>• Future challenges</li> </ul>

<b>WEEK 12</b>  March 26 <sup>th</sup> , 2019	<b>Sport marketing and media</b> <ul style="list-style-type: none"> <li>• Introduction to sport marketing...now vs. then</li> <li>• Role of digital media</li> <li>• Relationship marketing...supporters not consumers</li> <li>• Technology in sport and its relation to consumption</li> <li>• Public relations, CRM &amp; CSR</li> <li>• Broadcast/media rights in the sport industry</li> <li>• Strategic Sport Marketing Insight and Development</li> </ul>
<b>WEEK 13</b>  APRIL 2 <sup>nd</sup> , 2019	<b>GROUP PRESENTATION (Last Day of Class)</b>
<b>Final Exam</b>	<b>TBD</b>