

SCHOOL OF PHYSICAL EDUCATION AND TOURISM MANAGEMENT

Proposal for a New Sport Events Concentration

Master of Event Tourism: Sport Event Tourism

Campus: IUPUI

Proposed Degree: Master of Event Tourism, Concentration in Sport Events Tourism

**School of Physical Education and Tourism Management
Proposal for New Concentration in Sport Event Tourism
Master of Event Tourism
Indiana University-Purdue University Indianapolis**

I. Objectives of the Program

In 2012, Super Bowl XLVI and the activities surrounding it generated \$342 million in spending from people outside of the Indianapolis area.¹ In some ways, this was the crowning achievement of nearly forty years of community efforts related to sports. In the 1970s, civic leaders identified several industries that could be used to revitalize downtown. In addition more traditional industries like health and life sciences, these leaders were visionary in defining sports and sports events as an industry that should be developed.

Originally conceived as a strategy to locate facilities downtown that would host sports events, Indianapolis now possesses a unique ecosystem related to sports and events. Indiana Sports Corporation was the first of its kind when it was created in 1980 to attract and support major sports events. Today, it is seen as both pioneer and leader in the field. Indianapolis also has nationally recognized best-practice companies such as MainGate (production and sales of event merchandise) and Sport Graphics (production and application of special event graphics). Indianapolis is also home to the National Collegiate Athletic Association which conducts hundreds of meetings annually in Indianapolis and has a history of awarding NCAA Championship events such as the men's and women's Final Four basketball events on a rotating five-year basis.

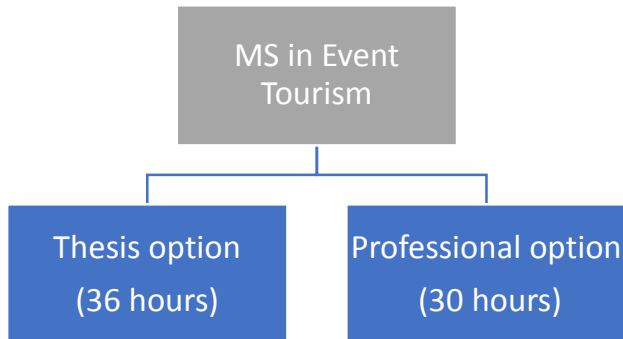
While Indianapolis possesses this unique heritage, and many cities throughout the country have moved to embed sports into their tourism and economic development strategies, there is no local or regional educational offering that focuses on the industry, the education needed to succeed in the industry, and the development of the next generation of sport leaders. Additionally, there are very few programs nationally focusing on sports events, and none that exist in a market which has experienced such success related to sports and events

Sport event tourism is a global phenomenon, highly competitive, ranging in scale from the Olympics and other mega events to the smallest amateur participation events. Sport events attract tourists as both spectators and participants, along with media, officials, sponsors and VIPs. They help cultivate a positive image for destinations and organizations, aid in corporate and place marketing, and help justify investment in venues. Destinations compete aggressively in the sport-event tourism marketplace, and countless events want to attract tourists, making professionalism essential.

¹ According to a study conducted by Rockport Analytics on behalf of Indiana Sports Corporation. The study was retrieved from <http://archive.indystar.com/assets/pdf/BG192278719.PDF> on February 12, 2014.

II. Unique Features and Strengths of the Program

In creating this concentration, we propose adding a professional option to our current MS Event Tourism program with applied learning opportunities for students. In addition to preparing students who are interested in research positions (MS Thesis option) or pursuing a doctoral degree in the future, the Master of Science in Event Tourism with a concentration in Sport Events Tourism is designed to prepare students for management positions in sports commissions, chambers of commerce, event owners, event management companies as well as many others.



There would be two notable features of this program. First, as far as we know, it would be the only graduate program of its kind in the United States. A careful review of program offerings does not reveal any programs that have an explicit focus/concentration on sport events related to tourism. There are two undergraduate programs - one at the University of Texas at San Antonio and one at Montclair State University - that has a curricular focus in sport, marketing, events and tourism. Second, the program would partner with the Indianapolis community on projects which would be mutually beneficial. Students would apply knowledge gained in areas such as tourism marketing research or sports tourism consulting while industry partners would receive assistance with various aspects of business development through sponsorship of learning experiences. Given this unique combination of curriculum and applied learning experiences, students will be uniquely positioned to enter the workforce for a variety of businesses that support sports and events.

In 2014, in preparation for an external review, the School of PETM hired Dr. Don Getz, Professor Emeritus of Tourism, Haskayne School of Business, University of Calgary to evaluate our Tourism program, including our graduate program. Dr. Getz is a renowned faculty in event tourism and a top researcher studying the effects or impacts of tourism and recreation on people, the environment, and the economy. Dr. Getz recommended the development of a professional master program in Sport Event Tourism that would take advantage of the 'Indy as sport capital' reputation and to work with major organizations such as sport governing bodies, professional associations and facilities to establish executive training, delivery of the classes to a large numbers of employees/members, and formalization of the "professional experience" component.

In addition to the uniqueness of the program, there would be several distinct strengths of the program:

- Supportive community stakeholders – Indianapolis-area organizations that lead related to sport events such as Indiana Sports Corporation and Visit Indy are supportive of the creation of this program
- Expertise across a variety of disciplines – by focusing on sport events, students will have the opportunity to be exposed to faculty from a variety of disciplines outside of the Tourism, Convention and Event Management (TCEM) department, including Sports Management, Philanthropy, and Non-Profit Administration
- Readily available curricular and extra-curricular work experiences – students will have access to a wide variety of internship, hourly, volunteer leadership experiences given the vast array of sport events that visit the Indianapolis area on an annual basis

III. Curriculum

Students enrolled in the new concentration will take:

- Total Credit Hours: 30
- Credit Hours for Required Courses: 24
- Internships or Practica: 6

Master of Science in Event Tourism Sport Event Tourism Concentration

Course	Title	Cr.	Semester
	FOUNDATION COURSES (12 credit hours)		
HPER-T591	Interpretation of Data in Health, Kinesiology, & Recreation	3	Fall
TCEM 582*	Applied Sport Event Research	3	Summer
TCEM 500	Foundations of Event Tourism	3	Fall
	Total Foundations Hours	9	
	EMPHASIS COURSES (18 credit hours)		
TCEM 531	Event Tourism Marketing	3	Fall
TCEM 562	Economics of Event Tourism	3	Spring
TCEM 519	Sports Tourism Management	3	Fall
HPER-K514	Sport Marketing and Sponsorship	3	Spring
HPER-K511	Legal Issues in the Sport Environment	3	Summer
	Total Emphasis Hours	15	
	PRACTICUM COURSE		
TCEM 598*	Master's Consulting Project	6	Spring
	Total Required Hours	30	

IV. Degree to be Awarded

Students who successfully complete the degree requirements will receive a Master of Event Tourism with a concentration in Sport Event Tourism from the Indiana University School of Physical Education and Tourism Management at IUPUI.

V. Admission Requirements

Admission requirements are listed below. Applicants to the program must demonstrate a strong desire and commitment to the field and the intellectual capacity to complete graduate work. For applications to be considered, applicants must have or provide:

1. Official transcripts from a baccalaureate degree in a related area (e.g., tourism management, hospitality management, sports management, leisure studies, recreation management, business) from an accredited institution. If a student has completed course work from any Indiana University campus, there is no need to submit a transcript.
2. A minimum GPA of 3.0 on a 4.0 scale.
3. A satisfactory score on the Graduate Record Examination taken within the past five years (Note: All students, including graduates of IUPUI Department of Tourism, Conventions and Event Management are required to take the GRE).
4. Three letters of recommendation that address the student's potential for academic success in a graduate program.
5. A candidate's statement (1000 words) regarding the applicant's professional experiences, personal goals, career aspirations and how earning an M.S. degree relates to each.
6. A completed graduate program application and payment of the non-refundable application fee.
7. International students: a score of 550 or above for the paper-based TOEFL, 213 or above for the computer-based TOEFL, or 79 on the iBT.

VI. Clientele to be Served

Students enrolled in the Sports Events concentration will serve students who are residents of Indiana as well as students who are non-residents (including international students). The concentration will likely possess a relatively even mix of early-career sports event professionals seeking to further their credentials and training and students pursuing a graduate degree immediately following an undergraduate degree. The department expects that many of the non-resident graduate students will continue to reside and work upon graduation in Indianapolis, a thriving metropolitan area with a strong climate for opportunities in the sports events and tourism workforce. Students will be permitted to enroll in the program full or part-time, with some restrictions.

VII. Student Financial Support

The School of Physical Education and Tourism Management has in place all major resources required to successfully launch this new graduate concentration. As the program matures, additional funding will be raised by the Department of Tourism, Conventions and Event Management. The school currently funds two graduate research assistants. The graduate program resources—facilities, faculty, financial aid for graduate students, and equipment—will be funded from the school’s budget with the addition of graduate tuition revenue, and with external funding obtained through collaborative projects in the sport tourism environment of Indianapolis.

VIII. Student Demand

Informal feedback during the early planning stage indicated considerable student interest in this concentration. Faculty members have engaged in conversations with sport event professionals and have met been with a warm reception regarding the concentration. For example, early-career event professionals seeking an advanced degree will be attracted to a degree program located near their place of employment offering a mix of online and in-person courses. Additionally, based on Indianapolis’ status as a recognized leader in the sport event industry, a broad mix of other students will be attracted to the concentration based on the field experiences and connections that are made in the region.

IX. Employment Possibilities for Graduates

Public, private, or nonprofit organizations providing sports, tourist, or event services at the local, national, or international level will seek graduates with this concentration for mid-level management positions. The sports event industry comprises an important component of the \$3.56 billion of economic impact on the Indianapolis economy generated by the nearly 22 million visitors to the region (Global Insight Report, xxx). Within the broader sport industry, jobs in the area of sports events and facility management account for the second greatest number of positions in the industry, trailing only positions in sales (Teamwork Online Industry Hiring Report, 2011). The occupational outlook for those pursuing a career in the area of event management is encouraging, with the Bureau of Labor Statistics projecting a 33% increase in job growth over the next decade (BLS, 2012). The median annual salary for those working in event management was \$45,810 in 2012. Some examples of sports events related employment opportunities in Indianapolis include:

- Lucas Oil Stadium, a multi-use, all-weather venue featuring a retractable roof. The stadium seats as many as 70,000 for football games and other events. It also serves as an extension to the Convention Center by containing 12 meeting rooms with a total of 13,000 square feet of meeting space, as well as 179,000 square feet of exhibit space.
- National Collegiate Athletic Association, the national governing body of intercollegiate athletics in the United States, conducts 89 national championships in 23 sports for its 1,200 member institutions. Since the NCAA relocated to Indianapolis in 1999, Indianapolis has served as a host to the NCAA men’s and women’s Final Four basketball events.

- Indiana Sports Corporation, America's first sports commission, is a non-profit organization dedicated to bringing world-class events to Indianapolis, including the NFL Super Bowl, NCAA Final Four, and Big Ten Championships.
- Professional sport organizations including the Indianapolis Colts, Pacers Sports and Entertainment, Indianapolis Indians, Indy Eleven, Indiana Ice, and Indianapolis Fuel host over 200 sporting events in six sports facilities during the course of a calendar year.
- Indianapolis Motor Speedway, host to world class events such as the Indy 500, Brickyard 400, and Moto GP.
- National Governing Bodies, such as USA Gymnastics, USA Track & Field, USA Diving, and U.S. Synchronized Swimming, are housed in Indianapolis and host certified events nationwide.
- MainGate and LIDS, two companies that specialize in the creation of merchandise sales experiences associated with large events are industry best practices with national and international reach.

