

SPORTS, TRAVEL & TOURISM

HIGH SCHOOL CAREER AND TECHNICAL EDUCATION COURSE



A COURSE OF STUDY FROM THE ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION



City of Opelika, Alabama pickleball facility.



Chewacla Triathlon, Auburn, Alabama.

SPORTS, TRAVEL & TOURISM CURRICULUM

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Robert Trent Jones Golf Trail at The Shoals
Florence, Alabama



Youth baseball tournaments in Alabama

LETTER FROM THE DEVELOPERS

Dear Educators:

The outdoor recreation industry is a vital component to Alabama's economy, from both a revenue and employment standpoint. According to the Outdoor Industry Association, outdoor recreation has an annual economic impact of \$14 billion on Alabama's economy through direct consumer spending.

Communities that provide a variety of outdoor recreation opportunities have a better quality of life, making them more attractive places to call home. These communities are better positioned to compete for talented workforces and to attract corporate relocations. The outdoor recreation industry supports twice as many jobs as auto manufacturing in Alabama. It provides \$3.9 billion in wages and salaries and \$857 million in state and local tax revenue.

The state of Alabama, as well as many areas of the United States, is experiencing a labor shortage that is affecting all sectors of the tourism and travel industry: airlines, hotels, restaurants, tour operators and destination organizations. To address the issue in Alabama, Governor Kay Ivey has appointed us to spearhead the effort in creating an outdoor recreation curriculum guide that will assist today's teachers in helping prepare tomorrow's workers.

The Sports, Recreation and Attractions Management curriculum guide introduces high school students to the knowledge and skills related to managing clients, providing products and services and overseeing facilities in the evolving sports, recreation, and attractions industries. With hundreds of career options to explore, outdoor recreation is an exciting industry where the sky is the limit and high school is the perfect place for students to launch a lifelong career. No matter what skills someone has, there are positions they can put their talents to use and build on them.

We hope this guide will help you to effectively deliver the content to the classroom. If we can offer further support to you in regard to the tourism and travel industry, please reach out to us and we will be glad to assist.

Sincerely,

Alabama Mountain Lakes Tourist Association
Tami Reist, President & CEO
tami@northalabama.org
www.northalabama.org

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Why a Sports, Recreation and Attractions Management Curriculum?

The Sports, Recreation, and Attractions Curriculum Guide introduces high school students to the knowledge and skills related to managing clients, providing products and services and overseeing facilities in the evolving sports, recreation, and attractions industries. This guide is to be used by educators and is designed to offer suggestions about what to teach and how to create exciting and meaningful content. It will encourage educators to research and look for new and challenging ways of facilitating students' learning in tourism and travel studies.

The Sports, Recreation, and Attractions Curriculum Guide is to help students prepare for the transition from secondary school to a sustainable career in any area of the outdoor recreation and tourism industry. The guide offers valuable information on the array of careers available in the various segments of the outdoor recreation industry, provides accessible and engaging access to timely content, including current data, facts and figures; investigates revenue sources and factors that impact profits, introduces and explains the importance of technology, licensing, sponsorships, brand positioning and endorsements and the impact each of these have on tourism and travel.

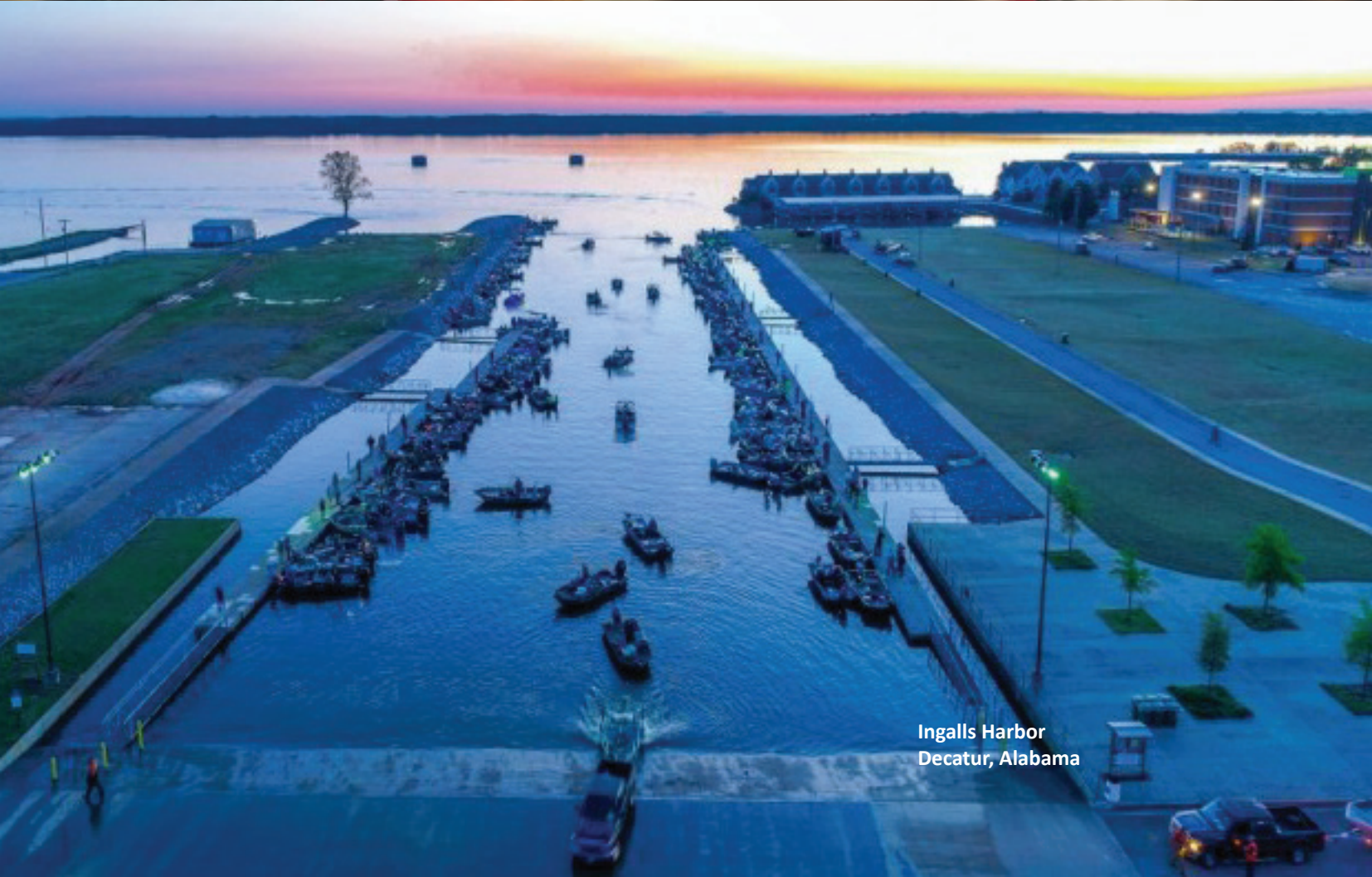
In addition, the guide gets students quickly up-to-speed with industry terminology and the economics of outdoor recreation and how it impacts a local, state and national economy. Educators should relate learning in the Sports, Recreation, and Attractions Curriculum Guide to real people, issues, and the local economy.

The curriculum focuses on two main goals.

- Generate interest in and provide a foundational understanding of sports, recreation and attractions management and the world of career opportunities within the industry.
- Present students with both career readiness and position-specific skills that will help them get started in the industry and set them on the path to success.



King Cat fishing tournaments on Alabama Lakes



Ingalls Harbor
Decatur, Alabama

Sports, Recreation, and Attractions Management I

Course Credit: 1.0 / Grade Levels: 9-12

Prerequisites: Introduction to Hospitality and Tourism

Sports, Recreation, and Attractions Management I introduces the knowledge and skills related to managing clients, providing products and services, and overseeing facilities in the evolving sports, recreation, and attractions industries. The concepts addressed in this course include management of venues and events; branding, advertising, public relations, and event marketing; types of business ownership; management styles; the impact of public image; and the importance of professionalism.

Career and Technical Student Organizations are integral, co-curricular components of each career and technical education course. These organizations enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and access opportunities for personal and professional growth. Students in the Hospitality and Tourism cluster affiliate with FCCLA.

Foundational standards, shown in the table below, are an important part of every course. Through these standards, students learn and apply safety concepts; explore career opportunities and requirements; practice the skills needed to succeed in the workplace; take advantage of leadership, teamwork, and personal growth opportunities afforded by Career and Technical Student Organizations; and learn and practice essential digital skills. The foundational standards are to be incorporated throughout the course.

Each foundational standard completes the stem “**Students will...**”

Foundational Standards

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
6. Investigate various applicable professional organizations within the hospitality and tourism industry.

Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Introduction to Sports, Recreation, and Attractions Management

Activity 1

Each content standard
completes the stem
"Students will..."

- Compare and contrast the various sectors of the sports, recreation, and attractions industries.

Students will compare and contrast the three different industries with the jobs and responsibilities that exists in each category.

This includes a search online of job postings in each segment that focuses on the skills required and experience needed to be considered for the position.

- Sports is focused on professional, collegiate, and national governing bodies
- Recreation will learn more about the different organizations that support these efforts for cities across the country: Professional Organizations | Department of Recreation Management and Physical Education (appstate.edu)
- Students will learn about what makes a venue an attraction and the management of that | Attractions news, jobs and magazine | attractionsmanagement.com

Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Introduction to Sports, Recreation, and Attractions Management

Activity 2

Each content standard
completes the stem
"Students will..."

- Compare and contrast the types of business ownership found in the sports, recreation, and attractions industries.

Students will start with the public vs. private organizational setup, along with those that are considered quasi-governmental.

- Public: Funding models for each organization to how it generates revenue and covers its expenses
- Private: sole proprietorship, partnership, limited liability company, corporation, cooperative

Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Introduction to Sports, Recreation, and Attractions Management

Activity 3

Each content standard
completes the stem
"Students will..."

- Investigate and describe the advantages and disadvantages of management styles that may be utilized for the sports, recreation, and attractions industries.
- Select key leaders of organizations in each discipline to create a report on their career background, what their position's key responsibilities are, and their leadership style.
- Examples: affiliative, pacesetter, coaching, visionary

<https://www.leadershipandsport.com/leadership-styles-in-sports-coaching/>

Styles of Leadership

Autocratic Leaders (task oriented):

- Tend to make all decisions
- Motivated to complete a task as quickly and efficiently as possible
- Authoritarian Style - they do not take into account the groups opinions
- They do not share responsibility
- Effective when quick decisions need to be made

Democratic Leaders (social / personal oriented):

- Shares decisions and responsibilities with group
- Interested in developing interpersonal relationships within the team
- Effective in coactive sports

Laissez-faire Leaders:

- Leader stands aside and allows the group to make their own decisions
- Members of this type of group tend to be aggressive towards one another when mistakes occurred and they gave up easily

Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Introduction to Sports, Recreation, and Attractions Management

Activity 4

Each content standard
completes the stem
"Students will..."

- Explain how professional codes of ethics impact the sports, recreation, and attraction industries.

