

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

TOUR 603

SPORT AND EVENT TOURISM PLANNING AND IMPACTS

COURSE DESCRIPTION

This course is an investigation into the planning process for special events and sport tourism. Potential economic, social, and environmental impacts of events are examined as they apply to the various tourism and event stakeholders.

RATIONALE

This is a required course in the Sport Management Master's Degree Tourism cognate. Managers in a sport or tourism organization need to consider the potential impacts of their decisions on a variety of stakeholders, including the host community. This course will address the economic, sociological, and environmental impacts that events have on host communities, emphasizing on leaving a positive legacy.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer
- B. Internet access (broadband recommended)
- C. Microsoft Word
(Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Explain the event planning process as it applies to travel and tourism organizations.
- B. Describe the role of sports and special events as part of a destination's tourism strategy.
- C. Identify the positive and negative impacts as well as the legacies associated with tourism and events.
- D. Describe how the various event stakeholders are impacted by economic, social, and environmental outcomes.
- E. Explain the steps in the event process including the bidding, preparation, hosting, and evaluation (post-event) periods.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist

After reading the Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (2)

There will be 2 required Discussion Board Forums. The student must post a thread in the selected modules/weeks in response to the provided prompt/question posed in the Discussion Board Forum. The thread must be a minimum of 500 words. The thread must also build upon the information in the readings as well as include reflective statements and specific applications of the concepts presented in the textbook. The student must also reply to 2 classmates' threads. Each of the replies must be a minimum of 250 words and must build upon the ideas in the thread.

- D. Article Critiques (2)

There are 2 Article Critiques in this course. Each of the Article Critiques must consist of a summary, explanation, and application of 3 peer-reviewed articles. The articles must all be related to the same topic from the specified modules/weeks. The Article Critiques must follow current APA guidelines and must consist of a title page, abstract, the body of the paper (minimum of 5 pages), and a reference list.

E. Event Bid Assignment

The Event Bid Assignment will consist of the student’s response to a request for a proposal (RFP) of a sports event. The RFP will be provided to the student on Blackboard. This assignment must follow current APA guidelines and must include a title page, abstract, response to the RFP (minimum of 8 pages), and a reference list. Peer-reviewed sources are not required for this assignment; however, the student must cite at least 3 sources in current APA format for all details included in answering the RFP (items that are not common knowledge).

F. Tests (4)

There are 4 tests in this course. Each test will cover the assigned Reading & Study material for 2 modules/weeks. Each test will be open-book/open-notes, contain 4 essay questions, and have 2-hour time limit.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (2 at 50 pts ea)	100
Article Critiques (2 at 150 pts ea)	300
Event Bid Assignment	200
Tests (4 at 100 pts ea)	400
Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 F = 759 and below

C. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

VII. BIBLIOGRAPHY

- American Psychological Association. *Publication manual of the American Psychological Association* (current edition). Washington, DC: American Psychological Association.
- Gibson, H. J. (Ed.) (2006). *Sport tourism; Concepts and theories*. New York, NY: Routledge. ISBN: 9780415464185.
- Higham, J. (2005). *Sport tourism destinations: Issues, opportunities, and analysis*. Burlington, MA: Elsevier. ISBN: 9780750659376.
- Higham, J., & Hinch, T. (2009). *Sport and tourism: Globalization, mobility and identity*. Burlington, MA: Elsevier. ISBN: 9780750686105.
- Ritchie, B.W., & Adair, D. (Eds.) (2004). *Sport tourism: Interrelationships, impacts, and issues*. Buffalo, NY: Channel View Publications. ISBN: 9781873150658.
- Weed, M. (2007). *Olympic tourism*. New York, NY: Routledge. ISBN: 9780750681612.
- Weed, M., & Bull, C. (2009). *Sports tourism: Participants, policy and providers* (2nd ed.). Burlington, MA: Elsevier. ISBN: 9780750683753.
- Weed, M. (Ed.) (2007). *Sport & tourism: A reader*. New York, NY: Routledge. ISBN: 9780415426886.

COURSE SCHEDULE

TOUR 603

Textbook: Hinch & Higham, *Sport Tourism Development* (2011).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Hinch & Higham: chs. 1–2 1 presentation	Course Requirements Checklist Class Introductions DB Forum 1	10 0 50
2	Hinch & Higham: ch. 3 1 presentation	Test 1	100
3	Hinch & Higham: ch. 4 1 presentation	Article Critique 1	150
4	Hinch & Higham: ch. 5 1 presentation	Test 2	100
5	Hinch & Higham: chs. 6–7 1 presentation	DB Forum 2 Event Bid Assignment	50 200
6	Hinch & Higham: ch. 8 1 presentation	Test 3	100
7	Hinch & Higham: ch. 9 1 presentation	Article Critique 2	150
8	Hinch & Higham: chs. 10–11 1 presentation	Test 4	100
TOTAL			1010

DB = Discussion Board

NOTE: Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.