

**SPM 6610, 4905**  
**Sport Events and Community Development**  
**Summer B 2020**  
**ONLINE**

**Instructor contact information**

**Name:** Dr. Kaplanidou (or Dr. K)  
**Virtual Office Hours:** by appointment.  
**Email:** kiki@hhp.ufl.edu, Tel. 352-294-1668  
**Department Chair:** Dr. Sagas, Email: msagas@ufl.edu

**Course objectives**

- Discriminate between sport event legacies and sport event impacts
- Identify the impacts sport events cause in host and neighboring communities
- Compare and contrast the planning and sport event outcomes for bid phase, event preparation stage, host event phase and post event phases
- Identify community development goals using sport events and the partnerships needed to deliver on legacy planning

**Evaluation scheme**

	<b>% breakdown</b>
<b>Project 1 (Module 1-Topics 2-7)—(INDIVIDUAL assignment)</b> Interview a sport event manager and ask them their perception about what they think are the impacts and legacies of their event on the community. Part of the paper should include a short literature review of the terms impacts and legacies. This should be a 7-page paper that will also result in a power point presentation to the rest of the class. More details in the assignment on canvas.	<b>25</b>
<b>Quiz (Module 2-Topics 8-11)</b> Multiple choice and T/F quiz on the readings and lectures covered by module 2. This will be a timed quiz. There are 20 questions and you will have 30 minutes.	<b>30</b>
<b>Project 2 (Module 3-Topics 12-16) (GROUP assignment)</b> Your group will be assigned a sport event to study its impacts for the community. Your group will have to identify the positive and negative outcomes of the sport event for the host community residents using research and other sources. This should be a 10-page paper that will also result in a presentation to the rest of the class. More details in the assignment.	<b>30</b>
<b>Online discussions/participation</b>	<b>15</b>
<b>Total</b>	<b>100</b>

**Grading Scale**

**(There will be no rounding of the grades, no exceptions).** The final grade will be assigned according to the following scale:

A	= 100-93	C(S)	= 76.99-73
A-	= 92.99-90	C-(U)	= 72.99-70
B+	= 89.99-87	D+	= 69.99-67
B	= 86.99-83	D	= 66.99-63
B-	= 82.99-80	D-	= 62.99-60
C+	= 79.99-77	E	= 59.99-0

## Tentative\* Class schedule

*\*This schedule is tentative and it could be changed based on the pace of the lectures and assignment needs. Changes will be announced in class and the instructor bears no responsibility of announcing these changes individually.*

Module	Dates	Topics	Topic	Exercises/assignments	logistics
<b>1. Understanding sport event impacts and legacies for community development</b>	July 6- July 10	1	Introduction, syllabus overview, expectations		Discussion 1 due by 5 pm Thursday July 9, comment on one other student submission by Sunday July 12, 5 pm 2020
		2	Defining the terms legacy and impact for sport events—typology of sport events	<b>Identify interviewee and literature for project 1 (use google scholar)</b>	Discussion 2 due by 5 pm Thursday July 9, comment on one other student submission by Sunday July 12, 5 pm 2020
		3	Costs of hosting sport events for communities		
	July 13-17	4	Benefits from hosting sport events for communities		Discussion 3 due by 5 pm Thursday July 16, comment on one other student submission by Sunday July 19, 5 pm 2020
		5	<i>Watch video: Guest speaker Joleen Cacciatore – Director, Gainesville Sports Commission, The role of a local sport commission in community development</i>		Discussion 4 due by 5 pm Thursday July 16, comment on one other student submission by Sunday July 19, 5 pm 2020
	July 20- July 24	6	Business legacy of mega sport events (readings topic 6)--		Discussion 5 due by 5 pm Thursday July 23, comment on one other student submission by Sunday July 26, 5 pm 2020
		7	<b>Project 1 (paper and presentation) due by Thursday, July 23, at 5 pm</b>	Presentations online submission Post your power point and comment on two other students' power points under the pertinent discussion thread.	<b>Paper and presentation due: Thursday, July 23, at 5 pm</b>  <b>Commentary due Sunday July 26, 5 pm 2020</b>
<b>2. Sport event bidding and preparation (Topics 8-11)</b>	July 27-July 31	8	Bidding stage		Discussion 6 due by 5 pm Thursday July 30, comment on one other student's submission by Sunday August 2, 2020, 5 pm