Ethical issues confronting managers of sport: (PDF) The Ethical Issues Confronting Managers in the Sport Industry (researchgate.net)

Ethics in Sports are Evolving: The Evolution and Future of Ethics in Sport Management | KU

What role does ethics play in sports: What Role Does Ethics Play in Sports? - Markkula Center for Applied Ethics (scu.edu)



Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Introduction to Sports, Recreation, and Attractions Management

Activity 5

Each content standard
completes the stem
“Students will...”

- Describe how management functions are applied in various sporting events.
- *Examples: Olympics, World Games, international sporting events, extreme sports*

Local Organizing Committees are built to run major events – research how the Super Bowl organizing committee is managed, developed, and run.



Sports, Recreation and Attractions Management I

CONTENT STANDARDS

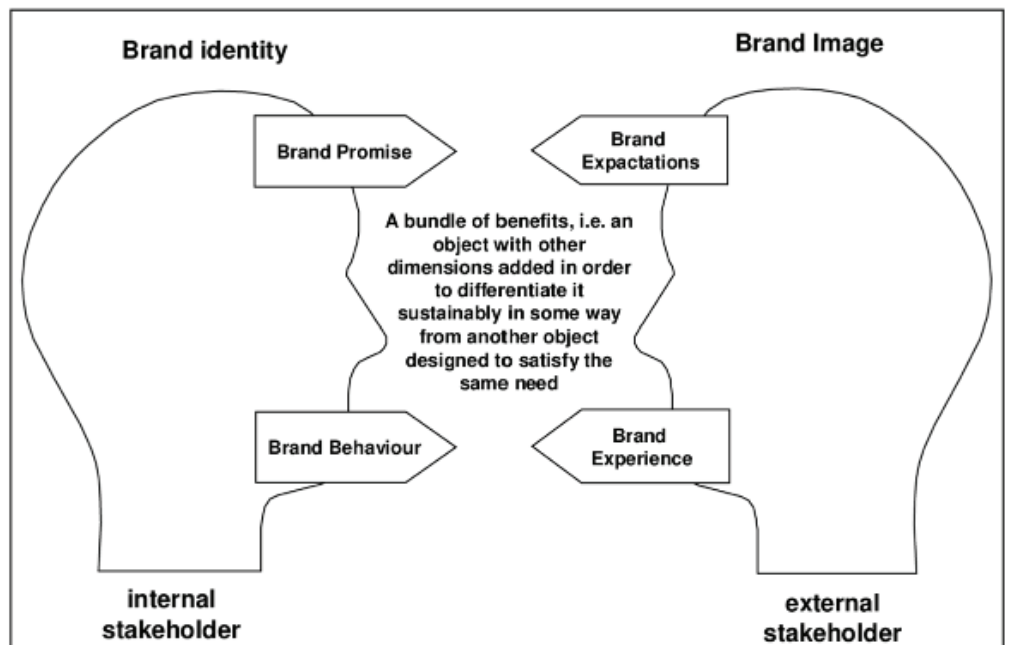
Introduction to Sports, Recreation, and Attractions Management

Activity 6

Each content standard
completes the stem
"Students will..."

- Explain how public image impacts businesses within the sports, recreation, and attractions industries.

How sports, recreation, and attractions handle public relations is imperative to their success. Understanding their communications tactics, crisis management, and media plan – social, earned, and promoted – that lead to building the public perception that is deemed reality.



Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Economic Impact

Activity 7

Each content standard
completes the stem
"Students will..."

- Analyze the economic impact of sports, recreation, and attractions on travel and tourism industries in a community, city, or state.

Economic impact reports are available throughout the country and provided by destination management organizations around major events.

As part of this activity, a proposed event with data points to be provided and missing for the students to use the Event Impact Calculator to gauge the impact of an event.

[crompton-research-paper.pdf](#) (nrpa.org)

The logo for the Event Impact Calculator features the word "EVENT" written vertically on the left side. To its right, the word "IMPACT" is written in a large, bold, blue font, with a white upward-pointing arrow integrated into the letter "I". Below "IMPACT", the word "CALCULATOR" is written in a large, black, sans-serif font.

Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Economic Impact

Activity 8

Each content standard
completes the stem
“*Students will...*”

- Describe factors that impact profits from activities, products, and services offered in the sports, recreation, and attractions industries.
- *Examples: supply and demand, sustainability, economic conditions, catastrophic events*

There are a number of items that the industries can and can't control – but they have to deal with all of them just the same.

Diving into examples of each with how they were handled by the industry will enable a compare/contrast opportunity of what worked and what didn't.



Sports, Recreation and Attractions Management I

CONTENT STANDARDS

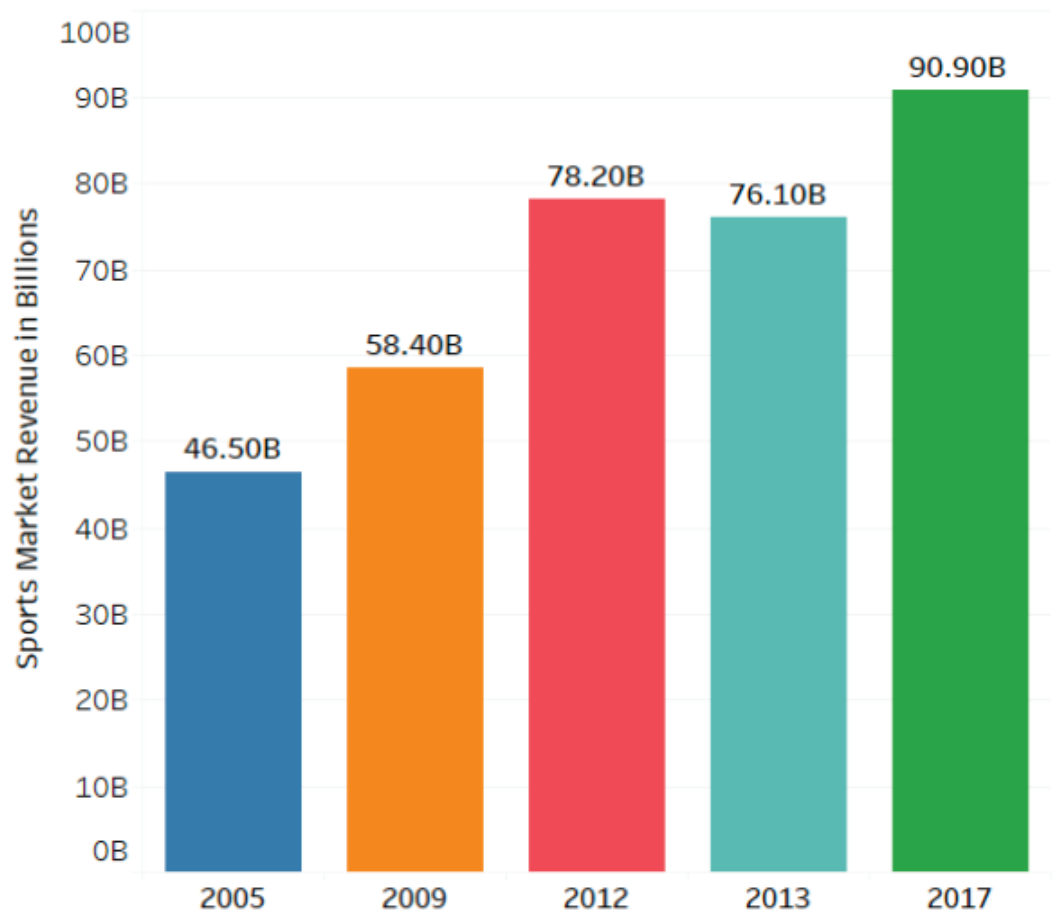
Public Relations, Marketing, and Branding

Activity 9

Each content standard
completes the stem
"Students will..."

- Explain how market research impacts decisions made in the sports, recreation, and attractions industries.

Data drives decisions in the industry. Economic impact is a major data point, but not the only one. Diving into data available to make decisions is critical to success.



Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Public Relations, Marketing, and Branding

Activity 10

Each content standard
completes the stem
"Students will..."

- Gather and share information on the impact of advertising, sponsorships, and sales promotion on the sports, recreation, and attractions industries.

One of the largest sources of revenue for the industry is through advertising and sponsorship.

- Why do companies spend money to sponsor the industry?
- What is the strategy that companies use to sponsor?
- How is return on investment gauged by the industry and the sponsor?

Event Sponsorship: 117 Ideas for 2020 (skift.com)



Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Public Relations, Marketing, and Branding

Activity 11

Each content standard
completes the stem
“Students will...”

- Investigate and report on how the basic four elements of the marketing mix are utilized in the sports, recreation, and attractions industries.



Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Public Relations, Marketing, and Branding

Activity 12

Each content standard completes the stem
"Students will..."

- Identify and summarize the steps of various brand development strategies.

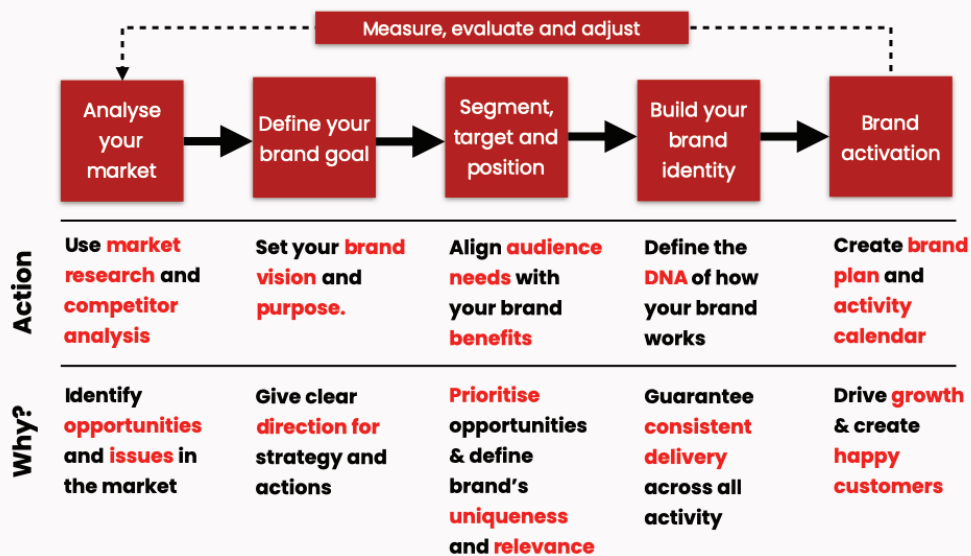
6 Steps to Build a Brand Strategy Using Design, Content & Experience
(digitalmarkettry.com)

Brand development process - Three-Brains

6 Steps to Build a Brand Strategy



The brand development process



Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Public Relations, Marketing, and Branding

