



# Introduction to Sports Tourism

## Sports Tourism Learning Institute

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### Course Description

Sport tourism is the fastest growing sector in the global travel and tourism industry. The Introduction to Sports Tourism course offers rich experiential learning through in-depth exploration of the sports tourism industry, sport industry guest lectures and sports industry data & analysis. Participants will review sports tourism models, examine both amateur and professional sports, and analyze the impact of major events. The course will also highlight how sports tourism contributes to economic growth, civic pride, and quality of life while providing essential business and leadership skills.

### STLI Certificate Playbook Course

**STS Credits: 4**

**Format:** Online, Self-Paced

**Length:** 6 sessions - approx. 4 total hours

**Sports ETA Member Price:** \$399

**Non-Member Price:** \$499

### Meet the Industry Expert Leading this Course



#### **Vincent R. Trinidad, IOM**

- Sports ETA, Facilities Programming Adjunct
- Huddle Up Group, Strategic Projects Partner
- Bobcat Strategies, LLC, President & CEO

Vincent Trinidad is a vibrant changemaker with 30 years of experience in sports, tourism, and nonprofit industries. He has worked for groups that include Local Organizing Committees, National Governing Bodies, Sports Commissions, Convention & Visitors Bureaus, Parks & Recreations, and

Chambers of Commerce. In addition, he has worked with elected officials at the city, county/parish, state, and national levels.

He earned his bachelor's degree in political science and German from the University of Arizona. In his pursuit for professional development, he earned two industry certifications; a Certified Sports Event Executive (CSEE) from the NASC (Sports ETA), and Institute of Organizational Management (IOM) graduate through the US Chamber of Commerce Foundation. He is currently an MBA Candidate with the Oklahoma State University MBA Spears School of Business at OSU-Tulsa.

He has served on several Sports Tourism and local boards. He enjoys serving his community by creating meaningful connections and relationships that bring us closer together. He believes that the key to understanding each other is our unique cultures that, when combined, make our community better.

<https://www.linkedin.com/in/vince-trinidad-iom-277b735/>

## Course Learning Outcomes

After completing this course, you will be able to:

1. Define the scope of sports tourism within the broader tourism industry.
2. Identify the key structures, stakeholders, and organizations that shape the sports tourism ecosystem.
3. Apply foundational business and leadership skills in the context of sports tourism.
4. Evaluate desired outcomes and performance indicators in sports tourism initiatives.
5. Analyze the impact of sports tourism on communities and regions.
6. Utilize professional resources and learning opportunities to continue growth as a sports tourism professional.

## Course Content

This is a fully online, self-paced course consisting of 6 sessions. Course sessions include informative video lectures, participation quizzes, and printable PDF resources. This course takes approximately four hours to complete.



## **Session 1: Introduction – The Fastest Growing Sector in the Tourism industry**

Session 1 introduces sports tourism as the fastest-growing sector in the tourism industry. You'll learn what sports tourism means, how it impacts local economies and communities, and how it has grown from ancient competitions to today's global events.

## **Session 2: The Many Structures of Sports Tourism**

This session introduces the many players that make up the sports tourism industry. You'll learn about destinations, industry partners, rights holders, and individuals, and see how each contributes to building and growing sports tourism.

## **Session 3: The Business of the Sports Tourism Industry**

Session 3 focuses on the core business skills needed in sports tourism. You'll explore strategic planning, finance, leadership, public speaking, and partnership building, all aimed at helping you succeed and grow as a sports professional.

## **Session 4: Desired Outcomes of Sports Tourism**

In Session 4, you'll learn how to set clear, measurable goals, explore how success is tracked through things like revenue, room nights, and economic impact, and see how sports tourism can make communities better places to live, work, and play.

## **Session 5: Sports Tourism's Effects on a Geographical Area**

Session 5 will show how events support the local economy, build community identity, and create long-term benefits. The session highlights the role of marketing and storytelling in shaping a destination's brand and attracting visitors.

## **Session 6: Bringing It All Together**

This final session wraps up the course by focusing on what comes next in your sports tourism journey. You'll review essential industry terms, explore professional resources and learning opportunities, and see how ongoing growth and education can help you succeed in the field.



## Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits towards your [Sports Tourism Strategist Designation](#). Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections to reference during your career.

## Questions?

If at any time you have questions about this course or any of our other courses, please contact us at [info@sportseta.org](mailto:info@sportseta.org). Because this course is self-paced, please do not try to contact the course instructor(s) with your questions. If you need technical help with the course, please email us at [support@sportseta.org](mailto:support@sportseta.org).