		9	Key factors in deciding whether a community should bid for a sport event		Discussion 7 due by 5 pm Thursday July 30, comment on one other student's submission by Sunday August 2, 2020, 5 pm
		10	The bidding process; the importance of resident support for the bid; issues dealing with the bid process		Discussion 8 due by 5 pm Thursday July 30, comment on one other student's submission by Sunday August 2, 2020, 5 pm
		11	<b>Timed Quiz, canvas, on module 2 material- multiple choice, T/F questions, 20 questions</b>	<b>Due Sunday August 2, 2020 by 11 pm EST</b>	
<b>3. Sport event hosting, sustainability, partnerships</b>	Aug 3-7	12	Preparing for the event- planning and implementing. During the event considerations- event success, media coverage		
		13	Post event considerations-legacy and sustainability planning, partnerships		Discussion 9 due by 5 pm Thursday August 6, comment on one other student submission by Sunday Aug 9, 5 pm 2020
	Aug 10-Aug 14	14	Leveraging		
		15	<b>Project 2 (group paper and presentation) due by Thursday, Aug 13, at 5 pm</b>	Project Presentations online submission Thursday, Aug 13, 5 pm, Record your group presentation using zoom and share the link with the class. Watch and comment on another student/group presentation under the pertinent discussion thread by Sunday Aug 16, 5 pm.	Teaching evaluations

## Readings

Topic #	Topic	Required Readings
1-3	1. Introduction, syllabus overview, expectations	None
	2. Defining the terms legacy and impact for sport events—typology of sport events (readings topic 2)	Preuss, H. (2015). A framework for identifying the legacies of a mega sport event. <i>Leisure Studies</i> , 34(6), 643-664. doi: 10.1080/02614367.2014.994552 Getz, D. (2008). Event tourism: Definition, evolution, and research. <i>Tourism Management</i> , 29, 403-428
	3. Costs of hosting sport events for communities (readings topic 3)	Preuss, H. (2009). Opportunity costs and efficiency of investments in mega sport events. <i>Journal of Policy Research in Tourism, Leisure and Events</i> , 1(2), 131-140. doi: 10.1080/19407960902992183
4-7	4. Benefits from hosting sport events for communities (readings topic 4)	Kaplanidou, K. (2012). The importance of legacy outcomes for Olympic Games four summer host cities residents' quality of life: 1996-2008. <i>European Sport Management Quarterly</i> , 12(4), 397-433. Misener, L., & Mason, D. S. (2006). Creating community networks: Can sporting events offer meaningful sources of social capital? <i>Managing Leisure</i> , 11(1), 39-56. doi: 10.1080/13606710500445676 Taks, M., Social sustainability of non-mega sport events in a global world1. <i>European Journal for Sport and Society</i> 2013, 10 (2), 121-141. Zhou, R. & Kaplanidou, K. (2018). Building Social Capital from Sport Event Participation: An Exploration of the Social Impacts of Small-scale Sport Events on the Community. <i>Sport Management Review</i> . 21(5), 491-503. <a href="https://doi.org/10.1016/j.smr.2017.11.001">https://doi.org/10.1016/j.smr.2017.11.001</a>
	5. The role of a local sport commission in community development	Watch guest speaker video and answer discussion questions
	6. Business legacy of mega sport events (readings topic 6)	Kaplanidou, K., Al Emadi, A., Sagas, M., Diop, A., & Fritz, G. (2016). Business legacy planning for mega events: The case of the 2022 World Cup in Qatar. <i>Journal of Business Research</i> . doi: <a href="http://dx.doi.org/10.1016/j.jbusres.2016.03.041">http://dx.doi.org/10.1016/j.jbusres.2016.03.041</a>
	<b>7. Project 1 due</b>	<b>Paper and Presentations</b>
8-11	8. Bidding stage	Carey, M., Mason, D. S., & Misener, L. (2011). Social responsibility and the competitive bid process for major sporting events. <i>Journal of Sport &amp; Social Issues</i> . doi: 10.1177/0193723511416985  Chappelet, J.-L., & Lee, K. H. (2016). The Emerging Concept of Sport-Event-Hosting Strategy: Definition and Comparison. <i>Journal of Global Sport Management</i> , 1(1-2), 34-48. doi: 10.1080/24704067.2016.1177354  Read: Building a winning bid (power point)
	9. Key factors in deciding whether a community should bid for a sport event	Hans M. Westerbeek, Paul Turner, Lynley Ingerson, (2002) "Key success factors in bidding for hallmark sporting events", <i>International Marketing Review</i> , Vol. 19 Iss: 3, pp.303 – 322 Hiller, H. H. (2000). Mega-events, urban boosterism and growth strategies: An analysis of the objectives and legitimations of the Cape Town 2004 Olympic bid. <i>International Journal of Urban and Regional Research</i> , 24(2), 449-458. doi: 10.1111/1468-2427.00256
	10. The bidding process; the importance of resident support for the bid; Issues dealing with the bid process	Hiller, H. H., & Wanner, R. A. (2011). Public opinion in host Olympic cities: The case of the 2010 Vancouver Winter Games. <i>Sociology</i> , 45(5), 883-899. doi: 10.1177/0038038511413414  Olson, (2018, unpublished Thesis) Rescinding a Bid: Stockholm's uncertain relationship with the Olympic Games, <a href="http://hdl.handle.net/10919/82866">http://hdl.handle.net/10919/82866</a>
	<b>11. Quiz on Module 2 lectures and readings (8-10)</b>	<b>QUIZ</b>
12-15	12. Preparing for the event, planning and implementing (readings topic 12)	Leonardsen, D. (2007). Planning of mega events: Experiences and lessons. <i>Planning Theory &amp; Practice</i> , 8(1), 11-30. Liu, Y. (2017). Event and Community Development: Planning Legacy for the 2008 European Capital of Culture, Liverpool. <i>Urban Science</i> . 1, (4), 39; doi:10.3390/urbansci1040039