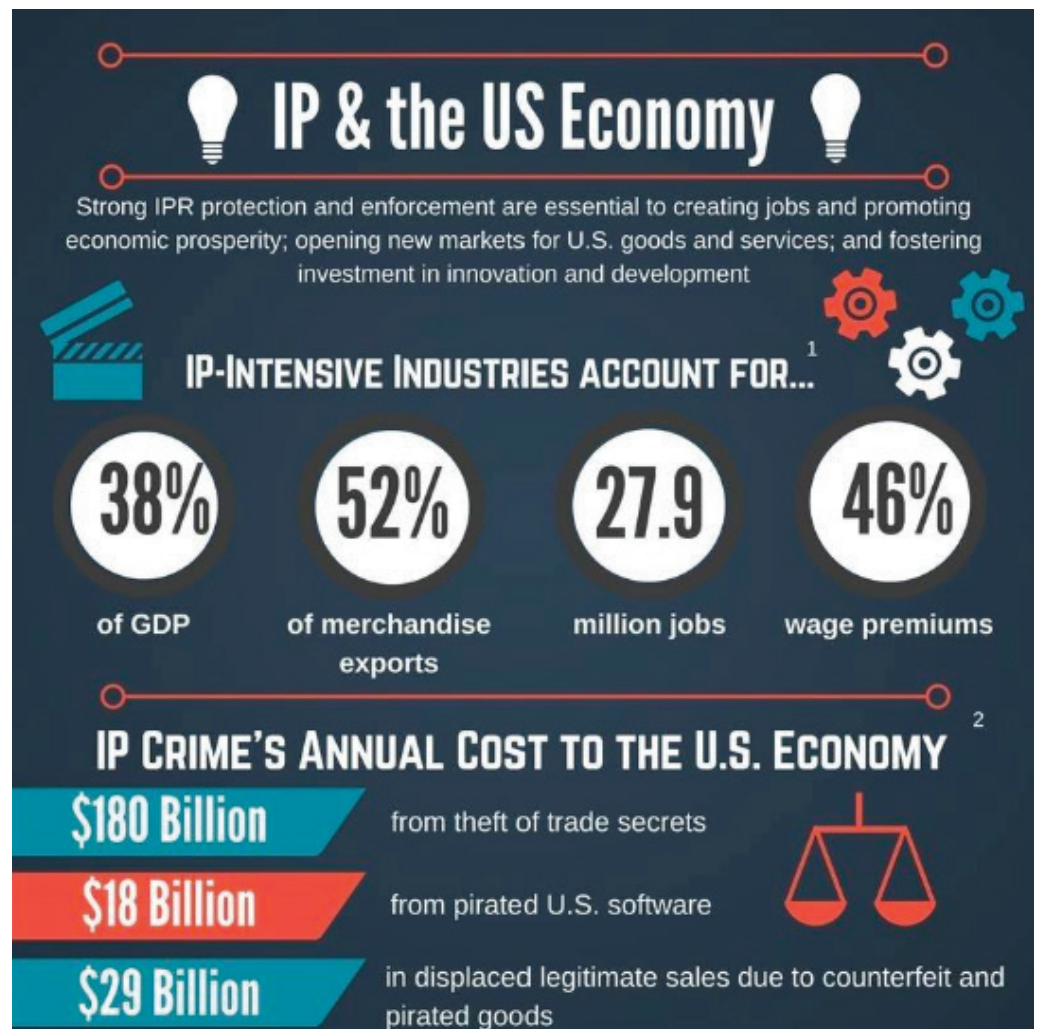
Activity 13

Each content standard
completes the stem
“Students will...”

- Explain how intellectual property rights impact the sports, recreation, and attractions industries.
- *Examples: copyrights, patents, trademarks*

In this age of new media, intellectual property has become a major driver for the industries and creates new revenue streams with ideas and concepts that are built just for their entity.

The Role of Intellectual Property Rights in Sports (kashishworld.com)
Intellectual Property and Sports: Tracing the Connections (wipo.int)



Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Public Relations, Marketing, and Branding

Activity 14

Each content standard completes the stem
"Students will..."

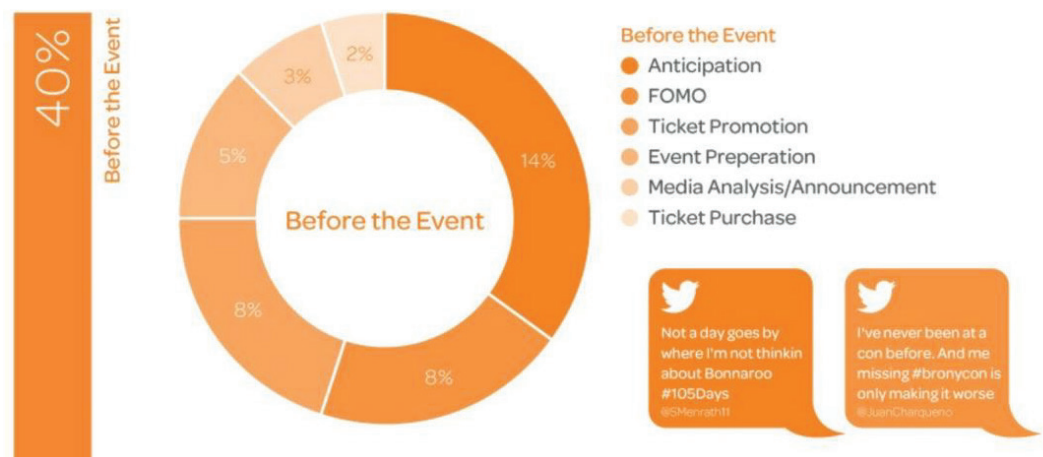
- Identify and describe media skills needed to promote various events.
- *Examples: social networks, press materials, promotions, public speaking*

Successful events are driven by a strong promotional plan that starts months out from the event, goes through the event, and has a wrap up that starts the promotion for the next event.

In this activity, you will choose an event and outline its promotional plan through various media.

Event Marketing on Social Media: How to Make Your Event Stand Out (buffer.com)

Social Media Event Promotion: The Complete Guide (hootsuite.com)



Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Client Management

Activity 15

Each content standard
completes the stem
"Students will..."

- Explain how client needs differ within the sports, recreation, and attractions industries.
- *Examples: employee training, marketing, applicable laws and safety*

While sports, recreation, and attractions industries are similar, the needs of clients in each industry can differ greatly. Diving into this topic via a compare and contrast of a client in each segment and their needs.



Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Client Management

Activity 16

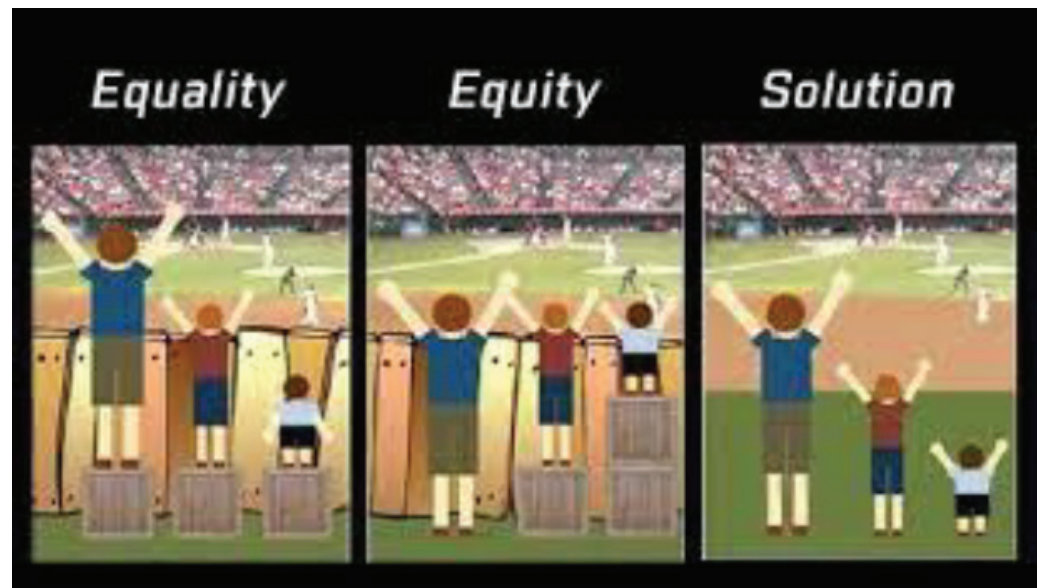
Each content standard
completes the stem
“Students will...”

- Explain the importance of equity in the sports, recreation, and attractions industries.
- *Examples: non-discrimination on basis of ability, culture, gender*

Title IX has transformed the sports world in the United States over the last 50 years, giving women’s sports an ever growing platform to grow. The influence from this bill continues to reverberate today. Explain the importance of this legislation and how it effects the industries.

Understanding Equity in Parks and Recreation | Open Space | National Recreation and Park Association (nrpa.org)

Inclusive Sport Design



Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Client Management

Activity 17

Each content standard
completes the stem
“*Students will...*”

- Explain the importance and benefits of following a professional code of ethics in the sports, recreation and attractions industry.
- *Examples: providing input for vision and mission statements, incorporating general principles of integrity and fairness, identifying unacceptable behaviors and consequences, incorporating safety, hospitality, cleanliness, truthful advertising, complaint resolution, sustainability*

Sports Ethics for Sports Management... by: Walter T. Champion Jr.
9781284171310 | RedShelf

CODE OF ETHICS TYPES

The goal of a code of ethics is to ensure that an organization's employees abide by the law and always conduct business in a forthright manner for the benefit of all stakeholders. These are three examples of how codes of ethics can be framed.

COMPLIANCE-BASED CODES

- Contain clear-cut rules, often enforced by government
- Set specific penalties for failure to comply
- Intended to promote moral responsibility

VALUE-BASED CODES

- Emphasize responsible conduct
- Focus on public good and environment
- Emphasize self-regulation over outside governance

PROFESSIONAL CODES

- Outline ethical standards of professional groups
- Emphasize fiduciary duty: act in client's interest
- Focus on duties of integrity, objectivity, truthfulness

Source: Investopedia

Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Client Management

Activity 18

Each content standard
completes the stem
"Students will..."

- Explain how technology has impacted client management and customer service in the sports, recreation, and attractions industries.
- *Examples: ticketing, staffing, guest services*

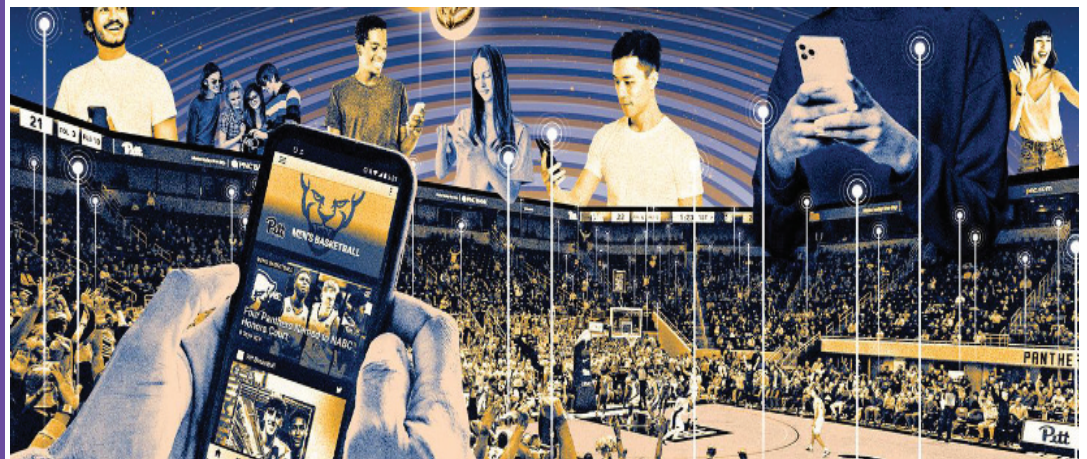
Technology has transformed the human experience and continues to develop new ways every day for developing experiences in the industry. This activity will go into the technological advances that are used today, the ability to gather data, and what can be used with that data.

