

HSM 270: Planning and Management Sports Tourism and Events

This course explores major concepts in planning and managing sports events and sports tourism and how sports tourism and sports events can become an important factor in the development of the economy. Topics covered include introductory principles, study approaches, the importance sports tourism and event history and careers, elements of sport management and demand, planning and development principles, marketing, research, regulation and deregulation, and government agencies affecting sports tourism and sporting events. Upon completion, students will be able to analyze the impact of various facets of the sports tourism industry.

Credits: 3

Lab Hours: 0

Lecture Hours: 3

0