



Facilities 101

Sports Tourism Learning Institute

Course Description

Facilities 101 examines the role of sports facilities in destination success, tracing their evolution from historical origins to modern practices. The course provides an essential foundation for understanding the design, ownership, management, and business operations that drive facility sustainability within the broader sports tourism industry.

Participants will explore how facilities influence event recruitment, community development, and economic impact. This course will address a range of topics including facility types, design principles, architectural considerations, and the roles of owners, designers, and managers.

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. Explain the foundational role of facilities in sports and tourism.
2. Differentiate among facility types and structures and analyze their impact on sports tourism.
3. Compare ownership and management models such as government-owned, private, public–private partnerships, and nonprofit facilities.
4. Evaluate key design and architectural considerations that influence areas such as athlete performance and spectator experience.
5. Analyze the business and financial dimensions of facility operations.

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 to Facilities and Sports Tourism

This session introduces the foundational concepts of sports facilities and their significance in sports tourism. Participants will explore the historical evolution of facilities from ancient origins to modern designs and their impact on destination success.

Session 2: The Many Structures of Sports Facilities

Participants will examine the wide range of facility types from parks and recreation centers to large-scale competition venues. The session highlights how each facility type contributes to community engagement, tourism, and economic development.

Session 3: Owners and Managers of Sports Facilities

This session explores different ownership and management models, including public, private, nonprofit, and public–private partnerships. Participants will analyze how each structure influences operations, access, and long-term sustainability.

Session 4: Sport Facility Design and Architecture

In Session 4, you'll learn about the key principles of facility design, architecture, and construction. Topics include athlete and spectator experience, safety, sustainability, materials, and environmental considerations that shape modern facilities.

Session 5: The Business Behind Sports Facilities

This session focuses on the financial and operational aspects of facility management, including planning, funding, marketing, and partnership development. Participants will examine trends, niche sports, and strategies that drive profitability and community value.

Session 6: Bringing It All Together

The final session highlights key concepts from the course and connects participants to industry terminology and professional resources. Participants will explore continuing education opportunities and reflect on expert insights into the evolving role of sports facilities in tourism.



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. 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.