How Mobile Technology Impacts the College Sports Fan Experience | EdTech Magazine

Technology is saving the live sports experience | VentureBeat

How technology is changing the sports fans' experience - Tech Advisor

Immersive Technology Is Augmenting How We Watch Sports | LBBOnline



Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Client Management

Activity 19

Each content standard
completes the stem
"Students will..."

- Investigate and report on the barriers that impact participation by international clients in the sports, recreation, and attraction industries.
- *Examples: currency, accommodations, legal issues, language*

| Items | American Students | | International Students | |
|---|-------------------|------|------------------------|------|
| | Mean | SD | Mean | SD |
| Convenient facilities | 4.00 | 0.76 | 3.85 | 1.15 |
| Time | 3.48 | 0.95 | 3.36 | 1.14 |
| Know what activity is available | 3.69 | 0.93 | 3.82 | 1.01 |
| Personal transportation | 3.66 | 1.13 | 3.79 | 0.90 |
| Facilities are crowded | 3.41 | 0.88 | 3.09 | 1.18 |
| Activities make one feel uncomfortable | 3.37 | 1.16 | 3.00 | 1.23 |
| Activities make one feel awkward | 3.34 | 0.94 | 3.12 | 1.11 |
| Peers approval | 3.25 | 1.20 | 2.64 | 1.05 |
| Self commitments | 3.19 | 1.03 | 2.82 | 1.18 |
| Friends do not have time | 3.03 | 1.29 | 2.67 | 1.11 |
| Friends have other commitments | 2.91 | 1.03 | 2.73 | 1.13 |
| Friends do not have transportation | 2.81 | 1.15 | 2.27 | 0.77 |
| Friends do not know what activity's available | 2.75 | 0.92 | 2.24 | 1.03 |
| Activities require a lot of skills | 2.69 | 0.93 | 2.33 | 1.19 |
| Friends live too far | 2.69 | 1.10 | 1.67 | 0.86 |
| Family's approval | 2.62 | 1.27 | 2.64 | 1.17 |
| Friends do not have skill | 2.56 | 1.05 | 2.18 | 0.92 |
| Religious restrictions | 2.44 | 1.37 | 2.12 | 1.08 |
| Lack of money | 2.34 | 1.07 | 2.27 | 1.21 |
| Friends not having money | 2.19 | 0.90 | 2.12 | 1.00 |
| Shyness | 2.00 | 0.92 | 1.52 | 0.97 |

Sports, Recreation and Attractions Management I

CONTENT STANDARDS

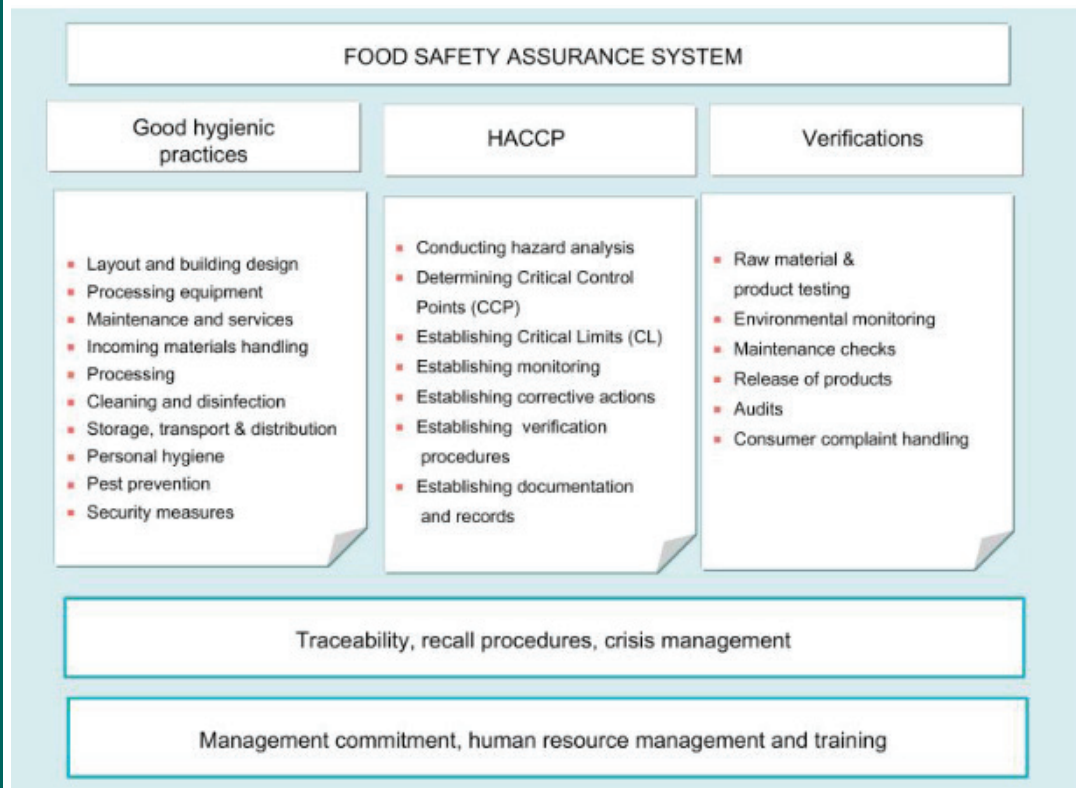
Product and Service Management

Activity 20

Each content standard
completes the stem
“*Students will...*”

- Summarize food safety and sanitation procedures utilized in the sports, recreation, and attractions industries

Food Safety Management: State of the Art Science Direct



Sports, Recreation and Attractions Management I

CONTENT STANDARDS

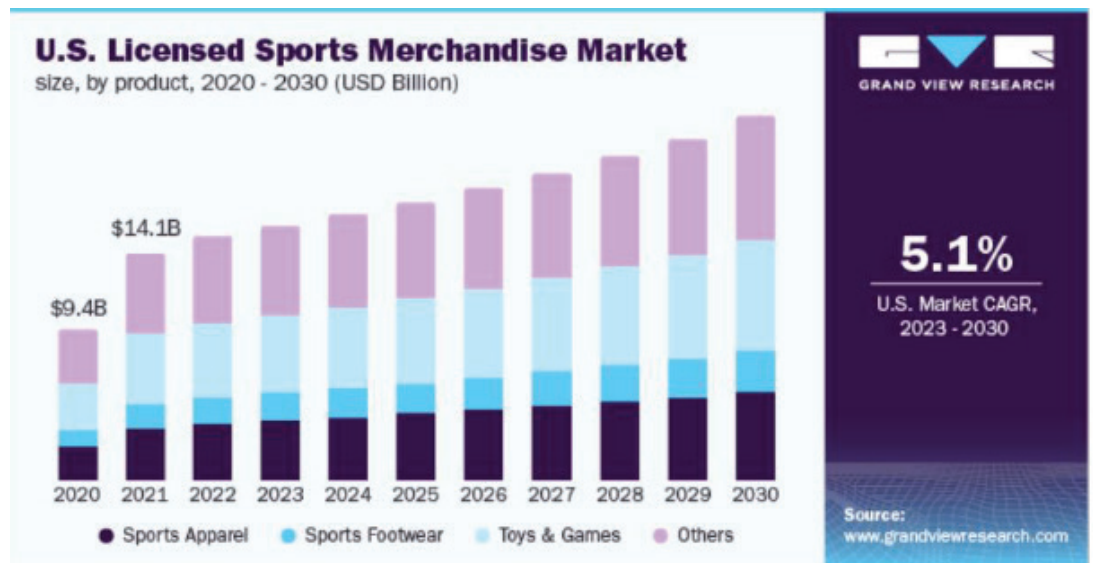
Product and Service Management

Activity 21

Each content standard
completes the stem
“Students will...”

- Explain how products are licensed and how licensed goods are merchandised, citing examples from multiple sports

Licensing is a major revenue stream for the sports industry that has actually created its own segment that has launched many businesses that manage, develop and build the licensing platform that entities use to insure their rights are not only protected but can profit of it.



Sports, Recreation and Attractions Management I

CONTENT STANDARDS

Venue and Facilities Management

Activity 22

Each content standard
completes the stem
“Students will...”

- Research and report on the types of venue designs utilized in the sports, recreation, and attractions industry.
- *Examples: theme parks, museums, historic sites, festivals, arenas, parks, amphitheaters*

There is a growing boom in destination facility building across the country whether it is new or renovated professional sports stadiums, or music venues, as well as new or renovated attractions. The battle for the entertainment dollar is greater than ever and the designs of these new facilities are being focused on generating revenue through more modern offerings and experiences.

New Sports Venues to Watch in 2023 Sports Travel
([sportstravelmagazine.com](https://www.sportstravelmagazine.com).)



Sports, Recreation, and Attractions Management

CONTENT STANDARDS

Venue and Facilities Management

Activity 23

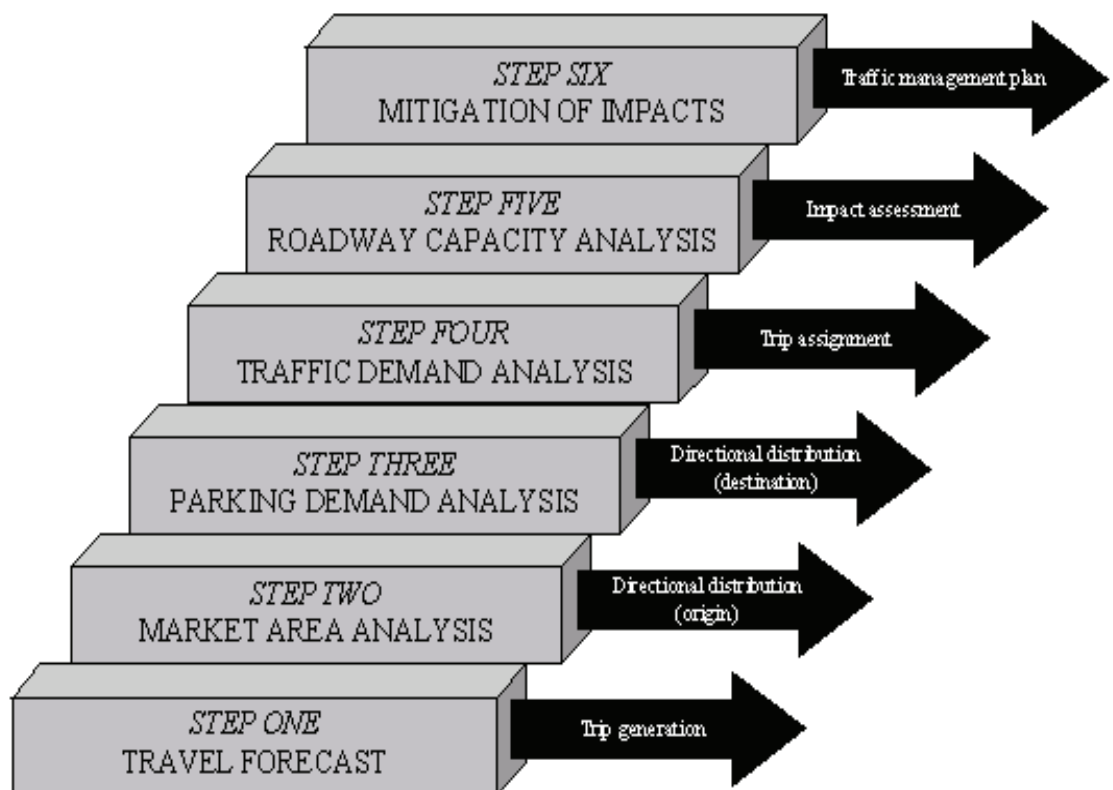
- Select locations and venues for given events, utilizing industry standard criteria

Destinations and venues are always looking for more content and the bigger, the better. Every arena in the country is always looking for something to fill its building during the summer months. The options for event owners and operators are endless, but not every event is built to flourish in Las Vegas or New York City.