	<p>12. During the event considerations- event success (readings topic 12)</p> <p>13. Post event considerations-legacy and sustainability planning (readings topic 13)</p>	<p>Kaplanidou, K., Kerwin, S., &amp; Karadakis, K. (2013). Understanding sport event success: Exploring perceptions of sport event consumers and event providers. <i>Journal of Sport &amp; Tourism</i>, DOI: 10.1080/14775085.2013.861358.</p> <p>Leopkey, B., &amp; Parent, M. M. (2012). The (neo) institutionalization of legacy and its sustainable governance within the Olympic movement. <i>European Sport Management Quarterly</i>, 12(5), 437-455</p> <p>Sotiriadou &amp; Hill (2015), Raising environmental sustainability for sport events. A systematic review. <i>International Journal of Event Management Research</i>. 10, (1), <a href="http://www.ijemr.org/wp-content/uploads/2014/10/Sotiriadou-Hill.pdf">http://www.ijemr.org/wp-content/uploads/2014/10/Sotiriadou-Hill.pdf</a></p>
	<p>14. Leveraging (readings topic 14)</p>	<p>Chalip, L. (2006). Towards social leverage of sport events. <i>Journal of Sport &amp; Tourism</i>, 11(2), 109-127.</p> <p>Tom Bason, Jonathan Grix, (2018) "Planning to fail? Leveraging the Olympic bid", <i>Marketing Intelligence &amp; Planning</i>, Vol. 36 Issue: 1, pp.138-151, <a href="https://doi.org/10.1108/MIP-06-2017-0106">https://doi.org/10.1108/MIP-06-2017-0106</a></p> <p>Katharine Hoskyn, Geoff Dickson, Popi Sotiriadou, (2017) "Leveraging medium-sized sport events to attract club participants", <i>Marketing Intelligence &amp; Planning</i>,</p>
	<p><b>15. PROJECT 2 DUE</b></p>	<p><b>Paper and Presentations</b></p>

## Statement of University's Honesty Policy (use of copyrighted materials and unethical exam behaviors)

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code." On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

## Accommodations for Students with Disabilities

If you require classroom accommodation because of a disability, you must first register with the Dean of Students Office at <http://www.dso.ufl.edu/drc/>. The Dean of Students Office will provide documentation to you, which you then give to the instructor when requesting accommodation. The College is committed to providing reasonable accommodations to assist students in their coursework. If any student has a need for a special accommodation, please let me know within the first week of class to insure any necessary accommodations.

## ONLINE Class Demeanor Expected by the Professor

You are expected to upload your posts on time. If you are late posting for any reason, please let the instructor know. Please be familiar with all the due dates and be respectful of those assignments that require your post by a certain date so another student can respond.

## Late assignment policy

Late assignments will be accepted with a penalty of 10% per calendar day late.

## Teaching Evaluations

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

## Attendance policy

Requirements for class attendance and make-up exams, assignments, and other work in this course is consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

## Campus Resources

Health and Wellness U Matter, We Care: If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392- 1575 so that a team member can reach out to the student. Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx> , 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

## Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu)  
<https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.  
<http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources