



Sports Tourism Strategist Information

If you want to take your knowledge of the Sports Events and Tourism Industry to the next level, the Sports Tourism Strategist program is for you!

Here's a quick guide to provide you all the key details about the program.

What is the Sports Tourism Strategists program?

The Sports Tourism Strategist - or STS - program is Sports ETA's leading-edge industry designation signifying your commitment to continued learning in the sports events and tourism industry. It reflects your leadership in the industry, but also the investment you've made to increase your knowledge and propel your career and your organization forward.

How does the STS program work?

It's simple. The STS program is made up of building blocks called Certificates. These Certificate courses are topical, deep dive courses that focus on a specific, timely and relevant area of the sports events and tourism industry.

- Completing a Certificate course earns you a Certificate of Achievement for that course **AND** credits toward your STS designation.
- Once you take enough Certificate courses to earn 32 credits, you've done it! You'll then have your Sports Tourism Strategist designation.
- From then on, keep your STS designation compliant with simple continuing education opportunities.



Where do I find the Certificate courses?

All of our online Certificate courses are housed in our [Certificate Playbook](#). However, because we know the importance of learning with others, we also offer in-person and virtual Certificate courses throughout the year.

How do I know if the program is right for me?

Not every learner is the same, and we acknowledge that. The great thing about the STS program is that you can custom tailor the courses you take based upon your experience, interests, and role in the industry to create a program that you are confident is right for you.

How do I apply for the STS program?

More good news! This is a self-paced program and is available for anyone wanting to further their sports events and tourism education. No need to apply. Just jump in and register for a Certificate course and you're set!

What if I'm not a Sports ETA member?

We believe education is for everyone. The STS program and all Certificate courses are available for Sports ETA members and non-members alike.

What if I want to take a Certificate course, but can't commit to the STS at this time?

Not to worry! You can dive into one Certificate course or many without committing to earn the STS. You'll earn a Certificate of Achievement for every course you complete. We'll go ahead and automatically track the STS credits you've earned in your Sports ETA member profile. In the event you change your mind and do want to earn your STS, your existing credits will already be in your account.

How fast can I start and finish my STS?

You can start right away. Like right now. [Go register for a course](#). Between our online, in-person, and virtual courses, we've got plenty of content for you to start and finish your STS in less than a year. Heck, you could do it in less than a month if you were so inclined. It's all self-paced, so you're the boss!

Where do I start?

If you're new to the industry, we recommend you start with one of the following courses:

- Introduction to Sports Tourism
- Know Your Numbers: Intro to Finance
- Sports Tourism Business Strategy

If you're a seasoned professional, take your knowledge to the next level through one of these courses:

- Analytics
- Innovation



We're regularly adding new Certificate courses, so stay tuned and check out our [Certificate Playbook](#) for more!

What are the continuing education requirements to keep my STS in compliance?

In order to maintain your STS designation, all you have to do is earn 4 additional STS credits per year. STS designations are on a rolling year, so if you earned your STS on August 20, 2022, you'll just need to earn 4 more credits by August 20, 2023. Don't worry, we'll track it all and remind you along the way!

What do I get when I earn my STS?

You'll get a Certificate of Achievement for every Certificate course topic you complete on the way to your STS. Once you hit your 32 credits, you'll receive the official STS Designee certificate, suitable for printing and framing in your office, and definitely worth sharing on social media! You'll also receive the STS Toolkit with additional resources.

What other perks are available for STS graduates?

STS Designees are super special to Sports ETA, because they are the individuals who have shown to be lifelong learners. To show our appreciation, we provide special access content, networking opportunities, meet and greets with speakers and experts, etc. throughout the year. FOMO is real for those outside looking in!

Do STS credits expire?

Nope, they sure don't. But your STS will fall out of compliance if you do not keep up with your continuing education requirements.

What happened to CSEE?

We know there was a pandemic and all, so we'll let it slide, but Sports ETA transitioned away from the CSEE quite a few years ago now. Check out [this video](#) to get up to speed.

I'm not quite sure I want to jump into a Certificate course. What should I do?

No problem at all! Start getting a taste of Sports ETA's education offerings by checking out our [free Power Plays](#), which are short, topical, self-paced topical intros you can complete while you're scarfing lunch at your desk.

I'm looking for education for a whole organization, group, or association.

We do that too! We're glad to build custom education content and programs specific to your needs. Reach out below today.

I need some help figuring all this out!

You're in luck! We're here to help make it easy for you. Whether you have additional questions or want us to help curate the perfect educational path for you, don't hesitate to reach out to Sports ETA's Education team:

Sports ETA (info@sportseta.org)

Dr. Jennfier Stoll (Jennifer@SportsETA.org)