X. Relevant Faculty Expertise

The School of Physical Education and Tourism Management at IUPUI has the faculty resources in place to deliver this new concentration. The students will take the same MS core courses as the students in the other concentrations. In addition, we have a number of faculty members who have expertise in this field and have committed to teaching courses. Faculty will include the following:

1. Dr. Jay Gladden, Professor and Dean, School of Physical Education and Tourism Management
2. Dr. Rafael Bahamonde, Professor and Associate Dean, School of Physical Education and Tourism Management
3. Dr. Amanda Cecil, Ph.D. Associate Professor, School of Physical Education and Tourism Management, Director of TCEM program
4. Dr. Sousheng Wang, Associate Professor, School of Physical Education and Tourism Management
5. Dr. Soonhwan Lee, Associate Professor School of Physical Education and Tourism Management
6. Dr. Yao-Yi Fu, Associate Professor, School of Physical Education and Tourism Management
7. Dr. Brian Krohn, Assistant Professor, School of Physical Education and Tourism Management
8. Dr. Carina King, Assistant Professor, School of Physical Education and Tourism Management
9. Dr. David Pierce, Assistant Professor, School of Physical Education and Tourism Management

Course Number	Course Name	Faculty Member to Teach Course
TCEM 500	Foundations of Event Tourism	Suosheng Wang, Ph.D. Brian Krohn, Ph.D.
TCEM 531	Event Tourism Marketing	Yao-Yi Fu, Ph.D.
TCEM 519	Sports Tourism Management	Amanda Cecil, Ph.D. Brian Krohn, Ph.D.
TCEM 562	Economics of Event Tourism	Carina King, Ph.D.
HPER-T591	Interpretation of Data in Health, Kinesiology and Recreation	Rafael Bahamonde, Ph.D. Suosheng Wang, Ph.D.
HPER K-514	Sport Marketing and Sponsorship	Soonhwan Lee, Ph.D. David Pierce, Ph.D. Jay Gladden, Ph.D.
HPER K-511	Legal Issues in the Sport Environment	Jay Jones, JD
TCEM 582	Applied Sport Event Research	Brian Krohn, Ph.D. Jay Gladden, Ph.D.

XI. Resources Required

The IU School of Physical Education and Tourism Management currently has all the faculty and staff resources in place to deliver this concentration. The majority of the courses are offered on a regular basis as part of existing graduate programs within the school. Four courses have not been offered as frequently in the past, but are approved courses that will be added to the schedule upon approval of this concentration using the expertise of existing faculty. One new course is currently in the approval process, TCEM 582 Applied Sport Marketing. Since this is a concentration within an existing degree, no new administrative structures or personnel will be required.

XII. Impact on Undergraduate and Other Graduate Programs

Adding this concentration to the existing Master of Event Tourism will primarily affect students from the undergraduate programs within the IU School of Physical Education and Tourism Management. The most relevant source of students entering this program immediately following completion of a bachelors program will come from the Bachelors of Science in Tourism, Conventions and Event Management or the Sports Management concentration within the Bachelors of Science in Physical Education. However, in discussions about the Masters of Event Tourism and the development of this concentration, informal feedback was collected that suggests that a Concentration in Sport Event Tourism will attract students from a variety of undergraduate degrees and majors. The lack of a requirement for a specific undergraduate major encourages students from a variety of undergraduate majors to apply.

It is not anticipated that this program will have significant impact on other graduate programs on campus due to the specific niche and applied approach of this concentration. The most likely

impact would be an increase in credit hours for the School of Public and Environmental Affairs which will be delivering five of the elective courses.

XIII. Compatibility with the University, Campus and School Missions

The IU School of Physical Education and Tourism Management capitalizes on its rich history and unique location in downtown Indianapolis to prepare future leaders in kinesiology and tourism by translating theory into practice.

Indiana University-Purdue University Indianapolis (IUPUI), a partnership between Indiana and Purdue Universities, is Indiana's urban research and academic health sciences campus. IUPUI's mission is to advance the State of Indiana and the intellectual growth of its citizens to the highest levels nationally and internationally through research and creative activity, teaching and learning, and civic engagement. By offering a distinctive range of bachelor's, master's, professional, and Ph.D. degrees, IUPUI promotes the educational, cultural, and economic development of central Indiana and beyond through innovative collaborations, external partnerships, and a strong commitment to diversity.

This new graduate program offering directly aligns with the new IUPUI strategic plan. According to the plan, IUPUI specifically is looking to increase capacity for graduate education (goal 2). This will be a unique, new professional master's degree that attract a new market of students. Additionally, it will deepen our commitment to community engagement (goal 7) as we look to expand and further engage with our industry partners. Through partnerships, we will be able to offer additional graduate assistant opportunities, and collaborate on research and consulting class projects. Given the global nature of sports and Indianapolis as an international sport event destination, our faculty hopes this new professional program will attract international students (goal 8).

The study was conducted by the Baltimore-based research firm Rockport Analytics. It also shows an increase in the number of visitors, with more than 26 million people from around the world traveling to Indianapolis in 2012, an increase from 25 million in 2011. While 2012 was the year of the Super Bowl, an event that generated \$337 million in just 14 days, the general manager of the Indianapolis Marriott Downtown said they are seeing historic numbers now from 2013, and they have high hopes for 2014.

Read more: <http://fox59.com/2014/01/22/indianapolis-tourism-study-suggests-historic-growth-in-funding-employment/#ixzz2uGOAz8gj>

Links:

<http://www.aipsmedia.com/index.php?page=news&cod=4432&tp=n>

<http://www.questia.com/library/journal/1G1-317589009/residents-perceptions-of-sport-tourism-and-quality>

The direct benefits of major sports events (new facilities and visitor spending) are supplemented in most cases by a post event tourism boost that benefits other segments of the local economy. Getz (1991) identifies six reasons why cities bid for sports tourism related events: 1) to attract

people into the area; 2) to attract people outside the main season; 3) to create media attention and raise the profile of the area; 4) to increase occupancy levels of existing tourism facilities; 5) to encourage repeat visits; and 6) to assist regeneration of the area's economy.

Since the 1980s, Indiana, and Indianapolis in particular, have actively promoted sports tourism by marketing themselves as centers for amateur sporting events, building new sports facilities and expanding its hotel facilities. The city is known worldwide as the home of the Indianapolis Motor Speedway, hosting the Indianapolis 500 and Brickyard 400, etc. The city has state-of-the-art facilities for numerous sports, including venues that have consistently hosted world-class competitions. In addition, it is home to a number of governing bodies that oversee Olympic teams and national tournaments. In 2000 the NCAA made Indianapolis their headquarters and have committed to holding the men's and women's Final Four events in the city through 2010. Indianapolis is home to many professional sports teams such as Indianapolis Colts (NFL football), Indiana Pacers (NBA men's basketball), Indiana Fever (WNBA women's basketball), Indianapolis Indians (Triple-A affiliate of Pittsburgh Pirates) and Indiana Ice (ice hockey). Several sports-related organizations have headquarters in the state.

XIV. Implementation Plan

We hope to receive final approval by the fall 2015 which will allow a spring 2015 implementation. In anticipation of approval we are moving forward with plans to develop and disseminate information about the new concentration, recruit students, and coordinate the course offerings. An ad-hoc planning committee of the core faculty will meet regularly with our communications and marketing person to develop an effective way to disseminate information about it. Funds have been set aside for all of these activities. The associate dean and director of the TCEM program will be developing a course rotation matrix to identify when courses will need to be offered and will make sure that resources are in place for a successful implementation program.

The proposed concentration would be reviewed as part of the degree review. We are currently in our self-study year and will have the official site visit in this fall 2014, therefore, the next review will be in five year. The following graduate and professional learning outcomes for the concentration have been developed and will be assessed by the faculty on a semester by semester basis.

Graduate Student Learning Outcome (MS in Event Tourism: Sport Events)
1. Develop, synthesize and execute principles of sport event tourism through applied research.
2. Conduct applied research in an ethical and responsible manner.
3. Demonstrate best practices in sport event tourism research.
4. Practice a sense of community and civic mindedness.
5. Work productively with persons from diverse cultures and backgrounds.
6. Communicate effectively with stakeholders, including tourism professionals and the general public
7. Examine and predict sport event tourism industry trends.