In this activity, students will be assigned a destination to develop a one page proposal on why they should host a major event.

Factors to Consider in Choosing an Event Venue
(wtcm Manila.com.)

Evaluating an Event Venue (superevent.com)



Sports, Recreation, and Attractions Management

CONTENT STANDARDS

Venue and Facilities Management

Activity 24

- Investigate and report on safety strategies that minimize risks for participants and audiences at large public gatherings, including the use of technology to enhance safety and security.
- *Examples: selecting the right venue, occupancy, location, security, severe weather, medical emergencies, fire protection*

A life safety plan is critical in the planning of a major event. It is something you never want to use, but if you ever need it, it is an imperative resource that you don't regret having.

Event Safety Plan 11+ Examples, Format, Pdf | Examples
The Event Safety Guide Event Safety Alliance

The Event Safety Guide



**A Guide to Health, Safety and Welfare
at Live Entertainment Events in the
United States**

**Created by The Event Safety Alliance,
Edited by Donald C. Cooper**

Sports, Recreation and Attractions Management

CONTENT STANDARDS

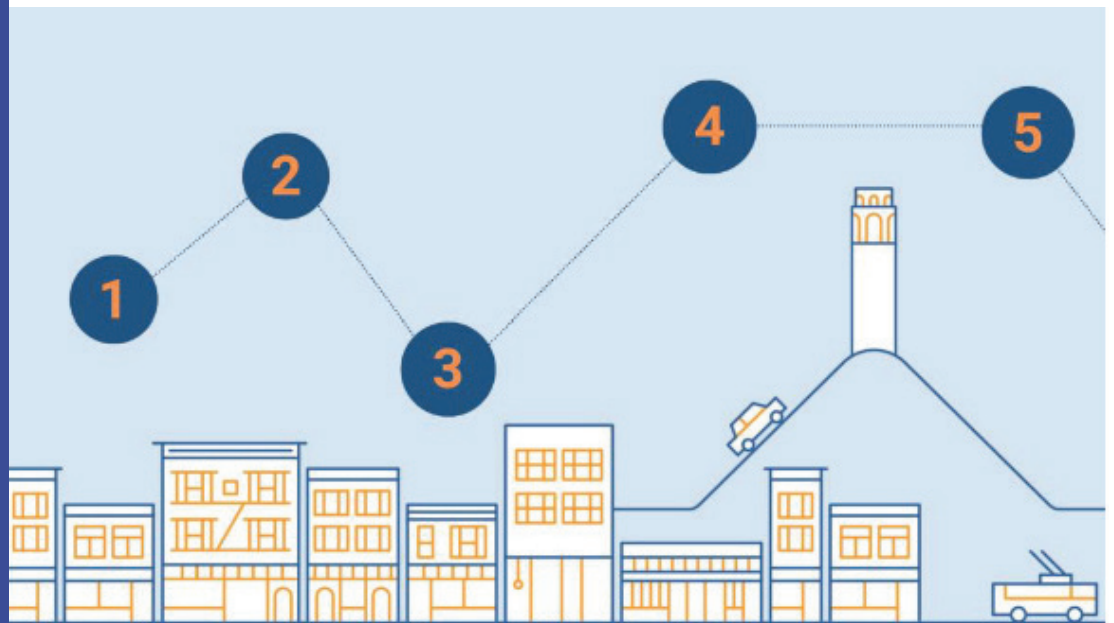
Venue and Facilities Management

Activity 25

Each content standard
completes the stem
"Students will..."

- Determine the standard business permits and licenses required to manage given events in the sports, recreation, and attractions industry

Every city and state has a number of laws in place for events. Research the necessary paperwork needed to host an event in a destination of your choice.



Sports, Recreation and Attractions Management

CONTENT STANDARDS

Professionalism

Activity 26

Each content standard
completes the stem
"Students will..."

- Develop a personal educational and career path for working in the sports, recreation, and attractions industries

There is no clear and direct path to your dream job in the industry. Deciding what you want to do is the first step. Building the education and experience needed to get to your career goals is next.



Sports, Recreation and Attractions Management II

Course Credit: 1.0 / Grade Levels: 10-12

Prerequisites: Sports, Recreation and Attractions Management I

Sports, Recreation, and Attractions Management II expands upon the content of Sports, Recreation, and Attractions Management I to provide students with in depth knowledge and application of concepts in these industries. The concepts addressed in the course include management of facilities, venues, clients, and events; branding, advertising, public relations, and event marketing; and economic impacts of sports, recreation, and attractions.

Career and Technical Student Organizations are integral, co-curricular components of each career and technical education course. These organizations enhance classroom instruction while helping students develop leadership abilities, expand workplace readiness skills, and access opportunities for personal and professional growth. Students in the Hospitality and Tourism cluster affiliate with FCCLA.

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Each foundational standard completes the stem “*Students will...*”

Foundational Standards

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
6. Investigate various applicable professional organizations within the hospitality and tourism industry.

Sports, Recreation and Attractions Management II

CONTENT STANDARDS

Economic Impact

Activity 1

- Analyze the economic impact of a sports, recreation, and/or attractions industry event on a national or international market.

Economic impact reports are available throughout the country and provided by destination management organizations around major events.

As part of this activity, a proposed event with data points to be provided and missing for the students to use the Event Impact Calculator to gauge the impact of an event.

EVENT **IMPACT**
CALCULATOR

Sports, Recreation and Attractions Management II

CONTENT STANDARDS

Economic Impact

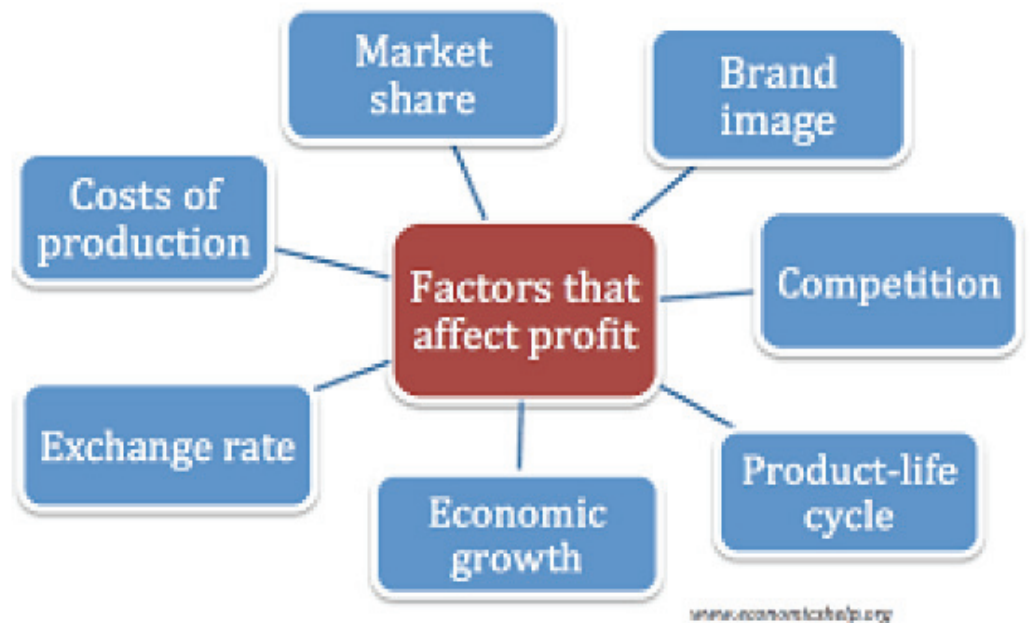
Activity 2

Each content standard
completes the stem
"Students will..."

- Research and report on factors that determine gross and net profit in the sports, recreation, and attractions industries.

Budgeting is a critical piece of the management of the industry. Revenue marks must be met and expenses are managed in a way commiserate with cash flow.

What Could Affect a Company's Gross Profit? (chron.com)



Sports, Recreation and Attractions Management II

CONTENT STANDARDS

Public Relations, Marketing and Branding

Activity 3

Each content standard
completes the stem
"Students will..."

- Analyze the marketing mix in a given scenario and recommend specific sports, recreation, and attractions to market and brand.

FROM THE TRADITIONAL MARKETING MIX (4Ps) IN SPORT TO NEW MARKETING MIX (3Ps): TOWARD A PARADIGM SHIFT FROM PRACTITIONER'S PERSPECTIVE (mtsu.)

Developing a Strategic Sport Marketing Plan (kendallhunt.com)

Marketing Mix

| Product | Price | Promotion | Place | People |
|---------------|-------------------------|-----------------------------|-----------------------|--------------------|
| Functionality | Selling Price | Sponsorships | Distribution Channels | Service Provided |
| Appearance | Discounts | Advertising | Logistics | Attitude |
| Warranty | Payment Arrangements | Public Relations Activities | Service Levels | Customer Service |
| Quality | Price Matching Services | Message | Location | Appearance |
| Packaging | Credit Terms | Media | Market Coverage | Employee Portrayal |

Sports, Recreation and Attractions Management II

CONTENT STANDARDS

Public Relations, Marketing and Branding

Activity 4

Each content standard
completes the stem
“Students will...”

- Describe the significance of and the need for brand identity, brand marks, and trademarks in the sports, recreation, and attractions industries, including athletes’ and celebrities’ personal brands.

The Importance of Branding Sports organizations and companies strive to develop strong brands to differentiate themselves from one another. (Ex. ppt download) (slideplayer.com)

Sport Trademarks: Everything You Need to Know (upcounsel.com)

Branding and Licensing

Chapter 7 The Importance of Branding

Sports organizations and companies strive to develop strong **brands** to differentiate themselves from one another. (Ex. Nike, Under Armour)
-A **trade name** is the legal name of a company such as Panasonic.

All brands are registered in the U.S. Patent and Trademark Office in Arlington, VA (J. Manziel-Johnny Football)

When a **brand name** or trade name is registered, it also becomes a **trademark**. (Gatorade, Los Angeles Lakers)

-*Branding builds customer loyalty.* Customers expect the same quality every time.
-*Brand Personality*-Human traits
Ex. Jordan’s =Winner

brand a name, word or words, symbol, or design that identifies an organization and its products

brand name a word or words, letters, or numbers representing a brand that can be spoken

trademark a device that legally identifies ownership of a registered brand or trade name

1

Sports, Recreation and Attractions Management II

CONTENT STANDARDS

Public Relations, Marketing and Branding

Activity 5

Each content standard
completes the stem
“Students will...”

- Explain the importance of sponsorships, branding, and endorsements, including how an athlete’s or celebrity’s endorsement of a product may influence sales.
- *Examples: NIL*

In this new age of social media influencers, athlete and celebrity endorsements are sought after by companies. Research an athlete or celebrity with their endorsements and the amount of each sponsorship.



Sports, Recreation and Attractions Management II

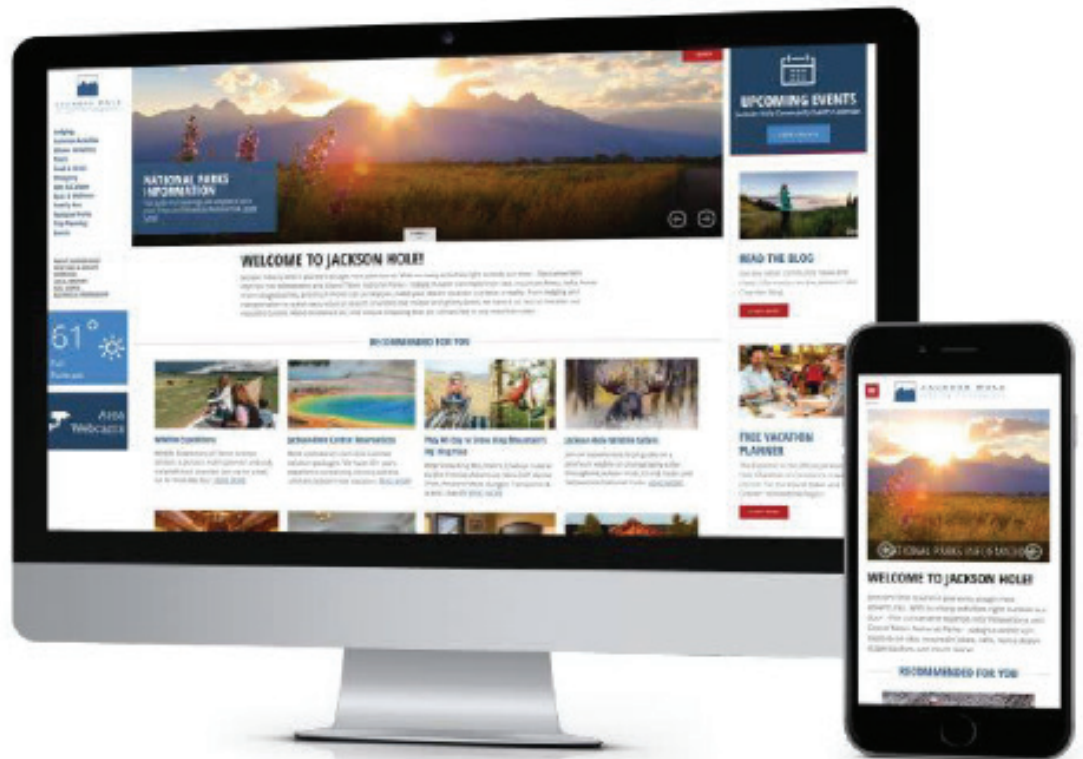
CONTENT STANDARDS

Public Relations, Marketing and Branding

Activity 6

Each content standard
completes the stem
“Students will...”

- Create an advertising package utilizing digital and print media for a sports, recreation, and or attractions event.



Sports, Recreation and Attractions Management II

CONTENT STANDARDS

Public Relations, Marketing and Branding

Activity 7

Each content standard
completes the stem
“*Students will...*”

- Develop and create a brand positioning and message package, including name, logo, and tagline.

Having a consistent brand and strategy is integral to success in the sports industry.

Brand: Types of Brands and How to Create a Successful Brand Identity (investopedia.com)

An illustration on a light blue background featuring a pair of white boots with black stars, a black magnifying glass with a star in the center, a black marker with a star on the cap, and a black quilted hat with a star. A grey box contains the URL: <https://www.investopedia.com/terms/b/brand.asp>. The Investopedia logo is at the bottom right.

Brand

['brand]

A name, symbol, or other marker that businesses use to distinguish their products from competitors' and foster a public identity.

Investopedia

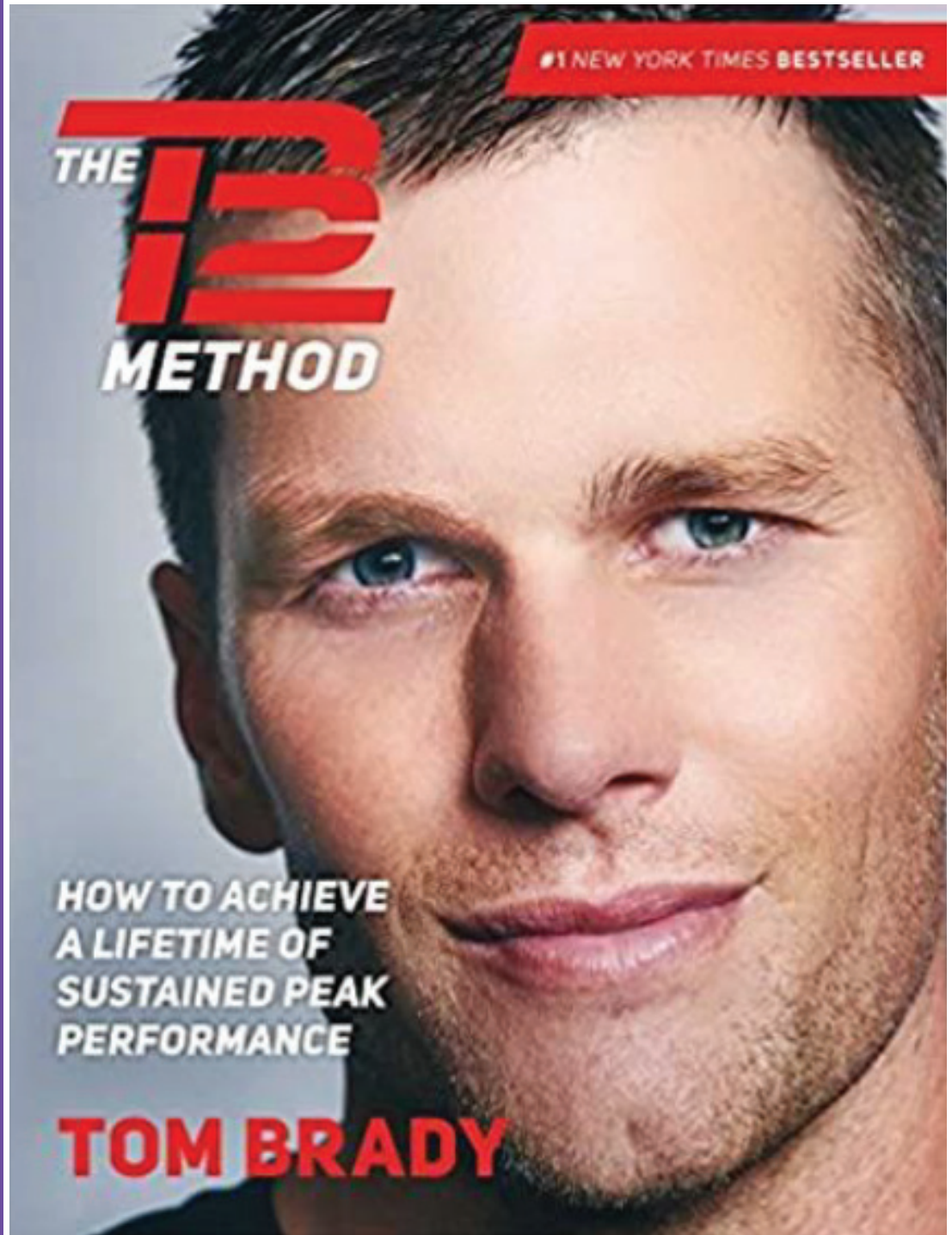
Sports, Recreation and Attractions Management II

CONTENT STANDARDS

Client Management

Activity 8

- Create a presentation to illustrate how sports figures can find success in non athletic ventures, including examples of individuals who have accomplished this.
- *Examples: motivational speaking, publishing, advertising*



Sports, Recreation and Attractions Management II

CONTENT STANDARDS

Client Management

Activity 9

- Create a presentation to illustrate how to retain sports, recreation, and attraction clients in a competitive business atmosphere, utilizing communication skills and customer service skills.



Sports, Recreation and Attractions Management II

CONTENT STANDARDS

Client Management

Activity 10

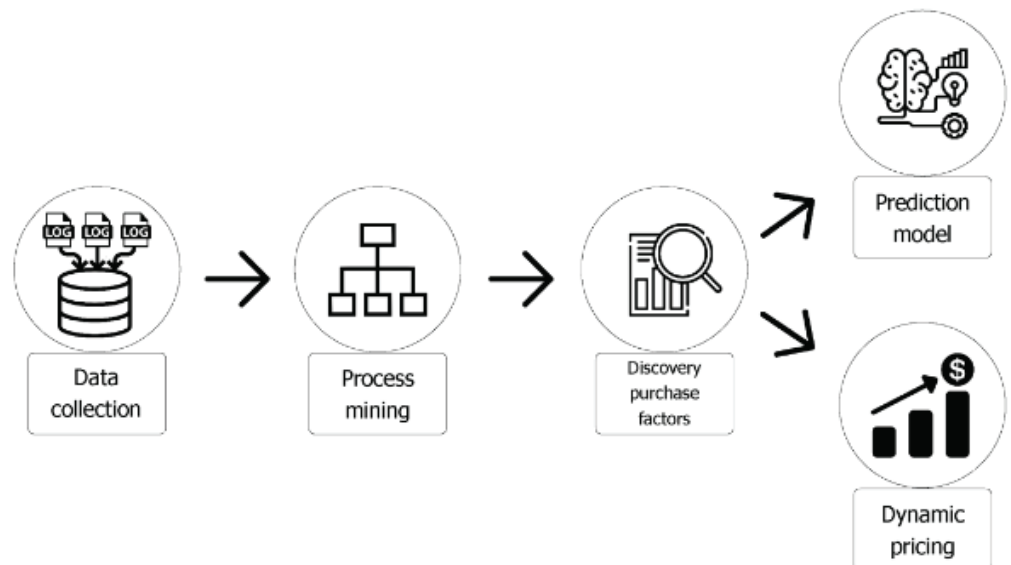
Each content standard
completes the stem
“Students will...”

- Investigate and report on factors that determine ticket prices and methods of procuring tickets for events in the sports, recreation, and attractions industries.

With the wide array of ways to purchase tickets, whether directly from the promoter or through the secondary market, there are several models that are used to drive ticket revenue.