8. Interpret and appraise sport event tourism sustainability critically and reflectively.

In addition to the assessment of graduate and professional SLO, we will use other methods to monitor the quality of the program:

- Number of graduates that get jobs in their desired fields
- Number of graduate the pursue doctoral work
- Student retention and completion rates
- Faculty and Student Evaluations
- Alumni Survey

These assessment will be used to make modification to the curriculum, personnel and administration of the program

XV. Program Administration

The School of PETM is fully committed and excited to start the implementation and delivery of this new Master in Events Tourism: Sport Events Concentration. Because this will be an added concentration to the existing research master in Event in Tourism, it will not require any additional resources or administrative modifications. The core faculty for the concentration will monitor and guide the curriculum; the Associate Dean and the TCEM Director will assure compliance with other degree requirements and degree accreditation; the school faculty and the school graduate and research committee will make sure there is a synergy with other concentrations and graduate programs; and the Dean and Executive Associate Dean will provide oversight and final approvals.

Since this is a new concentration in an existing degree, policies and procedures related to admission, good standing and dismissal will remain the same.

XVI. Similar Programs at Other Universities and Other Indiana University Campuses

The supply of tourism graduate programs has grown considerably over the past three decades. Such growth has been fueled by the rapid expansion of the tourism industry and recognition by governments that tourism contributes significantly to local and national economies. This growth came in the form of three different approaches that aim to reach the same goal, to equip graduates with a breadth of management skills that will allow them to add value to organizations operating in the tourism environment: a) Generic degrees that offer the interdisciplinary skills required for a broad understanding of the tourism industry; b) Specialized degrees that offer students the specialized expertise in a particular area of tourism, such as marketing, planning, human resources and operations; and c) Demand based degrees that focus on the nature and

development of particular niche markets which require both generic knowledge and specialized expertise for effective delivery. ***Notably, there are no graduate programs that focus on sport event tourism in the state of Indiana or through the United States.***

According to the Gradschools.com website (October 14, 2008), there are currently 62 higher education institutions in the United States that grant Master's degrees in Hospitality and Tourism and 17 institutions that offer Doctorate degrees. Only one program at George Washington University specializes in the area of Event Tourism. This field has developed in size and impact globally to become a major business with numerous dedicated facilities, and a large-scale generator of tourism. The field encompasses meetings, conventions, festivals, expositions, sport and other special events. Event management is also of considerable importance to government agencies and not-for-profit organizations in a pursuit of a variety of goals, including fund-raising, the fostering of causes, and community development.

The following is a list of tourism and hospitality programs in the region and the State:

- Purdue University – Hospitality and Tourism Program
College of Health and Human Services

Program Description:

Hospitality and tourism management (HTM) offers three emphases for study concentration: lodging management, food service management, and tourism management. Students gain experience and knowledge in food production and service skills in the HTM Cafe and John Purdue Room, and from internships (in the United States and abroad) at convention and visitor bureaus, resorts, sports facilities, restaurants, and hotels. Students develop critical thinking ability and a broad perspective in human resource management, hospitality law, accounting, finance, marketing, information systems, international relations, senior living, and transportation.

Differences:

Purdue's undergraduate and graduate programs do not focus on sports or event tourism but prepare students for sales and marketing positions for hotel and restaurants in the hospitality industry.

- Ball State University – Hospitality and Food Management
College of Family and Consumer Science

Program Description:

This program provides an efficient and effective pathway to upper-level management positions in hospitality and the food industry. The degree offers students a blend of theory of management practices and experiential learning.

Differences:

Ball State only has an undergraduate program in this field and the program's focus is on food service, nutrition, and hospitality management principles.

- Indiana University – Department of Park, Recreation and Tourism Studies
School of Public Health

Program Description:

The tourism management program prepares students to enter the world's largest and most diverse industry. Tourism is the business of attracting and catering to the needs and expectations of visitors. Although the tourism industry includes transportation, travel brokers, and food and lodging, students in this program focus on the marketing and management of tourist facilities and destinations. These include government tourism divisions, hotels, resorts, convention centers, theme parks, visitor centers, cruises, and airlines.

Differences:

The undergraduate and graduate programs do not focus on sport or event tourism but rather prepare students for positions in parks and recreation and in leisure service operations.

Appendix B: CV's for Faculty Listed in Proposal (RAFAEL)