3 Factors that are Used to Determine Ticket Prices

- *Example: Purple Pass*



Sports, Recreation and Attractions Management II

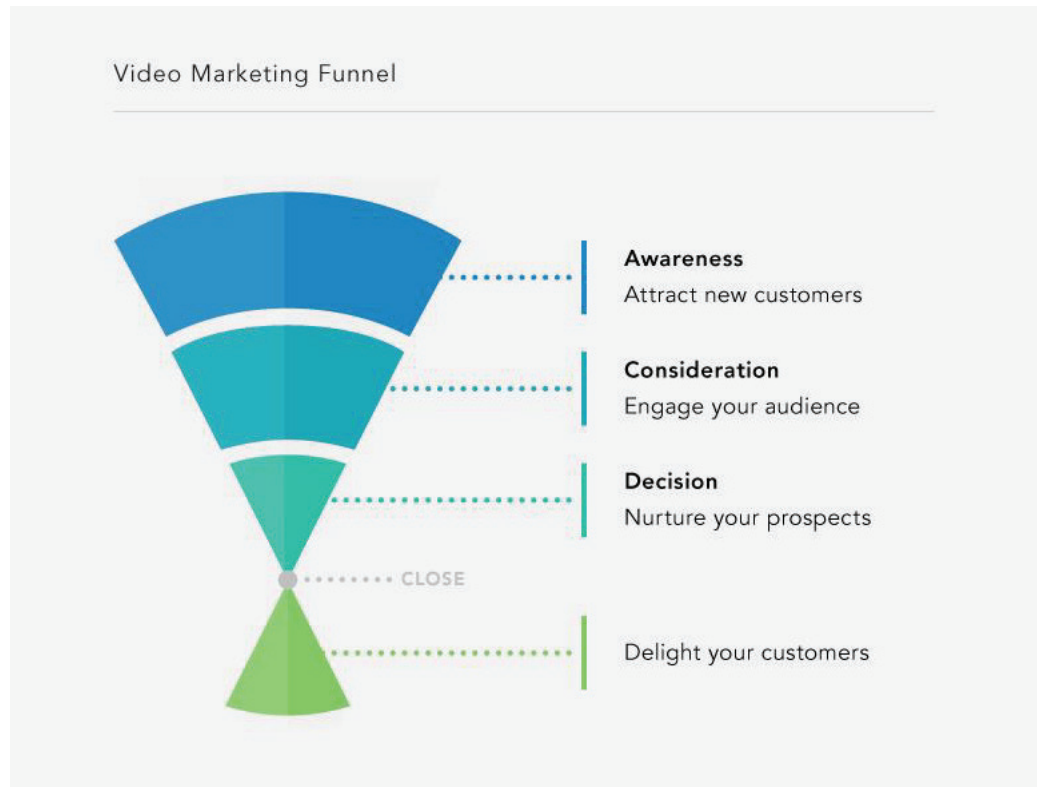
CONTENT STANDARDS

Product and Service Management

Activity 11

Each content standard
completes the stem
"Students will..."

- Create a multimedia portfolio to optimize visibility for a product, service, and/or event in sports, recreation, or attractions, incorporating brand development and marketing strategies.



Sports, Recreation and Attractions Management II

CONTENT STANDARDS

Product and Service Management

Activity 12

Each content standard
completes the stem
“*Students will...*”

- Identify product licensing rules and regulations that are related to the sports industry.
- *Examples: amateur and professional organizations, NCAA, NBA, WNBA, NFL, MLB, NHL*

Define Sports Licensing

- **Sports licensing**
 - is a **contractual agreement** by which a sports team, athlete or organization gives a company a **license** to use its name, logo or trademark on the company’s products. The company gaining the rights is known as the **licensee** and the sports body is the **licensor**
 - Licensing a sports product gives an opportunity to reach a market of sports fans that could be local, national or global, depending on the sports body. With global retail sales of sports merchandise estimated at \$17.51 billion in 2009, according to EPM Communications, sports licensing could be the factor between success or failure

Sports, Recreation and Attractions Management II

CONTENT STANDARDS

Venue and Facilities Management

Activity 13

Each content standard
completes the stem
“Students will...”

- Create a safety plan incorporating strategies to minimize risks at concerts, sporting events, and large public gatherings, considering the type of venue, occupancy restrictions, location, demographics, and availability of alcohol.

15 Tips for Concert Safety



Drink Lots of Water
Drink tons of water before and after the show.

Dress Properly
Wear the proper clothing to avoid overheating.

Protect Your Money
Keep your money concealed in your pocket or somewhere safe.

Don't Go Alone
Have a least one buddy to go to the show with.

Keep an Eye On Your Surroundings
Watch out for the people around you. Scope out any dangerous looking characters.

Have A Meet-Up Spot
Spend a few minutes beforehand to pick a meeting spot just in case you get lost.

Have Phone Numbers Memorized
In the chance that your cell phone does die, it's smart to know people's numbers.

Wear Ear Plugs
Even if it isn't the "cool" thing to do, wear them for your protection. Loud music is awful for your long-term hearing.

Say Something
If you see something sketchy going on, be sure to say something.

Know the Location
Some concert venues are super convoluted. It's smart to know how the place is laid out.

Watch for Security
Security is usually everywhere at a show. Keep a close eye out in case of an emergency.

Know Your Transportation
Make sure you have a sober ride after the event.

Bring a Portable Charger
Bring a portable charger to keep your battery up. You never know when you might need a phone.

Be Social
Talk with your fellow concert-goers. You all have one thing in common - your love for the band!

Tell Friends and Family Where You Are - Just in case something were to happen, make sure to tell your friends and family where the concert is. That way they know where to look if they can't get in contact with you.

Visit us :- ticketsto.org

Sports, Recreation and Attractions Management II

CONTENT STANDARDS

Venue and Facilities Management

Activity 14

Each content standard
completes the stem
"Students will..."

- Research and summarize security measures and safety plans implemented for events and activities in the sports, recreation, and attractions industries.

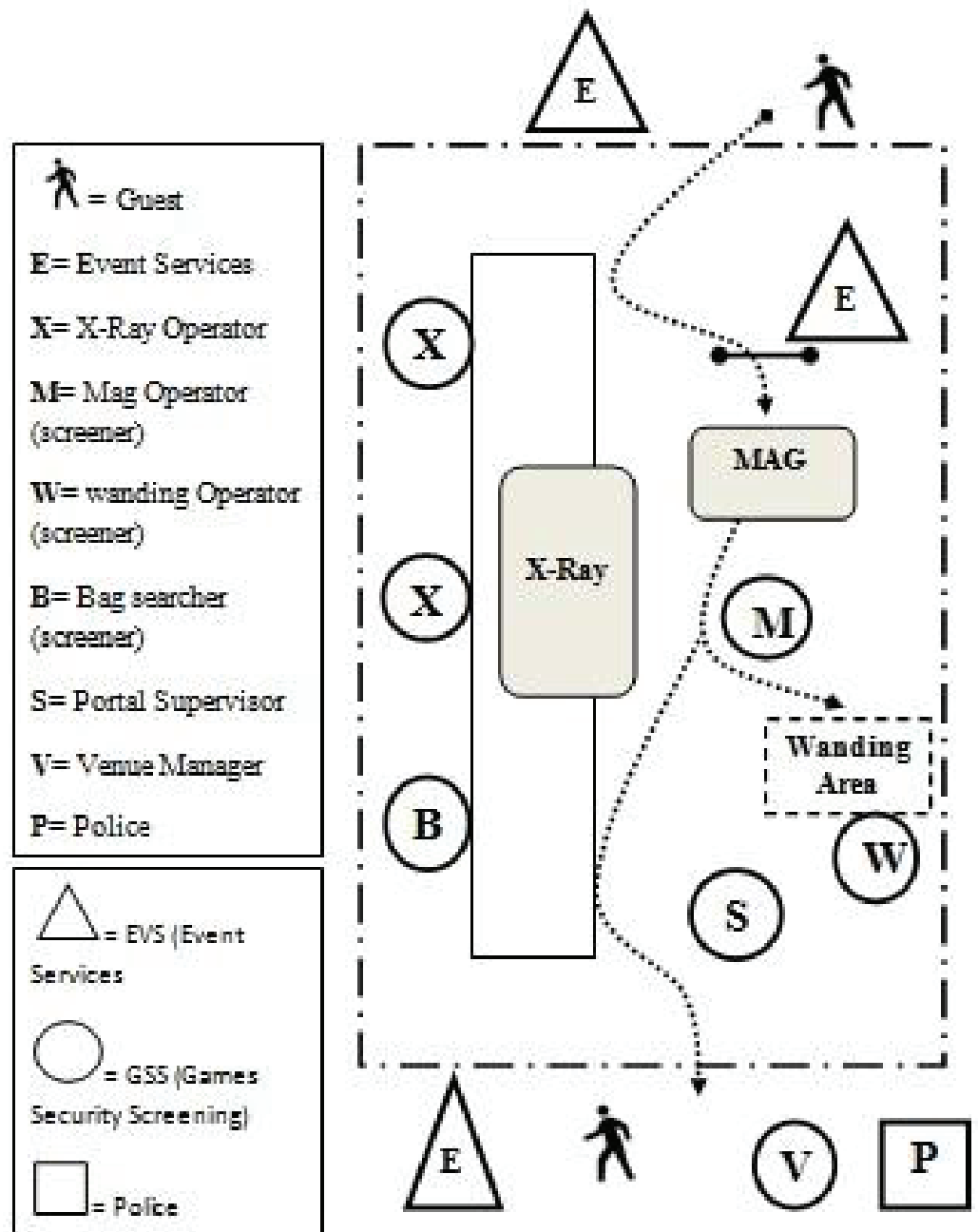


Figure 1- Diagram of a single PSA (Pedestrian Screening Area)

Sports, Recreation and Attractions Management II

CONTENT STANDARDS

Venue and Facilities Management

Activity 15

Each content standard
completes the stem
"Students will..."

- Summarize food safety and sanitation procedures designed to maintain a safe work environment in various sports, recreation, or attractions industry venues.

Four Steps to Food Safety | CDC

6 Ways To Implement Preventive Measures And Controls For Food Safety

Safefood 360



Sports, Recreation and Attractions Management II

CONTENT STANDARDS

Venue and Facilities Management

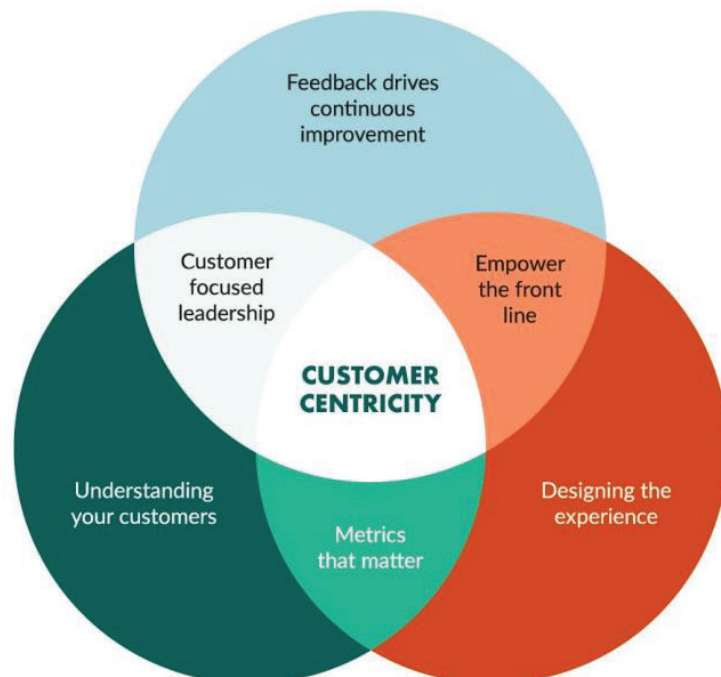
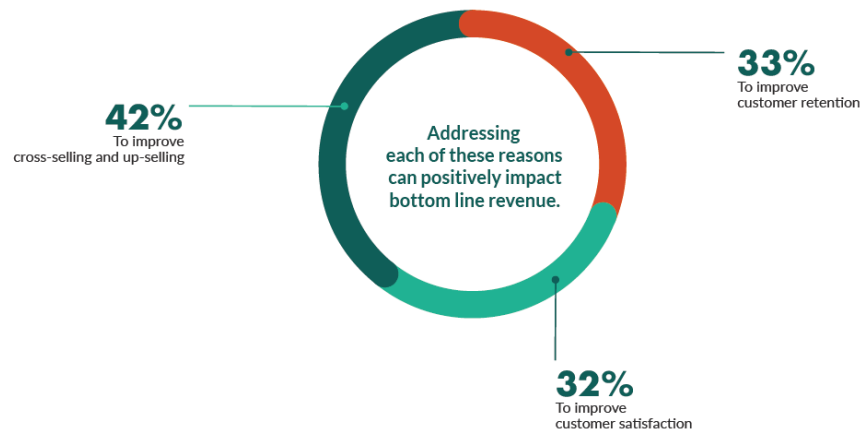
Activity 16

Each content standard
completes the stem
“*Students will...*”

- Explain how facility design impacts the guest experience.

As the new generation of fans come to venues, the facilities are having to adapt to their needs in new ways. Whether it is a swimming pool at a baseball stadium, high quality WiFi or special experiences, facility design is integral to the guest experience.

3 REASONS WHY BUSINESSES INVEST IN CUSTOMER EXPERIENCE



Sports, Recreation and Attractions Management II

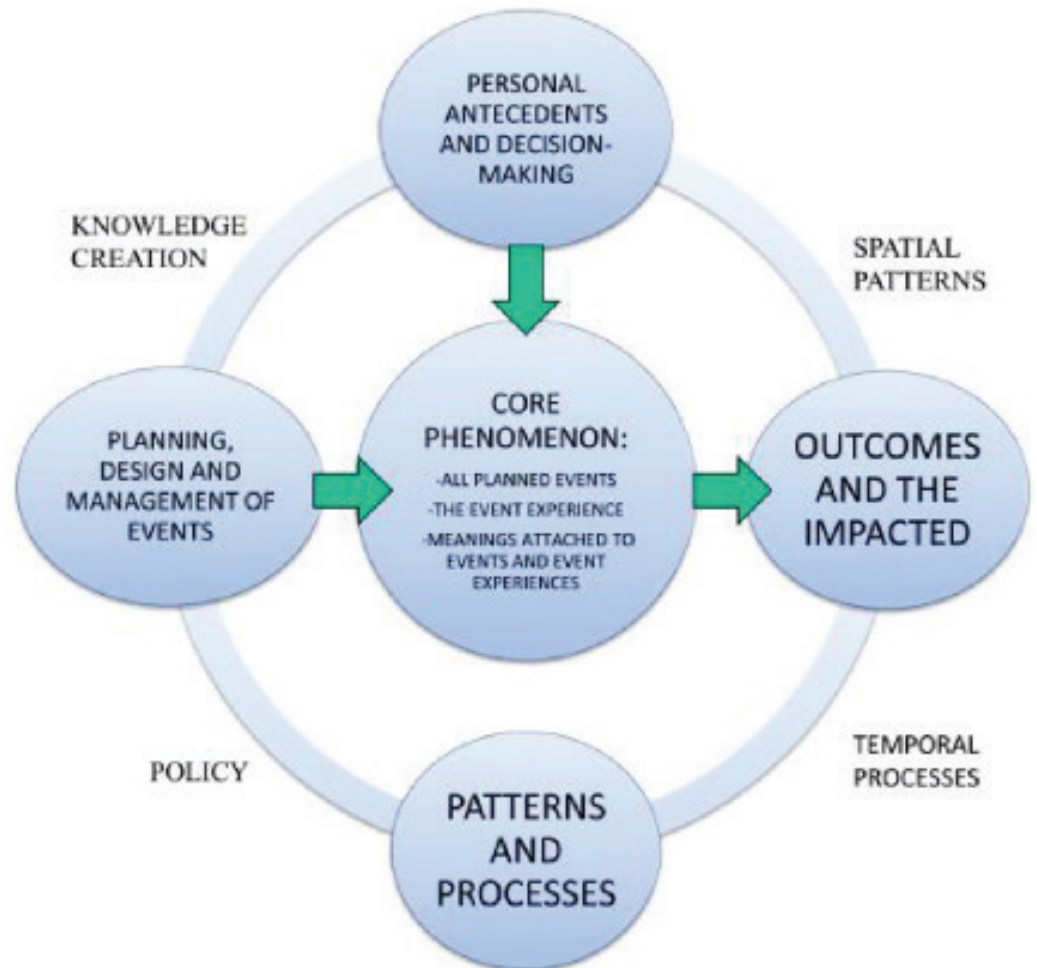
CONTENT STANDARDS

Event Management

Activity 17

Each content standard
completes the stem
"Students will..."

- Research, plan, organize, and market an event within the sports, recreation, or attractions industries, utilizing the four basic elements of the marketing mix (product, price, place, and promotion).



Sports, Recreation and Attractions Management II

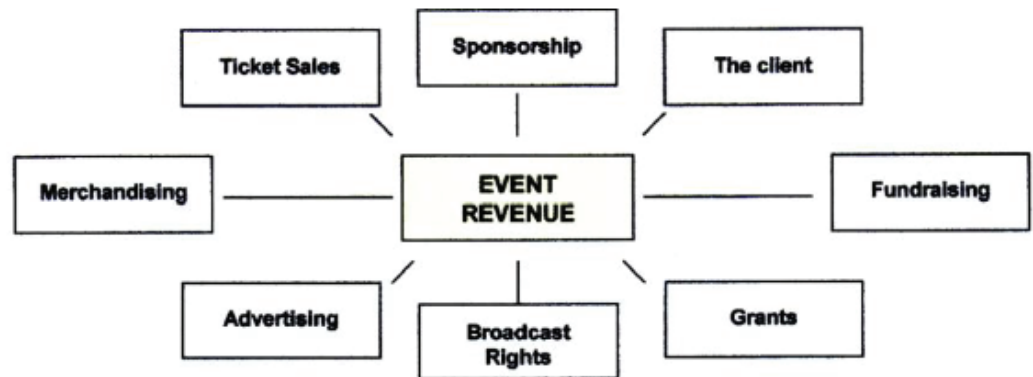
CONTENT STANDARDS

Event Management

Activity 18

Each content standard
completes the stem
“Students will...”

- Research and report on possible funding and revenue sources for an event in the sports, recreation, and attractions industries.
- *Examples: corporate sponsorships, private investors, bank loans, state and city grants*





Indoor youth volleyball camps in Alabama



Extreme sports at Cherokee Rock Village
Cherokee, Alabama



Chewacla Mountain Biking Championships
Auburn, Alabama

SPG

SPORTS ALABAMA GUIDE

A Sporting Paradise
Sports Alabama promotes the state's offerings

LEGENDS PLAY IN THE YELLOWHAMMER STATE

9 Site Inspections
of Event-Ready Destinations and Their Top Venues

A Premier Travel Media publication • www.SportsPlanningGuide.com



TOURISM ROCKS

BIG BUSINESS

BIG JOB CHOICES

MAKE YOUR PASSION

A PROFESSION

IN THE TOURISM INDUSTRY!

WHAT'S YOUR PASSION?

WRITING

TOURISM CAREER OPTIONS

- Public Relations
- News Releases
- Web Site Content
- Blogger
- Social Media Manager
- Brochure Content

DIGITAL

TOURISM CAREER OPTIONS

- Web Master
- Travel Apps
- Social Media
- E-blast
- Smart Phone Apps
- Computer Networks

CREATIVE

TOURISM CAREER OPTIONS

- Graphic Design
- Photography
- Marketing Campaigns
- Logo Development
- Web Site Design
- Themed Posters

PLANNING

TOURISM CAREER OPTIONS

- Event Organizer
- Conference Organizer
- Marketing Campaign
- Leisure Activity
- Coordinator
- Travel Show Planning

PEOPLE

TOURISM CAREER OPTIONS

- Concierge Information
- Services
- Step-On Guide
- Customer Service
- Group Tour Operator
- Destination Tour Guide

BUSINESS

TOURISM CAREER OPTIONS

- Convention & Visitors
- Bureau Director
- Hotel General Manager
- Restaurant Owner
- Spa Manager
- Gift Shop/Retail Store

DIVERSE

SEGMENTS

Careers in Lodging (includes chalets, chain motels, luxury hotels and quaint bed-and-breakfasts)

Front desk services | Hotel Manager | Housekeeping | Shuttle drivers | Property maintenance

Careers in Food and Beverage Industry (includes sit down dining restaurants to fast-food franchises)

Waiter/Waitress | table bus persons | Hosts/Greeter | Cashier | Chefs | Cooks | Kitchen assistants

Diverse Segments State Park Ranger | Nature park worker | Golf course pro or grounds keeper | Sales (memberships, conference bookings, etc.)



¡El turismo es grandioso!
Grandes negocios.
Grandes opciones de empleo

**HAZ QUE TU PASIÓN SEA
UNA PROFESIÓN
EN LA INDUSTRIA DEL TURISMO.**

¿CUÁL ES TU PASIÓN?

REDACCIÓN:

OPCIONES DE CARRERAS EN TURISMO

- Relaciones públicas
- Comunicados de prensa
- Contenido en sitios web
- Bloguero
- Administrador de medios de comunicación
- contenidos de folletos

DIGITAL:

OPCIONES DE CARRERAS EN TURISMO

- Administrador de sitios web
- Aplicaciones de viajes
- Redes sociales
- Correos masivos
- Aplicaciones para teléfonos inteligentes
- Redes de equipo de computo

CREATIVOS:

OPCIONES DE CARRERAS EN TURISMO

- Diseño gráfico
- Fotografía
- Campañas de mercadeo
- Desarrollo de logos
- Diseño de sitios web
- Carteles temáticos

ORGANIZACIÓN:

OPCIONES DE CARRERAS EN TURISMO

- Organizador/a de eventos
- Organizador de conferencias
- Campañas de mercadeo
- Coordinador de actividades recreativas
- Organización de exhibición de viajes

GENTE:

OPCIONES DE CARRERAS EN TURISMO

- Información de servicios de consejería
- Guía paso a paso
- Servicio al cliente
- Operador de grupos de turismo
- Guía turística de destino

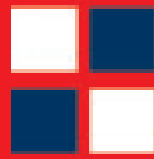
NEGOCIOS:

OPCIONES DE CARRERAS EN TURISMO

- Director de la oficina de convenciones y visitantes
- Gerente general de hoteles
- Titular de restaurante
- Gerente de spa
- Tienda de regalos / tienda de venta al por menor

DIVERSOS SEGMENTOS

Carreras en alojamiento (Incluye chalets, cadenas de moteles, hoteles lujosos e interesantes casas de huéspedes) Servicios de recepción - Gerente de hotel, ama de llaves, conductor de servicio de transporte, mantenimientos de la propiedad.
Carreras en la industria de alimentos y bebidas. (Incluye Restaurantes, comedores hasta franquicias de comida rápida)
mesero - mesera - auxiliar de mesa - anfitrión / recepcionista - cajero - cocineros - chef - ayudante de cocina.
Diversos segmentos Guardabosques - empleado de parques naturales - Cuidador de suelos de golf - ventas. (membresías, reservación de conferencias, etc.)



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